

Social media supports tourism development in the COVID-19 normal era in Bandung

Herpita Wahyuni¹, Eko Priyo Purnomo^{1 2 *)},
Aqil Teguh Fathani¹

¹*Universitas Muhammadiyah Yogyakarta*

Brawijaya Street, Geblagan, Tamantirto, Bantul, Yogyakarta, Indonesia

²*Khon Kaen University Thailand*

123 Tambon Sila, Mueang Khon Kaen District, Khon Kaen, Thailand

Email: eko@umy.ac.id, Phone +62 274 387656

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Abstract This research focuses on social media. We were using Social Media in Supporting Tourism Development During Covid-19: Case Study a New Era Policy in Bandung. This study uses descriptive qualitative research methods with data sources through the Twitter account of the Bandung City Culture and Tourism Office @DisbudparBdg assisted by the NVivo 12 Plus software. We are utilising Social Media to Support Tourism Development During Covid-19: A Case Study of New Era Policy in Bandung by measuring the use of social media in tourism planning, creation, integration, and marketing strategy. This research shows tourism planning in a new standard era by directing outdoor tourism and implementing health protocols. The Tourism Promotion Board integrates cooperation between the Bandung City Culture and Tourism Office and PT Kereta Api Pariwisata. Tourism marketing by providing tourist information can give tourists confidence that Bandung is an attractive and robust destination city in improving health regulations and strictly following health protocol rules during recreation.

Keywords: social media; tourism development; new era policy; COVID-19; Bandung

*) Corresponding Author

INTRODUCTION

Tourism development is an effort to strengthen the regional economy (Farmawaty Malik, 2016). Tourism development aims to improve the quality of tourist attractions that are safe and comfortable (Hendrita, 2017). Tourism is aimed at current and future tourism preparedness in offering a variety of innovative new tourism systems by facilitating the tourism industry's welfare and resilience and supporting the future (Deepak Chhabra, 2020). The developed tourism sector can build and provide for the community (Hilman, 2017). Tourism is a source of income for both regions and countries (Priyanto et al., 2020). The development or recovery of tourism is an action that can be built through public and private support and cooperation (Vargas, 2020). Marketing or developing tourism online can quickly increase economic income development (Canovi & Pucciarelli, 2019). The tourism story supports social media in tourism planning, creation, integration, and marketing strategies (Iswandi, 2010).

The implementation of tourism development is currently experiencing changes due to the Covid-19 pandemic, which has caused various services to be disrupted, including in the tourism sector, which has resulted in large-scale restrictions against Covid-19 (Soehardi et al., 2020). This era raises multiple challenges in managing safe tourism and minimising the spread of the virus (Hendry Ferdiansyah et al., 2019). Covid-19 causes restrictions that significantly decline the number of tourists, resulting in weak income from the tourism sector (Soehardi et al., 2020).

The new average Covid-19 era is the government's first step in restoring tourism to revive the tourism sector by sticking to Health protocol monitoring (Prajnawrdhi, 2020). The new average era requires building tourism resilience to provide policies and practices for sustainable tourism (Baum & Hai, 2020). The new normal condition can make improvements in supporting tourism consumption (Baum & Hai, 2020). Covid-19 has hurt the tourism sector, requiring a model strategy in restoring tourism (Vargas, 2020). Activities that pay attention to and implement policies to health aspects will reduce the spread of Covid-19 (Prawoto et al., 2020).

The development of internet technology through social media has penetrated all levels of society (Deepak Chhabra, 2020). Social media is used in delivery or as a tool in promoting tourism widely that can be reached by the community (Dolan et al., 2019). Social media is online media that can contribute to various knowledge (Berhanu & Raj, 2020). Social media helps in tourism sustainability by introducing tourist attractions (Joo et al., 2020). The tourism development strategy must provide attractiveness that can lead to economic growth (Li et al., 2020).

Marketing or developing tourism online can quickly increase economic income development (Canovi & Pucciarelli, 2019). Technological developments in promoting tourism influence people visiting a place (Wong et al., 2020). Communicating through social

media can share information thoroughly without restrictions (Usui et al., 2018). Through social media, people can promote the beauty of tourism with various activities to share photos and text information to attract visitors' interest (Wu et al., 2018).

