

ANALYSIS OF PUBLIC INTEREST IN ONLINE TOURISM IN THE MIDDLE OF THE COVID-19 PANDEMIC

Sugeng Santoso¹, Putri Aprilita Hapsari², Garys Difoasih³, Susilo Edi Prianto⁴

sugeng.santoso@mercubana.ac.id, aprilita.putri@gmail.com, garys.difoasih@gmail.com,
susiloprianto@gmail.com

^{a,b,c,d}Program Studi Magister Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Mercu Buana, Indonesia

Abstract

This study aims to analyze people's interest in traveling in the era of the Covid-19 pandemic, with a focus on online tourism as an alternative to overcoming concerns about exposure to the virus and the imposition of Large-Scale Social Restrictions and Micro and Community-Scale Social Restrictions. The economic downturn in the midst of the threat of the spread of the pandemic which is not yet known when it will end, is a challenge for the government and society to adjust to the existing conditions. Currently, economic activities are re-opening by implementing health protocols to prevent and control the spread of the virus. It is necessary to restore tourists' trust in the midst of anxiety and the need to travel. This study used a qualitative descriptive research design with a cross sectional approach. Through an analysis of people's interest in traveling in the era of the Covid-19 pandemic, it was found that the community (local tourists) had quite a high interest in online tourism. This is because the community assesses the urgency of fulfilling tourism needs during the Covid-19 pandemic, of course by paying attention to applicable health protocols. In the future, online tourism needs to be developed and introduced to the wider community, of course, judging by the magnitude of tourist attraction and the importance of restoring Indonesian tourism after the Covid-19 pandemic. Furthermore, further research needs to be carried out whether the development of online tourism based on technology and digital platforms will affect tourist visits directly to recreational areas and the implications for commodity transportation service providers or travel agents.

Keyword: *Tourism, Interested, Protocols of healthy, Innovation, Technology*

INTRODUCTION

Pandemic Coronavirus 2019 (Covid-19) first identified in December 2019. World Health Organization (WHO) provides an overview of the ways in which SARS-CoV-2 is transmitted (Santoso, Putro, Fatmawati, Putri, & Sa'dillah, 2021). The spread occurs throughout the world and has an impact on various industrial sectors, one of which is Covid-19 have a major impact on the economic aspect, especially in the tourism industry. This makes the government close the operational activities of tourism, such as educational tourism, entertainment tourism, nature tourism and culture tourism. The epidemic outbreak has forced travel agents to look for effective and technical ways so that people can get entertainment and can travel at home. It is also able to increase profits and assist the government in economic development during the pandemic. On the positive side, Covid-19 also provide opportunities for consumers to use technology and innovation by taking vacations or virtual tours.

Travel agents and startup companies make every effort to improve the company's operational performance. Operational performance is important for the company, this affects the activity process of creating effective and quality products or services and leads to company profits. The company's operating activities to deliver its products and services can be through effective technology and innovation. The technology used can be tied to virtual features or applications. During the pandemic, health protocols and quality in tourism operations are very important. This affects consumers' considerations for taking vacations and tours outside the home.

LITERATURE REVIEW

1. Tourism

Wibowo (2008) explained that tourism is an activity carried out by the community covering various forms and types of travel related to recreational/entertainment activities. While in the Law of the Republic of Indonesia number 10/2009 explains that tourism is an activity with various kinds of tourism and is supported by facilities and services provided by entrepreneurs, central government, communities and local governments. In the business economy, it is an interest for entrepreneurs to build a business in the tourism sector. Tourism business is a business activity that provides products and services to meet the needs of tourists or people who want to vacation and organize tourism activities (Law number 10, 2009). Business in the tourism sector, in the form of:

- a. Transportation services, business activities that provide transportation/vehicles for tourism needs and activities. For example rental cars, motorbikes, buses, boats and planes.
- b. Tourist attraction, an activity of managing a tourist place such as natural tourism, cultural tourism, artificial or built tourism that can be an attraction for people to visit.
- c. Organizers of entertainment and recreation activities, an activity related to art performances, cinemas, game arenas and related to entertainment activities and recreational activities aimed at tourism.
- d. Culinary Services, business activities that provide consumer needs in the form of food and beverages. Such as cafes, restaurants, food stalls, and restaurants.
- e. Travel services, business activities carried out by agents or travel service bureaus, in the form of travel planning, ticket reservations, visa making services, booking accommodation and processing travel documents.
- f. Accommodation provider services, a business activity that provides lodging in the form of hotels, resorts, hotels, homestays, guest houses and villas
- g. Meeting organizing services, incentive travel, conferences and exhibitions, a service business organizing meetings for groups of people, employee travel and conference and exhibition organizing services.
- h. Information services, activities to provide information in the form of data, videos, photos and research results on tourism.
- i. (mountain lake village and culture) which is disseminated to social media and printed form, for example Wonderful Indonesia.
- j. Water tourism is an entertainment and recreational activity related to water sports (swimming, banana boating and parasailing) and not water (wall climbing, flying fox and frozen).

