

## Tourism Village and Virtual Tour during the Covid 19 Pandemic Period (Case Study of Panji Tourism Village)

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### Abstract

*The Covid 19 pandemic caused the tourism sector in Bali to decline, this also had an impact on rural tourism. The movement of tourists is limited because of that visitors of tourist destinations decrease. Therefore we need the right marketing and promotional media to attract tourists to visit. This research aims to know and identify various tourism potentials and promotional media that can be applied in Panji Village, Buleleng. The subjects of this research were the head of the panji village and the head of the pokdarwis. Data were collected using observation, documentation and in-depth interviews and presented descriptively qualitatively. The results showed that the tourism potential in Panji village was divided into physical and non-physical potentials. These potentials are very likely to be developed into attractive tour packages. In the midst of this pandemic, several promotional media can be used for marketing tourism potential in Panji village, namely digital promotion through virtual tours by making virtual tour applications or utilizing applications such as zoom, youtube and Instagram.*

**Keywords:** Promotion Media; covid pandemic 19

### Introduction

Panji Village is located in Buleleng Regency, 315 meters above sea level and covers an area of 1061 hectares. This village is still in the development stage as a tourist village. The tourism potentials developed are wana shanti forest, *organic rice eco rice*, *traditional live cooking*, kayoan fast water bathing, gong and dance training pasraman, native North Balinese architectural house, Bhuana Kertha National Monument, and Pejenengan Temple where Moksa Raja Panji is located. Judging from the potential of Panji Village, it can be clustered into the potential for natural tourism, cultural tourism and historical tourism.

Currently the management of tourist destinations is increasingly competitive, coupled with unexpected situations such as the COVID-19 pandemic which has caused tourism to be in a state of concern, making it a challenge for tourism actors to survive. Therefore, Panji Village as a tourist village which is still in the development stage, in addition to the need for tourism products, also needs a marketing strategy with the aim of promoting, selling products and as a tool to maintain product sustainability (Hanggraito et al., 2020). Borrowing the idea of Purwanti (2013), marketing strategy is used as a reference for marketing activities in achieving goals. Therefore it is very important to use the right marketing strategy.

The results of initial observations show that Panji Village still faces obstacles in terms of marketing, namely the lack of empowerment of human resources, new promotions are carried out only on social media, and there is no collaboration with the Tourism Organizing Agency. Therefore, there is a need for marketing with new promotional media and in accordance with the current COVID-19 pandemic conditions.

Research that has been carried out in Panji village is research on the history, function, structure and potential of the Pajenengan Temple in Panji village (Adnyana et.al, 2019) and research on the existence of megoak-goakan culture in influencing accounting practices in Panji village (Juniawati et al., 2019). From some of the results of these studies, no one has described virtual tours as a promotional medium during the COVID-19 pandemic.

Based on this description, it is necessary to explore further about the media for promoting tourism potential in Panji Village during the pandemic, with the aim of knowing and identifying various tourism potentials in Panji Village, and what promotional media are appropriate to apply to attract tourists to visit Panji Village. especially during a pandemic.

## Literature Review

Some of the results of previous studies that examined the marketing of tourist villages as a comparison with this study include Ratnaningtyas and Widyasmoro (2016), Ariana and Astina (2019), Ratu and Adikampana (2016). Ratnaningtyas and Widyasmoro (2016), emphasized that effective marketing carried out in the tourist village of Kalibuntung is through social media because some of the administrators come from young people who are familiar with the use of social media. Ariana and Astina (2019), using SWOT analysis to find out the right strategy to use in the bongan tourism village as community tourism, the results of the analysis show that developing tour packages by collaborating with other tourist villages and empowering local communities into several suitable marketing strategies. The use of SWOT analysis was also carried out by Ratu and Adikampana (2016), in their research in the tourist village of Blimbingsari which resulted in several marketing strategies that could be carried out, namely product packaging strategies, strategies for providing extra services for tourists.

From some of these studies, it can be seen that appropriate marketing strategies and promotional media are needed to attract tourists. This is so that the tourism products offered can be widely known and tourists are interested in using the tourism products offered. According to Thomas (2018), promotional media is an introduction to messages in the form of marketing communications, one of which is advertising. Media promotion is very important to support the marketing of products or services to achieve the goal of Panji Village attracting tourists.