Technology is an essential innovation in tourism, both in planning and marketing strategies (Khudoyberdievich, 2020). Tourism exploration can be easily accessed with various information presented in full (Jansson, 2018). New social media communications can directly develop marketing networks in multiple situations (Park et al., 2019). The use of social media in the tourism sector affects tourist travel planning (Ly & Ly, 2020). The sustainability and progress of tourism are influenced by active and effective social media (Joo et al., 2020).

Social media can provide information as a medium for reporting and various services (Purnomo, Loilatu, et al., 2021). Social media plays a significant role in helping the government develop tourism in the new average era by delivering various information and development strategies (Benjamin et al., 2020). Yogyakarta and Bandung are cities with a strong tourism sector and use social media in various promotional activities and information on tourism development while adhering to established health protocols (Wicaksono, 2020).

Social media distributes uploaded information, including hashtags that provide tourism expectations (Andini & Kurniawan, 2020). communicating tourism will build the image of a tourist destination to attract many tourists (Santoso & Negoro, 2019). Tourism can be observed by creating tourist attractions (Laksono, 2021). This research focuses on Using Social Media in Supporting Tourism Development During Covid-19: Case Study a New Era Policy in Bandung by analysing data through the Twitter account of the Bandung City Culture and Tourism Office @DisbudparBdg and assisted by NVivo 12 Plus software so that the resulting data is open for updating of knowledge, as well as supported by findings from various previous study literature which can strengthen the results of research on social media in supporting tourism development in the average Covid-19 era in the city of Bandung, by measuring the use of social media in tourism planning, creation, integration, and marketing strategies (Iswandi, 2010). Future studies can examine the compliance of tourists in adhering to health protocols.

METHODOLOGY

This study uses descriptive qualitative research by describing and analysing the findings in detail (Creswell, 2018). A Social Media in Supporting Tourism Development During Covid-19: Case Study a New Era Policy in Bandung by measuring the use of social media in tourism planning, creation, integration, and marketing strategies (Iswandi, 2010). Data analysis using NVivo 12 plus software retrieves data through the Bandung City Culture and Tourism Office Twitter account @DisbudparBdg via NCapture from NVivo 12 Plus with Chrome Web. The features and data used are Twitter Timeline by Month data seen from

July 2020 when it was declared that the City of Bandung entered the New Normal until April 2021. The first step is to enter NCapture big data from the Twitter account of the Bandung City Culture and Tourism Office @DisbudparBdg, then create nodes or The indicators that will be studied are tourism planning, creation, integration, and marketing strategies, and making Cases that are the data sources, namely the Bandung City Culture and Tourism Office @DisbudparBdg. The second stage is classifying and coding data according to research indicators sourced from the Twitter account @DisbudparBdg. The coding data is processed with the crosstab feature to automatically calculate the main statistical tests needed with comparisons and analysis, which means indirect variables (Zamawe, 2015). Crosstab Query feature is to enter code (manual or generate), text data, and numeric data in variables and pattern data. At this stage, an automatic calculation was found between all data related to social media in supporting tourism development in the average era of Covid-19 in Bandung. Third, people can find words that often appear from their findings or display frequently discussed terms using the Word Cloud feature. The results of the World Cloud analysis are the results of synchronising data that have been analysed with the Crosstab Query feature, which balances the findings in the form of images that provide an understanding of the magnitude of the discussion of social media support for tourism development in Bandung in the Covid-19 pandemic era in the form of image visualisation. Data collection is carried out from July 2020 to April 2021. The data is supported by findings from various previous study literature, which can strengthen the results of social media research in supporting tourism development in the new era of Covid-19 in Bandung. In Figure 1, the theoretical framework for this research focuses on the Use of Social Media in Supporting Tourism Development During Covid-19: A Case Study of New Era Policy in Bandung.