The value chain in the tourism business starts from consumer orders, namely tourists. Travelers draw up travel plans with the help of tour operators. In this case, the tour agent provides an explanation of the tour package to potential tourists, it is called package tourists. If prospective tourists do not use travel agents, they are referred to as individual tourists where they are free to travel on their own without the help of travel agents. Travel agents can provide services to tourists by delivering to airports, seaports, train stations, and so on. In addition, travel agents also provide accommodation during the trip and other activities to the destination. Transportation between the place of origin of tourists to the destination plays an important role in the tourism value chain (Damanik & Weber, 2006).

The tourism business in achieving the value chain determines the tourism development strategy will use the Value Chain Analysis developed by Michael Porter. This model is used to help analyze specific activities that create value and competitive advantage for the tourism travel business. The analysis is carried out on community economic activities based on KBLI for 3 value chains by looking at existing conditions and expected conditions, as an illustration of the value chain of tourism economic activities and the creative economy

2. Community Interest

Society is the behavior and attitudes of consumers towards products or services. This illustrates the public's desire to use products and services. People have backgrounds and motives to use goods or services and fulfill their needs. Digital technology is one of the people's interests. The application of Digital Technology is included as a source of innovation opportunities that result in business process reengineering (Drucker et al in (Santoso, et al, 2021). Re-engineering itself has become a fairly accepted approach today in efforts to reform public sector organizations. Therefore, a number of bureaucrats in developed countries have tried to apply this concept to government organizations with the ultimate goal of improving the quality of institutional performance, especially in facing various challenges in the era of globalization. The practice of re-engineering be referred to as the first wave of reengineering which is generally characterized by the application of aspects of operational processes such as time, cost and quality (Andrea & Santoso, 2020).

The existence of technology can help people anytime and anywhere in meeting their needs through efficient operational processes. Here are some things that have caught the public's attention, including:

a. Ease of Access

Ease of access to an application or web is a consumer interest. Because of the speed and ease of access one of the things that can provide consumer satisfaction. (Nurani & Henny, 2018) describes an online system that has view which is a lot, means that the system is easy to use by consumers, easy to operate and better known by the public.

b. Design Website

Layout design is a strategy in the process of a production. In this case the use of technology is very important for companies to introduce and offer products or services. One way to offer and provide information is through website (Kuswanto, 2017). Website design that can be attractive to potential consumers, namely the design that fits the function, the design of the presentation of the information and the design of the aesthetics. The aesthetic design can be in the form of colors, letters, animations, background etc. Apart from design, accessibility website is important for consumers to quickly get goods or services.

c. Payment system

Payment can be defined as the process or method of transferring money from the giver of money to the recipient of the money. According to Bank Indonesia, as stated in law number 23 year 1999, it explains that the payment system is a system that includes a set of rules, institutions and payment mechanisms, which is used as a transfer of funds to fulfill their obligations to economic actors. At the time of the pandemic, it became an all-digital era, where digital payment systems provided a method of payment via the internet or an application. The use of digital payment systems is easier, faster and pays anywhere.

The growth of the digital economy is growing rapidly and can be seen through the growth of two sub-sectors, namely: e-commerce and fintech. Fintech (Financial Technology) which refers to technology that provides financial solutions (Alika, Santoso, Nurmaliki, & Anisa, 2020). Transaction rate e-commerce public digital advertising spending itself is a digital economy marketing strategy implemented by the tourism industry through collaboration with various financial institutions that facilitate payment systems (such as BRI through BRIVA payments) and in collaboration with digital payment applications, such as OVO, GoPay, and DANA (Tarantang, Awwaliyah, Astuti, & Munawaroh, 2019).

d. Health protocol

Tourism is an activity carried out by tourists. If the tourist activities are carried out safely, comfortably and in accordance with the health protocols of the health ministry regulations, it can be considered by the community in making tourism decisions. The health protocols (according to the regulations of the Minister of Health) that must be observed during tourism activities:

1) Make sure the entire tourist activity area is clean

Perform cleaning at least 3 times a day using disinfectant during tourist activities. Providing disinfectant facilities in the form of hand sanitizer at the entrance and at several points where visitors can reach it.