Panji village has a lot of tourism potential that should be continuously managed (Andiani, 2004) according to Silitonga (2016), revealing tourism potential, as everything owned by a tourist attraction that can be used to develop tourism in certain areas. Corona virus epidemic. The COVID-19 pandemic is a new case of the spread of a deadly disease caused by corona virus a new type of called SARS-Covid. The city of Wuhan, China, was the first place where this outbreak was detected (id.wikipedi.org). This pandemic has an impact on tourist visits to the island of Bali, in February there was a 30 percent decrease in

tourist visits (kompas.com). The impact of the corona virus also has an impact on hotel occupancy and there are many layoffs. The decline in tourist visits is unavoidable and requires various fields in the tourism world to find ways to survive and continue to market their tourism products.

*Virtual tours* are a strategic choice during this pandemic, this *virtual tour* is also called a *panoramic tour*, which is a simulation of a place which is usually in the form of 360 photos, videos, a collection of photos connected by hyperlinks or using multimedia elements such as sound effects, music, and video. writing, (Yuliana & lisdianto, 2017). Research related to virtual tours states that virtual tours can be used as an alternative to different introductions to new tourism potential and give a more real impression like being in that location. (Waraney, 2017).

## Method

This study uses a descriptive qualitative research method, in the form of exposure to historical potential and its marketing strategy, which was carried out in Panji village. Data were obtained through interviews with the Panji Village Head and Panji Pokdarwis Chairperson. In addition, author documentation was also carried out directly to existing tourist destinations and accompanied by observations assisted by observation sheets to observe road conditions, building conditions, distances between destinations, facilities available in Panji Village, especially around tourist attractions. 6 months, from January to July 2021. Some of the materials used to review this research are literature studies so that they can support this research related to marketing strategies during the COVID-19 pandemic in Panji Village.

## Result

### Overview of Panji Village Panji

Panji village is located in North Bali, precisely in the Sukasada sub-district, Buleleng district, Bali province, Indonesia. The majority of the population work as farmers, some as businessmen and civil servants. Panji village belongs to the category of old village, because in the past the king of Panji *moksa was* in the Panji village.

The history of Panji village begins with the reign of Dalem Segening in the Klungkung Kingdom who had a son named I Gusti Gede Pasekan (Ki Barak). At the time of his birth, the king saw a light emanating from the crown of Ki Barak. Seeing this the king rushed to ask the omen to the royal advisor. From his spiritual observations, the royal advisor said that in the future Ki Barak would become an influential and powerful person in this universe. But this made the king's heart restless. Finally, on the advice of royal advisors, Ki Barak was sent to North Bali, in addition to avoiding division as well as a political step in the expansion of power later. At that time Ki Barak was 15 years old. In North Bali, Ki Barak lived in Panji Village, which at that time stood a small kingdom ruled by Ki Pungakan Gendis who was famous for his cruelty.

One day there was a competition to help a sinking ship belonging to a Chinese businessman, who if he succeeded in returning the ship would be awarded the entire contents of the ship. No one was able to conquer the competition other than Ki Barak. From this, the

people continued to support Ki Barak, which made Ki Pungakan Gendis angry and a war broke out which caused the death of Ki Pungakan Gendis. The era of a new government began under the rule of I Gusti Gede Pasek, which was later known as I Gusti Ngurah Panji Sakti. Under the government of Ki Barak Panji, the interests of the people were prioritized, and supported by a good government pattern so that he increasingly received public support. He was known as a wise, authoritative and wise king. During his reign he continued to expand his territory until all of North Bali was conquered. In addition, Ki Barak Panji has also been successfully carried out in several places in Java.

### **Panji Village Potential Panji**

Village has physical potential that becomes a tourist attraction, both in the form of physical potential and non-physical potential. Physical tourism potential can be seen as the existence of the Bhuana Kertha Struggle Monument (picture 1)



Picture 1. Bhuana Kerta Monument.

(Source: Rina, 2021).