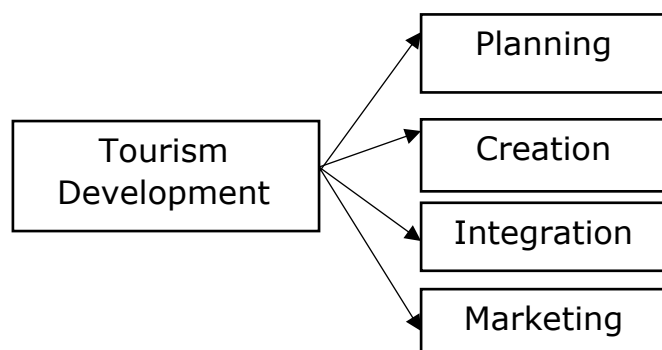


Figure 1. The theoretical framework of Social Media in Supporting Tourism Development During Covid-19: A Case Study of New Era Policy in Bandung.
Source:(Iswandi, 2010)

RESULTS AND DISCUSSION

Through its Twitter account activity, the Bandung City Culture and Tourism Office, through its Twitter account activity @DisbudparBdg, strives to optimally develop tourism in the new average Covid-19 era in Bandung. In the latest middle Covid-19 period in Bandung City, the tourism sector from these activities can support tourism development in Bandung City with open social media communication at the stages of Planning, Creation, Integration, and Marketing Strategy (Iswandi, 2010). The account activity of the Bandung City Culture and Tourism Office @DisbudparBdg in the tourism development sector can be seen from July 2020 to April 2021. Figure 2 depicts the movement of the Twitter @DisbudparBdg account in greater detail.

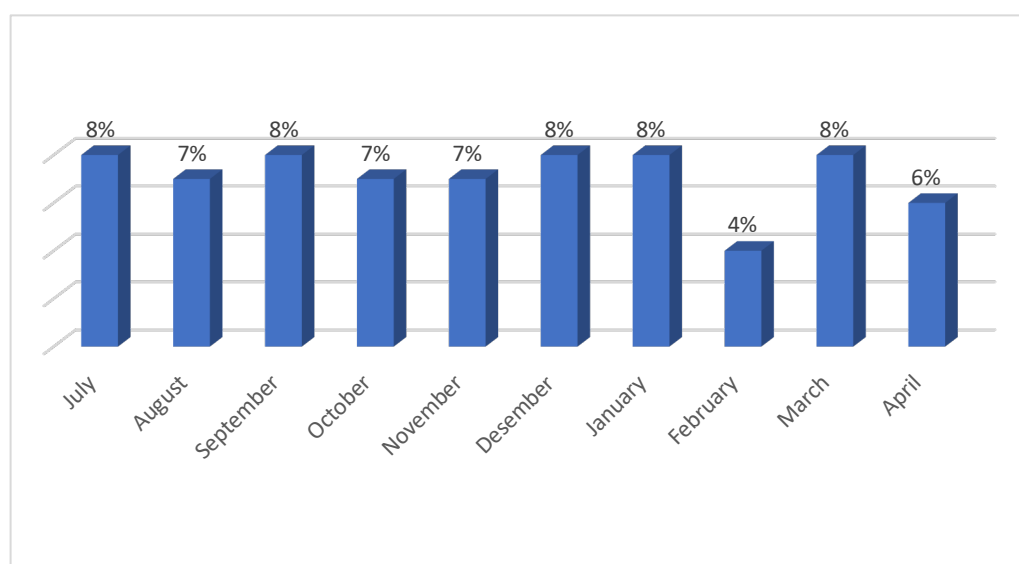


Figure 2. Timeline by Month Twitter account activity

Source: Account activities processed by researchers using NVivo 12 Plus (2021)

The Bandung City Government through the Twitter account of the Bandung City Culture and Tourism Office @DisbudparBdg from the results of the Timeline by Month activity analysis from July 2020 to April 2021 in Figure 2, it can be seen that the highest activity is 8% which is seen in July, September, Desember, January and March. It is followed by a percentage of 7% visible on account activity in August, October, and November. February 2021 with 4%, and April 2021 with 6%. The account activity, viewed as a whole, shows the highest activity at 8% and the lowest at 4%. The Twitter activity @DisbudparBdg from July 2020 to 2021 is an activity that is part of social media efforts to support tourism development in the average era of Covid-19 in Bandung. Social media services pave the way for tourism information and its product (Deepak Chhabra, 2020). Figure 3 shows how the Bandung City Culture and Tourist Office's Twitter account @DisbudparBdg promotes tourism development in the specific Covid-19 period in Bandung with hashtag activities.