2) Check the body temperature of visitors and employees at each entrance.

If the temperature is more than 38 degrees Celsius, it is recommended to immediately check at the nearest health facility.

3) Conduct training to staff to comply with health, hygiene and physical contact instructions.

4) Limiting visitors by 50% or according to the capacity of officers, the ratio of tourists compared to the land area (open and close system).

5) Promote and invite visitors to wash their hands regularly:

a) Put up posters with information on the importance of maintaining health, hygiene and proper hand washing.

b) Have access to hand washing with soap and water or hand sanitizer in the tourist area.

c) Place hand washing equipment in a strategic and affordable place for visitors.

6) Socializing about coughing or sneezing etiquette in public places.

7) Provide the latest information about Covid-19 and placed in an area that is easy for visitors to find.

8) Coordinate with the nearest health facility for permit procedures or health referrals for sick tourists.

9) Change system ticketing, payment systems and reservation systems in tourist destinations.

In addition to carrying out the health protocol, the tourism sector entrepreneurs also have a certificate from the government, the ministry of tourism, economy and creativity, namely a certificate CHSE (Cleanliness, Health, Safety, and Environment Sustainability). Certification CHSE is the granting of certificates from the government to tourism business actors, other related businesses/facilities, community communities, and tourism destinations to provide guarantees to tourists for cleanliness, safety, health and environmental sustainability (Santoso, et al., 2021). During the COVID-19 pandemic, what needs to be done from a strategic point of view is to assess the rules in the new normal order, then the geopark aspect and the Muslim-friendly tourism aspect. Meanwhile, from the aspect of

facilities, special attention needs to be paid to tourist attraction, public awareness, geotourism, health protocols, management, and information (Santoso, Ubaidillah, Balqis, & Sembiring, 2021).

Tourism has a very close relationship with the value chain of activities in which it has various businesses that can absorb new workers and then it can be create business opportunities for the community (Munaf, 2015). Good integrity in the tourism business chain is an added value in itself and is a key factor in the development of the tourism industry and can meet tourist expectations. Therefore, strengthening between links in the formation of the tourism industry must be built continuously so that good integrity is formed in creating quality products and services for tourists (Dumilah, Komarudin, Ubaidillah, Siagian, & Santoso, 2021)

3. Innovation Readiness Level and Technology Readiness Level

According to the Regulation of the Minister of Research, Technology and Higher Education of the Republic of Indonesia (PERMENRISTEKDIKTI RI) Number 29 year 2019 concerning Measurement and Determination of Innovation Readiness Levels, innovation is a series of research and/or development activities as a practical application of new scientific values and contexts in applying existing science and technology into products or services. Tourism as one of the sectors affected by the pandemic Covid-19 make an efforts to increase innovation to restore the economic condition of tourism. Innovation Readiness Level (Innovation Readiness Level / IRL) hereinafter abbreviated as Katsinov is a measuring tool or method used to provide an estimate of the readiness of a technology innovation from a technological innovation program in companies, research and development institutions, and universities in terms of various aspects including technology, market, organization, partnership, risk, manufacturing, and investment. There are 6 phases in the Katsinov-Meter as a measure of the level of innovation readiness (MENRISTEKDIKTI RI, 2019), which is as follows:

- a. Concept (concept); is the phase where the idea generation through the basic scientific principles of the innovation has been observed and reported, then the critical functions and/or characteristics have been confirmed through experiments.
- b. Component (component); is the phase when components have been developed and validated and prototypes have been developed to demonstrate the technology to be introduced.
- c. Solution (completion); the stage where technological developments and breakthroughs have been completed and the complete functioning of the system has been proven through field trials.
- d. Chasm; is the stage when the innovation is first introduced to the market (early stage), at this stage is a steep journey that every innovator must go through to determine how much acceptance of product innovation in the market.
- e. Competition (competition); the phase of market maturity or the achievement of an equilibrium state characterized by the absence of significant growth. The main mission in this stage is to maintain and improve innovation to overcome the competition.
- f. Changeover/Closedown; is a phase of market decline that consists of two options. Changeover refers to re-innovation (re-innovation), opening new markets, transforming business models, and reinventing in order to seek and develop competitive advantages. While closedown means innovation is obsolete.

Technology Readiness Level (TRL) and Innovation Readiness Level (Katsinov) is a measure of the structural system to understand the maturity of the technology so that the results of technological development are ready to be implemented and integrated as an innovation and ready to be commercialized (Andreas & Santoso, 2020). However, before being used by users, the technology that has been completed needs to be identified first regarding the use value of the technology. This is so that innovation in technology can solve the problems experienced by users. The application of existing technology in Indonesia is generally carried out by the Agency for the Assessment and Application of Technology which has the authority, but universities in Indonesia need to review and apply the technology that will be used by users (Putra & Santoso, 2020).