The Bhuana Kertha Monument is a historical monument to the people of North Bali which was built in 1966, to be precise, the laying of the first stone was carried out on March 31, 1966. The area of the Bhuana Kertha Struggle Monument was built on an area of 1,350 Ha, with a height of 17 meters. Each part of the monument that was built has a deep meaning with the value of struggle and the value of divinity. In the area of the construction of this monument there are also two large trees, namely two banyan trees 17 meters north and south. The planting of the two banyan trees is a symbol of the red and white saka. And at this time there is also a pelinggih for Ida Betara Panji Sakti which is located under a banyan tree in the south and a shrine for *Ida Betara Pedanda Sakti Wau Rawuh* under a banyan tree in the north and a meeting hall. The potential of the Bhuana Kertha Monument will be able to attracting tourists to visit, for that it is necessary to have local community awareness to preserve this monument. So that its historical value is maintained.

Another physical potential is a temple building called Pura Pajenengan. Pajenengan Temple is one of the temples located in Panji village. This temple was formerly in the form of a castle where the king Ki Anglurah Panji Sakti rested. After he died by moksha, this castle was converted into a temple called Pura Pajenengan. The name Pajenengan means "a place for storing heirlooms", because inside the temple there are many heirlooms including kris, spears, and glassware from China. The historical value it has can also be an educational and spiritual tour (see picture 2).



Photo 2. Pejenengan Temple, 2021  
(Source: Rina, 2021)

The natural tourism potential of Panji Village is also in the form of its natural tourist attraction in the form of rice terraces which are currently certified as National Rice Certification. This tourism product is in the form of organic rice developed by the community and has been nationally certified. Visitors who come are given the opportunity to experience how to be a farmer. So here it is very necessary for community participation to support the development of village tourism. In addition, the natural potential has a very interesting tourist attraction, such as the presence of a waterfall. Panji village has a waterfall called the rainbow waterfall or rainbow waterfall. At this waterfall, a rainbow will usually appear at 11.00-14.00. In addition to the beauty of the rainbow, the freshness of the water and the coolness of the air are the main attractions that can bring tourists to visit. Activities at this waterfall include bathing and tracking.

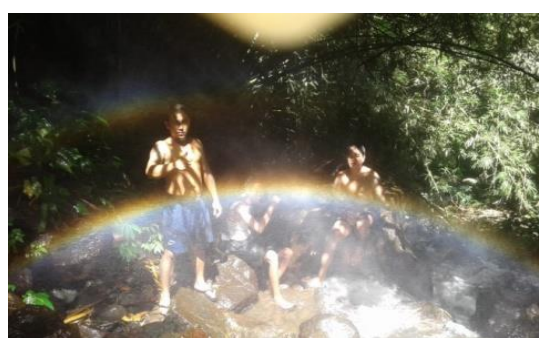


Photo 2. *Rainbow Waterfall*  
(source: Mangku Panji, 2021)

The development of tourism activities in Panji Village continues to be carried out through trekking activities to residents' plantations. Along the tourist route, *tracking* precisely entering residential areas in Mandul Hamlet, tourists will pass through plantation areas owned by residents such as clove plantations, coffee, cocoa and so on, where this can be a separate attraction for tourists who pass through it, especially coupled with the scenery when farmers picking the results of their garden, tourists can just enter the farmer's garden while asking various things and enjoying the garden atmosphere by sitting in the farmer's hut.

### **Marketing Strategy of Panji Tourism Village Virtual Tour during a Pandemic Panji Village**



The tourism potential of one of which is included in assets state with a thick history, is very possible to continue to grow and reach international markets, as stated by the Head of Panji Village, Mangku Made Ariawan:

"Our village has a concrete tourist attraction in the tourism sector which in the future will continue to be managed and tour packages will be formed so that they can reach the international market," (interview 20 March 2021).

To be able to reach the target market as stated by the Panji village head coupled with the current pandemic situation, the use of information technology will be very helpful in the promotion field. Although currently tourism actors in Panji Village have promoted through social media such as *Facebook* and *websites*, but it is not enough to attract tourists to come, especially in unsupportive situations. Currently what is trending during the pandemic is *virtual tours*. Borrowing an idea (Nata, 2017), virtual tours are activities carried out to give an experience as if someone had been somewhere with the help of a monitor screen. Virtual tour 360 ° uses multimedia elements such as sound effects, music, narration, and text, (Kawulur et al., 2018). In other words, tours are carried out with the help of *gadgets* or computers or do not come directly to tourist attractions. The marketing of Panji village tourism potential can be illustrated by looking at chart 1.