Twitter account activity supports Tourism Development During Covid-19: A Case Study of New Era Policy in Bandung from NVivo 12 Plus analysis based on actions by Hastag shows that there are seven Hastag that support the implementation of tourism development in the average era in Bandung, namely: bandungunggul, bandung interviewed, traveltomorrow, restarttorism, creative economy, culinary blossoms, ayokebandung. The seven Hashtag activities in Bandung City express support for tourism in the new average era. Table 1 provides a more thorough explanation of the Hastag results.

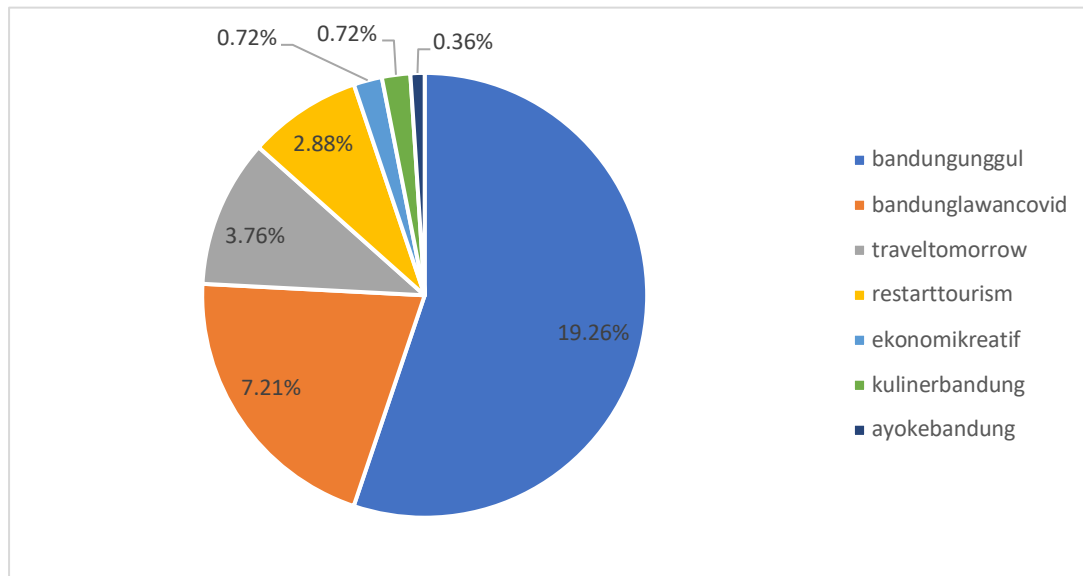


Figure 3. Hashtag Activity by @DisbudparBdg Account

Source: Account activity by Hashtag researchers using NVivo 12 Plus (2021)

Table 1. @DisbudparBdg Twitter Account by Hashtag

Hastag	Percentage %
bandungunggul	19,26%
bandunglawancovid	7,21%
traveltomorrow	3,76%
restarttourism	2,88%
ekonomikreatif	0,72%
kulinerbandung	0,72%
ayokebandung	0,36%

Source: processed by researchers using NVivo 12 Plus (2021)

The activities based on Hastag show that seven hashtags supporting tourism development during Covid-19 in Bandung, namely: Bandung, Bandung, Bandung, interview, travel tomorrow, restarttorism, creative economy, kulinerbandung, ayokebandung. The NVivo 12 Plus analysis results based on the hashtag are related to supporting the

implementation of tourism. Hastag's activity shows that Hastag bandungunggul with the largest presente of 19.26%, Bandung interviewovid with a presente of 7.21%, traveltomorrow 3.76%, restarttourism 2.88%, creative economy 0.72%, kulinerbandung 0.72%, and ayokebandung 0, 36%. In bandungunggul hashtags, 19, 26%, is the highest hashtags that can manage the tourism sector in the city of Bandung in the new average era with a superior health protocol system (Kemenkes.go.id, 2021).