The innovation life cycle is an iterative process of innovation development starting from an idea, concept, development, prototype, product, and commercialization. Measurement of innovation, can take precedence with measuring the level of technology readiness as regulated in PERMENRISTEKDIKTI RI number 42 year 2016 concerning the Measurement and Determination of the Technology Readiness Level (Redata, Kezia, Solaiman, & Santoso, 2021). In the logistics value chain itself, innovation plays an important role in providing added value to products by integrating the flow of materials, products, information through the creation of place value, time utility and quantity utility value in supply chain management (Santoso, Soehari, Aprianto, Andreas, & Henny, 2020). Furthermore, the relationship between indicators TRL and IRL can be classified into: TRL 1 – 3 is equivalent to IRL 1 which means the technology is still in the testing phase in the laboratory, while TRL 4 – 6 is equivalent to IRL2, the technology is already a prototype, but not yet certified. InTRL 7 – 9 which is equivalent to IRL 3, the technology is standardized, certified, and ready to enter the market (Santoso, et al., 2021). In this study, researchers tried to conduct a self-assessment through a survey of respondents to determine the innovation readiness level and the

technology readiness level of online tourism to determine the extent to which software developers need to innovate and improve system functions.

RESEARCH METHODS

This study used a qualitative descriptive research design with a cross sectional approach. Descriptive research aims to describe or describe a phenomenon or variables to be studied (Notoatmodjo, 2010). The method used in this study is a survey method, in which information is obtained from respondents who are collected empirically to obtain opinions from some of the population on the object of research. Researchers conducted a primary survey by making a list of questions to be asked to respondents through filling out a questionnaire. Based on the analysis group, this study uses a sample analysis of the Indonesian population living in Jakarta, Bogor, Depok, Tangerang and Bekasi (JABODETABEK).

Based on the time, this research uses the approach cross sectional. Approach cross sectional is research with the process of collecting and measuring variables carried out at the same time (point-time approach). Approachcross sectional selected based on the estimated processing time which is relatively faster and risky drop out which is smaller than the other approaches (Nursalam, 2016). Data collection is carried out once in a daily, weekly or monthly period in answering the questions and statements of the researcher. The period of this research was carried out in March 2021.

RESULTS AND DISCUSSION

Table 1 Respondent Profile

	Indicator	N	%
Gender	Man	24	28.9
	girl	59	71.1
Age	20 - 30	32	38.6
	31 - 40	27	32.5
	>40	24	28.9
Family status	Married	50	60.2
	Single	33	39.8
Profession	Student/ College student	8	9.6
	Indicator	N	%
	Private employees	25	30.1
	civil servant	30	36.1
	BUMN employee	7	8.4
	Entrepreneur	3	3.6
	Others	10	12.2
	Domicile	Jabodetabek	74
	Non-Jabodetabek	9	10.8

Source: Results of data processing (2021)

Based on the table above, it can be seen that the majority of respondents who filled out the questionnaire were female as many as 59 respondents (71.1%) and the rest were male as many as 24 respondents (28.9%). It can also be seen that the majority of respondents who filled out the questionnaire were 20-30 years old with a total of 32 respondents (38.6%). Meanwhile, 27 respondents aged 31-40 years (32.5%) and 24 respondents aged >40 years (28.9%). The majority of respondents have married status as many as 50 respondents (60.2%) and the rest have unmarried with a total of 33 respondents (39.8%). Of the 83 respondents who filled out the questionnaire, most of the respondents worked as civil servants with a total of 30 respondents (36.1%). A total of 25 respondents (30.1%) were private employees, as many as 8 respondents (9, 6%) are students, 7 respondents (8.4%) are BUMN employees, 3 respondents (3.6%) are entrepreneurs and the remaining 10 respondents (12.2%) answered others. Most of the respondents live in the JABODETABEK area with a total of 74 respondents (89.2%) and the remaining 9 respondents (10.8%) live outside JABODETABEK.