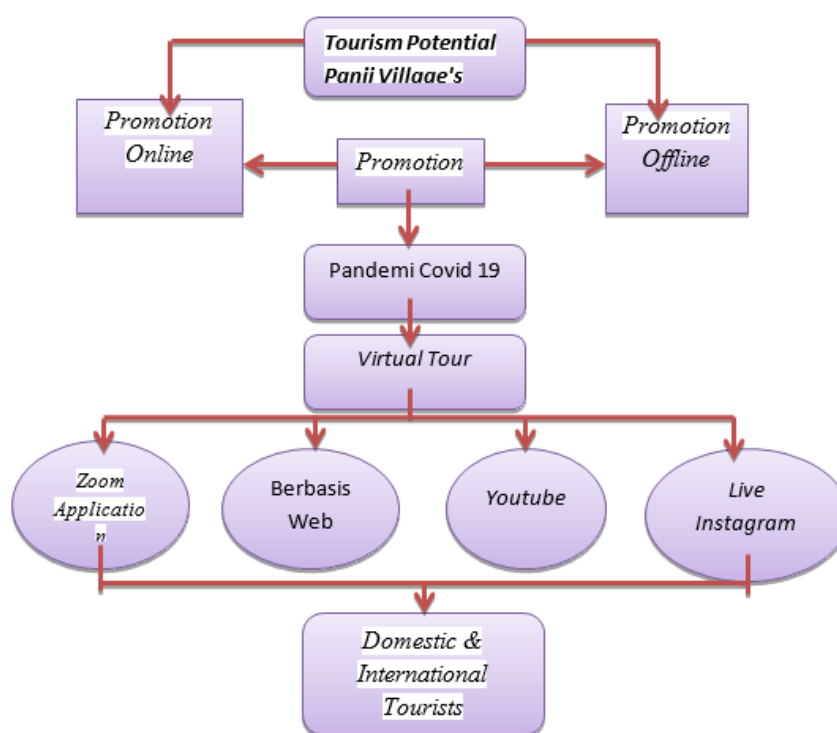


Chart 1. Marketing of tourism potential (source: Researcher, 2020)

In chart 1 it can be seen that during the covid 19 pandemic promotional activities in tourist villages can still be carried out. The physical potential and non-physical potential of the village can be packaged into one. The tourist attractions offered by each tourism potential in Panji village can still be enjoyed by domestic tourists and even foreign tourists through

the implementation of virtual tour activities. This virtual tour activity is supported by current technology and internet networks.

The digital version of the tour or activity *virtual tour* that has been carried out in Panji Village is by using internet media through the Zoom application. *Virtual tours* through the zoom application are the use of information technology during this pandemic that needs to be continuously improved. Many activities have shifted into digital form which causes tourism actors to be IT literate and can use it as a promotional medium. The use of the zoom application can be a strategic choice considering how easy it is to use and does not require high costs. Participants can also come from various regions and even across countries. As stated (Widiastini et al., 2020) in the training on making *virtual tours* for tourism-aware groups in the Sidetapa village, they chose to use the zoom application seen from the ease with which the community shared pictures. This can make it easier to socialize or train the community in Panji Village.

*Virtual tours* can reach all citizens of the world at a relatively low cost, so they can be used as an alternative promotion during the pandemic. This virtual tour, apart from being able to bring in tourists without having to visit directly, can also be used as a continuous promotional medium, which after the pandemic ends the guests will remain. can get this service to find out what products and potential are in Panji village so there is a possibility that after doing a *virtual tour* they are even more interested in visiting directly when world conditions have improved.

## Conclusion

The COVID-19 pandemic was not predictable before, so at this time as a tourism actor must be prepared for all the risks that occur, therefore Panji Village as a tourism village in development must be able to carry out its own creativity in the field of promotion. From the results of the study, researchers found a way that could be used as a promotional medium in Panji Village, namely digital promotion through virtual tours. This virtual tour can be done by creating a application virtual tour with the most attractive features and appearance according to the characteristics of the Panji village, or using applications that are already available such as Instagram, Zoom and YouTube.

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