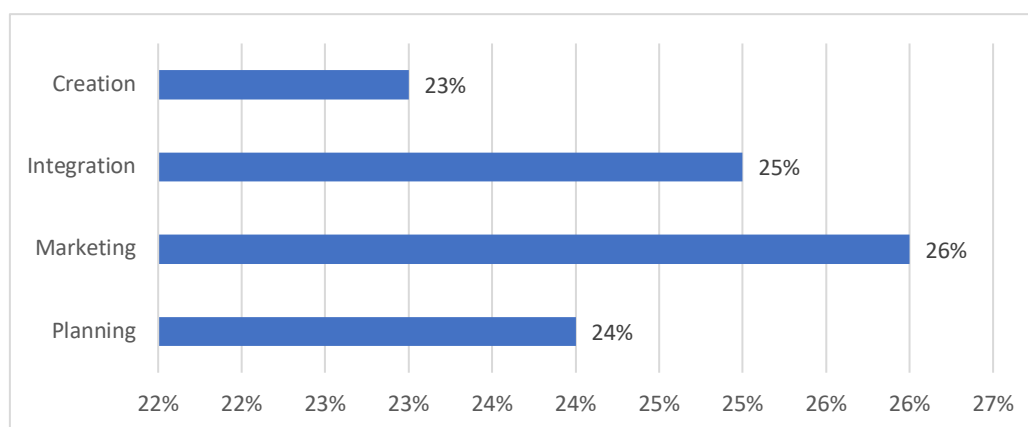


Figure 4. Crosstab Query

Source: Crosstab Queries processed by researchers using NVivo 12 Plus (2021)

Hashtag described that the city of Bandung is a city that strives to support the tourism sector by observing proper health protocols (Detiknews, 2020). Bandung implements health protocols strictly and is a concern for managers of tourist attractions in Bandung. There is a connection between the Hashtag Bandung interview activities and respecting health protocols (Mildan Abdalloh, 2021). During the new average era, the opening of tourism has become an economic recovery for people affected by Covid-19 because they depend their lives on the tourism sector (Detik.com, 2020). The results of the hashtag show support to attract visitors and pay attention to health aspects. It also shows tourism development in the new average era in Bandung City with the results of data analysis taken on the Bandung City Government Twitter account through the Bandung City Culture and Tourism Office Twitter account @DisbudparBdg from a Timeline by Month study of activities from July 2020 to April 2021. Tourism planning, development, integration, and marketing techniques utilise social media (Iswandi, 2010). Figure 4 shows the analysis results with NVivo 12 Plus social media in driving growth in Tourism Development During Covid-19: A Case Study of New Era Policy in Bandung.

Social media is a series of open technologies and support broader data sharing in various activities or policies (Rachmandani et al., 2020). Figure 3 results from analysis or findings of tourism development in the new average era in Bandung City with tourism planning, creation, integration, and marketing strategies (Iswandi, 2010). The analysis results with NVivo 12 Plus found that development planning has a

percentage of 24%, 23% creation, 25% integration, and 26% marketing. These results demonstrate the Bandung City Government's performance through the Bandung City Culture and Tourism Office @DisbudparBdg, which is an attempt to enhance tourist in Bandung City by boosting regional income in the tourism industry while adhering to the protocol.

Planning

Planning is a design in achieving goals by considering various social, political, cultural, and economic aspects (Muhyiddin, 2020). The authorities use tourism planning as a strategy made by leaders in achieving and increasing regional income (Kurniawan et al., 2021). Planning is a design for something that will be implemented to achieve a goal (Hanum & Saifudin, 2019). The NVivo 12 Plus analysis results with the Crosstab Query feature showed a percentage of 24%. Tourism development planning for the new average Covid19 era in Bandung City establishes strict policies on health aspects. The activities of the Bandung City Culture and Tourism Office @DisbudparBdg on Thursday, March 25, 2021, emphasised being disciplined in implementing the Health protocol by wearing masks, maintaining distance, washing hands and using hands sanitiser. This activity shows that all actions must pay attention to health protocols, including strictly enforced tourism activities and supervision. Tweet activity can be seen in the excerpt below.

"Wargi, let's apply the 5M discipline to avoid the Covid-19 virus. Plus, it is raining in Bandung, do not forget to take vitamins or supplements, Wargi. Take care of your immunity, do not let it drop! Good job, Wargi! <https://t.co/55bHHkmj7g> via @DisbudparBdg"

The Bandung City Government is facing a new average era for the tourism sector with the issuance of Preliminary Regulation number 32 of 2020 concerning the opening of the tourism sector with a note that there are rules or restrictions on the number of visitors. The plan was made so that the tourism sector could revive or improve. Still, to avoid the spread of the Coronavirus, the government established regulations that tourists who want to travel in the city of Bandung must be applied. Planning made by the Regent and stakeholders for the travel guide using the official Health protocol (Wisatabdg.com, 2020). Tourism activities will be directed to outdoor tourist attractions with a disciplined approach, caution, vigilance, prioritising health protocols, and limiting the number of visitors to 50% (Kompas.com, 2020).