Table 2 Market Conditions

Indicator		n	%
Last time traveling	Within a week	6	7.2
	1 month ago	15	18.1
	6 months ago	24	28.9
	1 year ago	13	15.7
	>1 year ago	25	30.1
Who do you travel with?	Family	57	68.7
	Friend	18	21.7
	Indicator	n	%
	Spouse/Girlfriend	6	7.2
	Alone (Solo travel)	2	2.4
Type of tour	Outdoor tourism	75	90.4
	Indoor tours	3	3.7
	Other tours	5	5.9

Source: Results of data processing (2021)

From Table 2, it can be seen that the majority of respondents last traveled >1 year ago with a total of 25 respondents (30.1%). A total of 24 respondents (28.9%) last traveled in the past six months. Meanwhile, 15 respondents (18.1%) said that the last time they traveled was one month ago, 13 respondents (15.7%) had their last trip a year ago, and 6 respondents (7.2%) traveled in a week. It can also be seen that the majority of respondents traveled with their families as many as 57 respondents (68.7%). Furthermore, as many as 18 respondents (21.7%) traveled with friends, as many as 6 respondents (7.2%) traveled with a partner/girlfriend, and as many as 2 respondents (2.4%) traveled alone (solo traveling). Of the 83 respondents who filled out the questionnaire.

Table 3 Travel Intensity

Indicator		N	%
Domestic tourism before the Covid-19 pandemic (within a year)	Never	1	1.2
	Rarely (1 - 2 times)	33	39.8
	Often (3 - 4 times)	41	49.4
	Very often (> 4 times)	8	9.6
Traveling abroad before the Covid-19 pandemic (within a year)	Never	32	38.6
	Rarely (1 - 2 times)	41	49.4
	Often (3 - 4 times)	8	9.6
	Very often (> 4 times)	2	2.4
Domestic travel during the Covid-19 pandemic (within a year)	Never	27	32.5
	Rarely (1 - 2 times)	49	59.1
	Often (3 - 4 times)	6	7.2
	Very often (> 4 times)	1	1.2
Traveling abroad during the Covid-19 pandemic (within a year)	Never	68	81.9
	Rarely (1 - 2 times)	13	15.7
	Often (3 - 4 times)	1	1.2
	Very often (> 4 times)	1	1.2

Source: Results of data processing (2021)

Based on the results of data processing related to the intensity of community tourism in this study, there was a significant decrease. Before the onset of the pandemic Covid-19 in Indonesia, the majority of respondents have domestic tourism intensity in the frequent category (3 – 4 times) in a year, as many as 41 respondents (49.4%). In addition, the intensity of respondents' overseas tourism before the pandemic Covid-19 excels in the category of infrequent intensity (1 – 2 times) in a year, as many as 41 respondents (49.4%). This condition has changed significantly after the pandemic Covid-19 in Indonesia. This has an impact on decreasing the intensity of community tourism, both domestic and foreign tours. Table 3 shows during the pandemic Covid-19 the majority of respondents have domestic tourism intensity in the rare category (1 – 2 times) in a year, as many as 49 respondents (59.1%), then followed by tourism intensity in the never category, as many as 27 respondents (32.5%). Meanwhile, for the

intensity of overseas tourism during the pandemic Covid-19 majority by category never traveled in a year as many as 68 respondents (81.9%).

Table 4 Online Tourism Products

Indicator	n	%
Have you ever heard of online travel?	Yes	64 77.1
	Not	19 22.9
Where are the sources of information about online tourism?	Social media	46 55.4
	Website	15 18.1
	Friends/Family	16 19.3
	Radio/Television	5 6
	Others	1 1.2
Have you ever tried an online travel platform?	Yes	67 80.7
	Not	16 19.3
What are the important aspects to consider in choosing an online tourism platform?	Ease of access and features	54 65.1
	Affordable price / promo	11 13.3
	Variety of destination choices	8 9.6
	Recommended friends/family	5 6
	Others	5 6

Source: Results of data processing (2021)

The results of the study based on Table 4 above show that the majority of respondents have heard of online tourism, as many as 64 respondents (77.1%). The majority of respondents obtained sources of information about online tourism through social media, as many as 46 respondents (55.4%), followed by sources of information originating from friends/family as many as 16 respondents (19.3%). Based on the data, the research respondents' knowledge of online tourism is quite high. Furthermore, it was found that the majority of respondents had tried online tourism platforms, as many as 67 respondents (80.7%) consisting of travel entrepreneurs, atourin, Dufan, and other online travel agents. Furthermore, respondents with their experience and knowledge related to online tourism have determined that an important aspect that is considered by respondents in choosing an online tourism platform is the ease of access and ordering, where this aspect was chosen by 54 respondents (65.1%). The next important aspect is affordable prices/promotions, as many as 11 respondents (13.3%).

