

**PERUBAHAN SOSIAL EKONOMI PENDUDUK PENDATANG PELAKU  
USAHA WISATA PADA MASA PANDEMI COVID-19 DI DESA  
UNGASAN**

Oleh

**Dhea Vier Nanda Dewi, NIM 1714031024**

**Jurusan Geografi**

**ABSTRAK**

Keterpurukan sektor pariwisata di Bali menyebabkan pelaku usaha wisata tidak dapat lagi melanjutkan usahanya dengan normal termasuk penduduk pendatang pelaku usaha wisata. Sebagai dampak berkurangnya wisatawan yang diakibatkan oleh Pandemi Covid-19 adalah terjadinya pengurangan jumlah karyawan (PHK), pemotongan upah karyawan, bahkan sampai pada pemberhentian pekerjaan serta merumahkan sejumlah karyawan dengan jangka waktu yang tidak ditentukan. Penelitian ini dilaksanakan dengan tujuan; (1) Menganalisis aktivitas ekonomi penduduk pendatang pelaku usaha wisata di Desa Ungasan antara sebelum dan pada masa Pandemi Covid-19. (2) Menganalisis keadaan sosial ekonomi penduduk pendatang pelaku usaha wisata di Desa Ungasan antara sebelum dan pada masa Pandemi Covid-19. Penelitian ini dirancang sebagai penelitian deskriptif dengan melakukan studi populasi pada 105 penduduk pendatang pelaku usaha wisata di Desa Ungasan. Pengumpulan data menggunakan pedoman wawancara yang selanjutnya dianalisis secara deskriptif kualitatif. Hasil penelitian menunjukkan bahwa (1) Terdapat perubahan aktivitas ekonomi penduduk pendatang pelaku usaha wisata di Desa Ungasan antara sebelum dan pada masa Pandemi Covid-19. Sebelum Pandemi Covid-19, aktivitas ekonomi penduduk pendatang pelaku usaha wisata di Desa Ungasan secara garis besarnya ada dua, yaitu pemandu wisata (49,52%) dan karyawan hotel (50,48%). Pada masa Pandemi Covid-19, hanya 27,62% yang masih bertahan pada kegiatan ekonomi pada usaha wisata, selebihnya kegiatannya mengalami mobilitas vertikal yang tersebar pada 5 kegiatan ekonomi, yaitu: Bidang jasa, Perdagangan, Pertanian, dan Industri. (2) Terjadi perubahan keadaan sosial ekonomi penduduk pendatang pelaku usaha wisata di Desa Ungasan antara sebelum dan pada masa Pandemi Covid-19. Perubahan keadaan sosial sebelum pandemi berada dalam katagori tinggi (66,67%) dan sangat tinggi (33,33%). Masa Pandemi Covid-19, penduduk pendatang pelaku usaha wisata tergolong keadaan sosial ekonominya sangat tinggi sudah tidak ada, sementara yang tergolong tinggi menjadi 90,48%, sisanya tergolong dengan keadaan sosial ekonomi cukup (9,52%). Perubahan kegiatan ekonomi terdapat 6 jenis pekerjaan yang dulunya menekuni kegiatan ekonomi bidang pariwisata (Pemandu wisata dan Karayawan Hotel), yaitu perdagangan, pertanian, peternakan, industri, bidang jasa dan sebagian masih bekerja di bidang pariwisata memaksimalkan pendapatan rumah tangga.

Kata Kunci: Sosial Ekonomi, Pelaku Usaha Wisata, Pandemi Covid-19

# **SOCIO-ECONOMIC CHANGES IN THE MIGRANT POPULATION OF TOURIST BUSINESS ACTORS DURING THE COVID-19 PANDEMIC IN UNGASAN VILLAGE**

**By**

**Dhea Vier Nanda Dewi, NIM 1714031024**

**Department of Geography**

## **ABSTRACT**

The slump in the tourism sector in Bali caused tourist business actors to no longer be able to continue their business normally including the immigrant population of tourist business actors. As a result of the reduced tourists caused by the Covid-19 Pandemic, there is a reduction in the number of employees (layoffs), cutting employee wages, even to the termination of work and laying off a number of employees with an unspecified period of time. This research was carried out with the aim of; (1) Analyzing the economic activity of migrant residents of tourist business actors in Ungasan Village between before and during the Covid-19 Pandemic. (2) Analyzing the socio-economic situation of the migrant population of tourist business actors in Ungasan Village between before and during the Covid-19 Pandemic. This research was designed as a descriptive study by conducting a population study on 105 immigrant residents of tourist business actors in Ungasan Village. Data collection uses interview guidelines that are further analyzed descriptively qualitatively. The results showed that (1) There was a change in economic activity of the migrant population of tourist business actors in Ungasan Village between before and during the Covid-19 Pandemic. Before the Covid-19 Pandemic, the economic activity of the immigrant population of tourist business actors in Ungasan Village was broadly two, namely tour guides (49.52%) and hotel employees (50.48%). During the Covid19 Pandemic, only 27.62% still survived economic activities in tourist businesses, the rest of their economic activities experienced vertical mobility spread across 5 economic activities, namely: Services, Trade, Agriculture, and Industry. Changes in social circumstances before the pandemic were in high category (66.67%) and very high (33.33%). During the Covid-19 Pandemic, the migrant population of tourist business actors in Ungasan Village which is classified as a very high socio-economic situation is no longer there, while the high number becomes 90.48%, the rest is classified as a sufficient socioeconomic situation (9.52%). As a household strategy, there is vertical mobility, namely changes in economic activities carried out there are 6 types of work carried out by migrant residents of tourist business actors in Ungasan Village who used to pursue economic activities in the field of tourism (as tour guides and Karayawan Hotels), namely trade, agriculture, animal husbandry, industry, services and some are still working in the field of tourism. This is done as a household strategy in maximizing household income.

**Keywords: Socio-Economic, Tourist Business Actors, Covid-19 Pandemic**