The plan made and stipulated by the Bandung City Government is contained in Bandung Mayor Regulation Number 32 of 2020 concerning Handling Covid-19, by specifying that in the new average Covid 19 era in the tourism sector that only restaurants, cafes, and hotels can operate. However, bar, spa, karaoke, fitness, and swimming pool

facilities are not operational (Wisatabdg.com, 2020). The findings from the account activity of the Bandung City Culture and Tourism Office @DisbudparBdg and mixed results from the literature show that there is an effort to develop tourism by the Bandung City Government in the new average era with regulations set by the Mayor of Bandung Number 32 of 2020 concerning Handling Covid-19 and enforce strict Health protocols.

Creation

Policy creation is a policy process that improves society's welfare and sustainable development (Sururi, 2019). Creation is a strategy and understanding what is needed for policy (Ulinafiah & Wiyani, 2019). The tourism sector services in the city of Bandung in the new average era implemented a strict health protocol. Creation is an inseparable stage in the development of tourism in the latest middle age in Bandung. The achievement results at the creation of the analysis results with a percentage yield of 23%. The presentation was obtained from the Bandung City Culture and Tourism Office @DisbudparBdg in creating conditions for minimising and developing tourism in the new average era in Bandung. The creation that has been created by the Bandung City Government in the tourism sector is the creation or establishment of an agency that can support tourism in the new average era. Tweet activity with the openness of the creation of the Bandung City Government is seen in the excerpt below.

"For tourism in the city of Bandung to revive many tourists, the Bandung City Government, through @DisbudparBdg, formed the "Bandung City Tourism Promotion Agency" #BandungUnggul <https://t.co/Dr4CRW7toK> via @DisbudparBdg"

The tourism sector is one of the economic backbones of Bandung, which is most affected by the Covid-19 pandemic. A strategy was created to revive the economy by forming the Bandung City Tourism Promotion Agency, determined through a decree of the Mayor of Bandung Number. 566 / Kep.325-Disbudpar / 2021, dated April 7, 2021. The inauguration of the management of the Bandung City Tourism Promotion Board is expected to positively impact the image of regional tourism, especially in the city of Bandung during the Covid-19 pandemic. "This agency was formed to increase foreign tourist visits and foreign exchange as well as increase domestic tourist visits and to become one of the triggers for the economic recovery of the city of Bandung from the tourism sector affected by the Covid-19 pandemic (Andriyawan, 2021).

Maximising the spread of Covid The Chairperson of the Bandung City Covid-19 Handling Policy Committee, who is also the Mayor of Bandung, Oded M. Danial, issued a Circular (SE) which requires tourists to bring a negative result of the rapid antigen test which is valid for three days when they come to Bandung (Bandung.go.id, 2020). The creation

of a strategy to attract the interest of the end of the new average era is the effort of the Bandung City Government to improve the conditions of the tourism sector and reduce fear because of a policy made by addressing negative, positive information about Covid-19 and the application of discipline from the tourism administration sector (Wisatabdg.com, 2020).

Integration

Integration is a form of cooperation that involves various parties who can support implementing a predetermined policy (Atika Sari, 2019). Maintaining the tourism sector during the COVID-19 pandemic requires actors who can contribute to development (Purnomo, B et al., 2021). Integration is cooperation in achieving goals and being mutually open to one goal (Utomo et al., 2020). The implementation of collaboration between elements in reducing the transmission of Covid-19 and communication strategies in developing tourism in the city of Bandung in the new average Covid-19 era earned 25%. This percentage shows that the Bandung City Government is committed to reviving the economy through the tourism sector by applying discipline and cooperation to support activities (Mildan Abdalloh, 2021). Collaboration in the development of safe tourism is addressed by the Bandung City Culture and Tourism Office through the @DisbudparBdg Twitter account activity with the following Tweet.