Table 5 Respondents Interest in Online Tourism

Indicator	n	%
Respondents yearn to be able to travel again	Strongly disagree	2 2.4
	Disagree	1 1.2
	Kinda agree	3 3.6
	Agree	14 16.9
	Strongly agree	63 75.9
Respondents want safe and comfortable travel during the pandemic Covid-19	Strongly disagree	2 2.4
	Disagree	2 2.4
	Kinda agree	1 1.2
	Agree	16 19.3
	Strongly agree	62 74.7
Respondents considered it important to continue to meet tourism needs during the pandemic Covid-19	Strongly disagree	1 1.2
	Disagree	4 4.9
	Kinda agree	11 13.4
	Agree	24 29.3
	Strongly agree	42 51.2
Respondents avoid tourism activities that require interacting/meeting with many people	Strongly disagree	1 1.2
	Disagree	4 5
	Kinda agree	12 14.6
	Agree	24 29.1
	Strongly agree	41 50.1
Respondents plan to travel in the near future	Strongly disagree	6 7.2
	Disagree	17 20.5

Respondents are interested in trying online tourism	Kinda agree	30	36.1
	Agree	16	19.3
	Strongly agree	14	16.9
	Strongly disagree	7	8.4
	Disagree	8	9.6
	Kinda agree	19	22.9
	Agree	23	27.7
	Strongly agree	26	31.3

Source: Results of data processing (2021)

Based on Table 5, it was found that the interest of the respondents in this study towards the development of online tourism was quite high. It is known that the majority of respondents strongly agree that they have longed to be able to travel again after the pandemic Covid-19 as many as 63 respondents (75.9%). The majority of respondents also stated that they strongly agreed that respondents wanted safe and comfortable travel during the pandemic Covid-19, as many as 62 respondents (74.7%). This is supported by the current conditions and situation where it is important to always apply health protocols wherever you are, especially when traveling. So that the majority of respondents strongly agree to avoid tourism which requires respondents to interact/gather with many people, as many as 41 respondents (50.1%). However, it is important for the community to continue to meet tourism needs. Based on the data obtained, the majority of respondents strongly agree that tourism needs during the Covid-19 pandemic are important to remain fulfilled, as many as 42 respondents (51.2%). Although the majority of respondents stated that they somewhat agreed to travel in the near future, as many as 30 respondents (36.1%), but the majority of respondents stated that they strongly agreed with their interest in trying online tourism as many as 26 respondents (31.3%).

1. Analysis of Technology Readiness Level and Innovation Readiness Level

Applicable Technology level (TRL) is a measure of the level of readiness of the technology which is interpreted as an indicator that shows how ready or mature a technology can be applied and adopted by the users/potential users (Arwanto & Prayitno, 2013). Applicable Technology level as a systematic measurement system that supports assessments of the maturity or readiness of a particular technology and a comparison of maturity or readiness between different technology. The determination of the technology used in a business process will need to be considered in detailed and precise about how much degrees the mechanism and usefulness of the expected (Susilo, Wijayanti, & Santoso, 2021). TRL is a measure that indicates the stage or level of maturity or readiness of the technology on a scale of 1 to 9, where between one level with the level of the other interrelated and became the foundation for the next level. Researchers assess that technology travel online has been already validated by the community through information obtained from a variety of online media that is currently growing rapidly one of them is social media. The results of the survey showed that as many as 64 respondents (77,1%) had heard about the tour online, where a total of 46 respondents (55,4%) get information related to both online through social media. In addition, a total of 67 respondents (80,7%) say ever tried travelling online.

Based on table 4, the survey results show that the ease of access and features chosen by 54 respondents (65.1%) are the main indicators that are the basis for the assessment by researchers about the readiness of online tourism technology assessed by respondents. If an assessment is carried out with the TKT and Katsinov instruments, it indicates that the software prototype developed is easily accessible and the prototype is validated. The data obtained is that half of the respondents in this study consider it important to continue to meet tourism needs during the Covid-19 pandemic, namely 42 respondents (51.2%), but in this study also shows that people's desire to return to online tourism is still low, namely as much as 30 respondents (36.1%) who plan to travel in the near future after receiving exposure to information about online tourism.

Based on the results of the survey of respondents and if an assessment is carried out with TKT and Katsinov instruments, this indicates that the software prototype still needs to be refined to be more attractive and meet user satisfaction. Based on the results of the analysis of TKT and Katsinov, the author conducts an assessment that the software developed still needs to be improved through user satisfaction tests, then the development of online tourism software is currently in the innovation readiness level at level 2 (Katsinov-2) and Technology Readiness Level (TRL) at level 6 (Arwanto & Prayitno, 2013), namely component/subsystem validation in a relevant environment. Furthermore, online tourism software developers need to improve the use of digital technology as a system that has currently been adopted and continues to be developed into online tourism innovation through the platform, both in terms of speed of access, attractive and informative web design, ease of ordering and payment, to the implementation of tours for later through the field test phase so that the overall system functions are proven

valid and online tourism is increasingly in demand, especially during the Covid-19 pandemic as an alternative to fulfill the needs of safe and comfortable tourism.