"On Thursday (01/04), at the Ballroom of the Savoy Homann Hotel, the signing of the Cooperation Agreement between the Bandung City Culture and Tourism Office and PT. Tourism Train <https://t.co/ET5DFgEfxj> via @DisbudparBdg"

The implementation of integration between institutions reduces the spread of Covid-19 through various collaborations between the Bandung City Culture and Tourism Office and PT Kereta Api Pariwisata (Kawisata). This collaboration covers cultural marketing, tourism, and the creative economy of Bandung City and products and services in tourist areas, which were ratified on Thursday, April 1, 2021. By employing a cooperation agreement with the ranks of the Bandung City Government, which is the basis for synergising, collaborating, coordinating and building partnerships in supporting the implementation of cultural activities, tourism, creative economy, and tourist train transportation (Republika.co.id, 2021).

Various collaborative and promotional efforts are the hope of the City of Bandung to remain well-known. The level of tourist visits can return to normal soon and by utilising the station to promote Bandung. For example, creating a tourism information centre at stations and corners of MSMEs (micro, small and medium enterprises) can attract tourists (Jabarekspres, 2020). They are creating discipline in implementing health protocols in the tourism sector by collaborating with the West Java Provincial Civil Service Police Unit in supervising

tourist destinations to prevent Covid-19 transmission (Antaranews.com, 2020). The integration carried out by the Bandung City Government in the development of the tourism sector in the new average era has gone well and has provided a sense of security for tourists to visit the City of Bandung and orderly comply with the established regulations.

Marketing

Marketing is a strategy to be achieved by building marketing fundamentals and strengthening an adequate system (Ariwibowo, 2019). Tourism marketing is a strategy to attract visitors to travel (Atmoko, 2018). Marketing implementation carried out by the Bandung City Government in the development of tourism in the new average era in Bandung from the results of the NVivo12 Plus analysis obtained a score of 26%. The percentage data shows that the Bandung City Government has made significant efforts or strategies in generating public trust and understanding to travel with various applications that can minimise the spread of Covid-19. Various tourist destinations are offered with due observance of health protocols and capacity limitations. Tweet from the Bandung City Culture and Tourism Office account via the @DisbudparBdg Twitter account activity on January 26, 2021, tourist sights in Bandung has been opened in the new average era.

The account activity that is seen is a form of marketing from the tourism sector by visiting Lembang Park and Zoo, which is a collection of about 350 animals, ranging from poultry, mammals, primates, to reptiles which can be used as educational tours and equipped with exciting photo spots (Kompas.com, 2021). The new average era of the Bandung City Government gives confidence to tourists that Bandung is a city with beautiful and robust destinations in improving health protocols (Fahmi, 2020). The appeal from the government to all parties to stay orderly and follow strict health protocol rules during recreation is a form of support for the tourism sector. It builds trust to carry out entertainment that can minimise the spread of Covid-19 based on the cooperation and support of all parties (kumparan.com, 2020).

Table 2. Word Frequency

Word	Length	Count	Weighted Percentage (%)
bandung	7	696	003
kota	4	501	002
covid	5	129	001
#bandungunggul	14	122	001
kesehatan	9	115	001
pariwisata	10	107	001
informasi	9	105	001
protokol	8	98	000
produk	6	85	000
ekonomi	7	75	000

Source: Data obtained by researchers with NVivo 12 Plus (2021)

Various marketing strategies through the promotion are actions taken by the Bandung City Government to increase the number of tourists and implement appropriate health protocols. Social media is a forum that helps in increasing tourism development in the city of Bandung through the support of the Twitter account of the Bandung City Culture and Tourism Office @DisbudparBdg and finding the results of data analysis are the ten most famous words in the discussion that can have an impact on tourism development in the city of Bandung. Bandung, city, covid, #bandungunggul, health, tourism, information, procedures, goods, and the economy are some of the terms used in tourist development, as shown in Table 2.

Tourism development in the City of Bandung via the Bandung City Culture and Tourism Office's Twitter account @DisbudparBdg increases visitors' interest in the new average era and applies various health regulations. According to the findings of data analysis, there are ten most famous words in the debate that can have an influence on tourist growth in the city of Bandung, namely: Bandung, city, covid, #bandungunggul, health, tourism, information, protocol, products, and the economy. Figure 5 depicts various conversation activities by the Bandung City Culture and Tourism Office's Twitter account @DisbudparBdg by bringing up the 50 most talked terms with data analysis using the World Cloud NVivo 12 Plus function.