CONCLUSION

This research was conducted to determine the public's interest, in this case local tourists, towards online tourism as a safe and comfortable alternative for recreation during the pandemic. Covid-19. This online tourism innovation already exists and has the potential to continue to be developed, especially in terms of ease of access and booking. Based on research that has been done through filling out questionnaires, it can be concluded that the level of public interest in online tourism is quite high. This is because the community considers the urgency to fulfill tourism needs during the Covid-19 pandemic, but on the other hand it is important for the community to continue to pay attention to the applicable health protocols. In the future, online tourism needs to continue to be developed and introduced to the wider community, of course judging from the magnitude of the tourist attraction and the importance of recovering Indonesian tourism after the pandemic Covid-19. If an assessment is carried out with TKT and Katsinov instruments, this indicates that the software prototype still needs to be refined to make it more attractive and meet user satisfaction. Further research needs to be done whether the development of online tourism based on technology and digital platforms will directly affect tourist visits to recreational areas and the implications for commodities for transportation service providers or travel agents.

REFERENCES

- Alika, V. A.; Santoso, S.; Nurmaliki, S.; & Anisa, N. (2021). Marketing Strategy Sharia Financial Institutions to Promote Sharia Fintech and Micro and Small Enterprises (MSES). Proceedings of the 1st MICOSS Mercu Buana International Conference on Social Sciences, MICOSS 2020, EAI. doi:10.4108/eai.28-9-2020.2307373
- Andrea, G., & Santoso, S. (2020). Improving Economy of the Community Based on Sustainable Tourism and Creative Economy through Business Process Re- Engineering (BPR) With Geopark Development in Lebak Regency Banten Province. *International Journal of Innovative Science and Research Technology*, 5(1), 472-482.
- Andreas, D., & Santoso, S. (2020). Build Operate Transfer (BOT) As a Business Role Model for Metering System and Development Projects (Studi Kasus On Metering System Project Which Located At PT. Rexaudia Sasada Sentosa). *Dinasti International Journal of Management Sciences (DIJMS)*, 1(7), 60-69. doi:10.31933/dijms.v2i1.525
- Arwanto, & Prayitno. (2013). *Tekno-Meter Pengukuran Tingkat Kesiapan Teknologi*. Jakarta: BPPT.
- Damanik, J., & Weber, H. (2006). *Perencanaan Ekowisata dari Teori ke Aplikasi*. Yogyakarta: PUSPAR UGM.
- Dumilah, D. R.; Komarudin, M.; Ubaidillah, R.; Siagian, S.; & Santoso, S. (2021). Peran Ekonomi Kreatif Dalam Meningkatkan Industri Pariwisata Di Seaworld Ancol. *Jurnal Master Pariwisata (JUMPA)*, 7(2), 558-583.
- Fatmawati, A. A., & Santoso, S. (2020). Penguatan Rantai Nilai Pariwisata Sebagai Strategi Pengembangan Kawasan Kota Tua Jakarta Menjadi Kawasan Wisata Ramah Muslim. *Jurnal Ilmiah Manajemen dan Bisnis*, 6(3), 284-304. doi:https://doi.org/10.2241/jimb.v6i3.9825
- Kuswanto, H. (2017). Analisis Prinsip Layout dan Composition pada Web Design Perusahaan PT. Bank Rakyat Indonesia dan Pt. FIF group berdasarkan buku "The Principle of Beautiful" website design (2nd Edition) By Jason Beard. Yogyakarta: ELINVO.
- MENRISTEKDIKTI RI. (2019). Peraturan Menteri Riset, Teknologi, dan Pendidikan Tinggi RI Nomor 29 Tahun 2019 tentang Pengukuran dan Penetapan Tingkat Kesiapan Inovasi.
- MENRISTEKDIKTI RI. (2016). Peraturan Menteri Kementerian Riset, Teknologi, Dan Pendidikan Tinggi Republik Indonesia Nomor 42 Tahun 2016 tentang Pengukuran Dan Penetapan Tingkat Kesiapterapan Teknologi
- Munaf, T. (2015). *Rencana Strategis Pengembangan Destinasi dan Industri Pariwisata Kementerian Pariwisata Tahun 2015 - 2019*. Jakarta: Bekraf.
- Notoatmodjo, S. (2010). *Metodologi Penelitian Kesehatan*. Jakarta: Rineka Cipta.
- Nurani, M., & Henny, W. (2018). Pengaruh Kemudahan Akses, Kemarikan Posting Messages, Daya Tanggap Pelayanan Terhadap Sikap Keputusan Pembelian Online Shop di Instagram. Yogyakarta: UPAJIWA.
- Nursalam. (2016). *Metodologi Penelitian Ilmu Keperawatan: Pendekatan Praktis (Ed 4 ed)*. Jakarta: Salemba Medika.
- Putra, I. M., & Santoso, S. (2020). Rekomendasi Mesin Pengupas Kulit Testa Kelapa Berdasarkan Tingkat Kesiapterapan Teknologi. *Jurnal AGROHITA: Jurnal Agroteknologi*, 5(2), 143-154. doi:10.31604/jap.v5i2.2143
- Redata, L.; Kezia, R.; Solaiman, K. H.; Santoso, S. (2021). Analisis Korelasi Pendampingan Komunitas Terhadap Inovasi Pelaku Ekonomi Kreatif Dan Pemenuhan Kebutuhan Konsumen: Studi Kasus Pada Komunitas Tangerang Berdaya Dan Pelaku Ekonomi Kreatif Kuliner Tangerang. *Business Management Journal*, 16(1), 1-19. doi:10.30813/bmj
- Santoso, S.; Hadibrata, B.; Nurhidajat, R.; Widyanty, W.; Fatmawati, A. A.; Ubaidillah, R.; & Isa, S. M. (2021). Study On

Development Strategies of Muslim-Friendly Tourism Ecosystem. Available at SSRN: <https://ssrn.com/abstract=3875184> or [doi:http://dx.doi.org/10.2139/ssrn.3875184](http://dx.doi.org/10.2139/ssrn.3875184)

- Santoso, S.; Natanael, A.; Griselda, A.; Khoirunnisa, J.; Simanjuntak, M.; Bagus, A. R.; & Merry, L. Z. (2021). Analysis of Business Process Reengineering and Export Platform in Supporting Business Exports of Creative Economy Players in the Micro, Small and Medium Business in Culinary Sub-sector. *Journal of Economics, Business, and Government Challenges (JoEBGC)*, 4(1), 32-49. doi:10.33005/ebgc.v4i1.170
- Santoso, S.; Nusraningrum, D.; Hadibrata, B.; Widyanty, W.; Isa, S. M.; Aprianto, Y.; Henny. (2021, April). Policy Recommendation for Food Security in Indonesia: Fish and Sea Cucumber Protein Hydrolysates Innovation Based. *European Journal of Business and Management*, 13(7), 71-79. doi:10.7176/EJBM/13-7-08
- Santoso, S.; Putro, S. S.; Fatmawati, A. A.; Putri, C. G.; Sa'dillah. (2021). Desain Mitigasi Risiko Penularan Covid-19 Di Lingkungan Industri Padat Karya Dengan Metode FMEA. *JKBM (Jurnal Konsep Bisnis Dan Manajemen)*, 7(2), 149-166. doi:10.31289/jkbm.v7i2.4674
- Santoso, S.; Soehari, T. D.; Aprianto, Y.; Andrean, D.; Henny. (2020). Value Creation In Fisheries Supply Chain As A Role Model For Fish Protein Hydrolyzate Cluster Development. *Jurnal Rekayasa Mesin*, 11(3), 401-407. doi:10.21776/ub.jrm.2020.011.03.12
- Santoso, S.; Ubaidillah, R.; Balqis, B.; Sembiring, C. F. (2021). Community Role in Improving Muslim-Friendly Value Chain in COVID-19 Pandemic at Geopark Bayah Dome Tourism Area. *Proceedings of the 1st MICOSS Mercu Buana International Conference on Social Sciences, MICOSS 2020, EAI*. doi:10.4108/eai.28-9-2020.2307372
- Susilo, Y.; Wijayanti, E.; Santoso, S. (2021). Penerapan Transformasi Digital Pada Pemasaran Ekonomi Kreatif Kuliner Minuman Boba. *Jurnal Ekonomi Manajemen Sistem Informasi*, 2(4), 463-466. <https://doi.org/10.31933/jemsi.v2i4>
- Tarantang, J., Awwaliyah, A., Astuti, M., & Munawaroh, M. (2019). Perkembangan Sistem Pembayaran Digital Pada Era Revolusi Industri 4.0 Di Indonesia. *Jurnal Al-Qaradh IAIN Palangka Raya*.
- Wibowo, L. A. (2008). *Modul Usaha Jasa Pariwisata*. Bandung: Universitas Pendidikan Bandung (UPI)