Figure 5. World Cloud

Source: Data processed by researchers with World Cloud NVivo 12 Plus (2020)

The words that most frequently emerge from the results of the World Cloud NVivo 12 Plus analysis are activities carried out by the Bandung City Culture and Tourism Office through the @DisbudparBdg Twitter account with data taken from July 2020 to 2021 are activities that are part of social media efforts in supporting tourism development

in the average Covid-19 era in the city of Bandung. The World Cloud analysis results are derived following an elaborate data coding procedure using data from the Bandung City Culture and Tourism Office's Twitter account @DisbudparBdg. Due to the quantity of debate about social media promoting tourism development in the new era of Covid-19 in Bandung, data coding according to indicators yields findings in pictures. World Cloud provides implications for a study by offering an explicit synchronisation of research by presenting the phrases that emerge are the most dominating remarks in the debate, the bigger the words. The more frequently the term is used in the study's description of synchronous Twitter accounts, the more available the time is.

The activity of this account is the strategy of the Bandung City Government in delivering information on tourist destinations in the current standard era. Bandung, city, covid, #bandungunggul, health, tourism are the six most famous words in account activity which means that Bandung is a city that has attractive destinations and excels in implementing Health protocols in the new average era and various activities that provide essential insights into the implementation of Health protocol. The @DisbudparBdg Twitter account conveys active information related to tourism to run well and perform multiple health protocols. The results of the study have positive implications for the novelty of research with the sophistication of technology and social media; it can be seen multiple activities from the Twitter account of the Bandung City Culture and Tourism Office @DisbudparBdg in supporting tourism development in the Covid-19 era on average in the city of Bandung.

The theoretical implications of the research provide detailed results on the activity of the @DisbudparBdg account in supporting tourism development in Bandung with data showing that the Twitter account of the Bandung City Culture and Tourism Office @DisbudparBdg is active and takes sides in tourism development as evidenced in the results of the analysis of activities and results. Crosstab Query results from data management that begins with data classification according to the data needed to answer the findings. World Cloud provides results in images due to the amount of discussion about social media in supporting tourism development in the new era of Covid-19 in Bandung. World Cloud gives implications for a study that provides an understanding of the results of the analysis in images of the most discussed words in a study by giving an explicit synchronisation of research by showing the results of the terms that appear are the most dominant comments in the discussion, the bigger the words. Generated means the more prevalent the word is in the synchronous Twitter account discussion in the study.

CONCLUSION

Bandung City Government supports Tourism Development During Covid-19: A Case Study of New Era Policy in Bandung. Government support in tourism development by delivering information by utilising

social media in tourism planning, creation, integration, and marketing strategies. The study results can be concluded that tourism development in the new average Covid-19 era in Bandung has been going well. New middle era tourism planning by directing outdoor tourist attractions with a disciplined approach, caution, vigilance, prioritising health protocols and limiting the number of visitors as much as 50% and tourism development efforts by the Bandung City Government in the new average era with the regulations set by the Guardian Bandung City Number 32 of 2020 concerning Handling Covid-19 and enforcing strict Health protocols.

The creation of a strategy in arousing the economy by forming a City Tourism Promotion Agency, which has a positive impact on the image of regional tourism, especially in Bandung City during the Covid-19 pandemic, maximises the spread of Covid by issuing a circular that requires tourists to bring a negative result of the applicable rapid antigen test for three days when he came to Bandung. Implementation of the integration of cooperation between elements in reducing the transmission of Covid-19 and communication strategies in developing tourism in the city of Bandung in the new average Covid-19 era through various collaborations between the Bandung City Culture and Tourism Office and PT Kereta Api Pariwisata (Kawisata). This collaboration includes the field of cultural marketing, tourism, and the creative economy of Bandung City. Marketing is carried out by providing tourist information sharing, which gives confidence to tourists that Bandung is a city with attractive and strong destinations in improving health protocols. There is an appeal from the government to all parties to follow strict health protocol rules during recreation.

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