

MILLENNIAL GENERATION'S PERSPECTIVE ON HEALING TOURISM POST COVID-19 PANDEMIC IN SUMEDANG REGENCY

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ABSTRACT

Study background need will post healing tourism covid-19 pandemic. Destination study is for knowing perspective Generation Millennials about healing tourism, the factors that influence healing tourism, and the efforts made for carry out post- healing tourism covid-19 pandemic. Study this use method study quantitative with analysis descriptive. Research results prove part big from they state not enough know (35%) true meaning from healing tourism but often use term the in everyday especially post covid-19 pandemic. Influencing factors _ perspective generation millennial about the need for post- healing tourism the biggest covid-19 pandemic among them for get rid of boredom or bored during the period of Scalable Social Restrictions Big (34%), and the effort made generation millennial for do post healing tourism the biggest covid-19 pandemic is sports (walking) around village / complex, cycling, and swimming (24%). With so, everything activity related tourism_ with destination could pleasant heart, mind, and cheap rousing is part from healing tourism products and worthy developed as one _ opportunity awaken sector industry tourist post covid-19 pandemic.

KEYWORDS

Millennials Generation, Healing Tourism, Covid-19



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INTRODUCTION

In 2022, the State of Indonesia enters life under the new normal era. Generation Millennials want to no want to must face impact multidimensional from pandemic covid-

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19 Not only influence eye livelihood and income but also psychological. Because as long as pandemic, Government set series policy in between Regulation Government Number 21 of 2020 concerning Scalable Social Restrictions Large (PSBB) for prevent Covid-19 transmission.

Moment this is a pandemic covid- 19 already slope and enter condition zero but not yet end, must permanent alert with apply protocol health, at least wear a mask and wash hand use soap or hand sanitizer after activity. Along with the more under control pandemic covid -19 in the country, the government has To do restrictive easing activity and mobility Generation Millennials specifically ready for To do transition from pandemic to endemic Generation Y or Millennials in question is the generation that has range time year birth around 1982 to 2002 (Goldring & Azab, 2021).

Study latest has report impact significant negative from covid -19 on mental health (Fangping Chen et al., 2020). Therefore, the plan recovery post pandemic must covers products that focus on mental healing. However, industry tourist not yet propose draft anything for resolve impact psychological covid- 19 Generation Millennials are starting To do recovery to all activity and part among them many use term popular self - healing in his daily life. Self-healing is method healing disease no use medicine , but heal and remove hidden feelings and emotions body (Aulia Nugraha Redho, 2019). More carry on consequence plague global covid -19 is a must challenge faced with calm , consistent , collective , and tourism will there is for help the recovery process (Pololikashvili, 2021). Healing-tourism as an opportunity to achieve mental isolation through traveling (Ma, Zhao, Gong, & Wengel, 2021). With thereby healing tourism could interpreted as a recovery process consequence disturbance psychological trauma or wounded because self and other people mainly impact Covid-19 pandemic with activity tourism.

Post pandemic Covid- 19, has an impact on more increase needs Generation Millennials for To do healing tourism. Therefore, the goal study this is 1) knowing perspective Generation Millennials about healing tourism post pandemic covid- 19, 2) find out influencing factors perspective Generation Millennials about healing tourism post pandemic covid -19, and 3) the efforts made Generation Millennials for doing healing tourism post pandemic covid- 19

Expression generation Y started used month August 1993 by newspaper editorial great United States. Generation millennial or Y is group children young born at the beginning 1981 to beginning the 2000s (Lise Bolton et al., 2019). The Millennial Generation is also known as Generation Y, Netters, and Nexters. Generation Y is known with designation generation millennial or millennium (Calk & Patrick, 2017). With so, if reviewed from group age , generation Millennials is current generation this aged generally 22–41 years old has use technology digital communication such as e- mail , SMS, instant messaging and social media like facebook and twitter, IG and others in their environment.

Healing tourism is product tourist for resolve impact psychological covid- 19 Healing-tourism” as an opportunity to achieve mental isolation through traveling (Ma, 2020). Tourist close relation with product oriented eadaemonia with change experience negative for prevent mental health. It is supported results research that describes impact positive tourist based eudaemonia to well- being and happiness society (Wang, Putri, Gan, & Song, 2022). Like tourist psychology , healing tourism use method intervention and counseling psychological for give help psychological to Tourists (Xing Chen & Yan, 2013). There is difference preference consumer for product tour based nature and its effects to recovery (Calkins et al., 2012). With Thus, segmentation needs traveler must always noticed in manage product healing tourism so that could Becomes part of the “ new era ” of tourism.

Tourist is one affected sector impact from Covid-19 pandemic. Corona virus 2019 (COVID - 19) is an RNA virus , with apparition like crown below microscope electron because existence nail glycoprotein on the outside (Setti et al., 2020). COVID- 19 or Corona Virus Disease 2019 is a disease infectious disease caused by SARS -CoV- 2, one of the type coronavirus. one policy Government of Indonesia for control the spread of Covid-19 is set regulation about Scalable Social Restrictions Big through Regulation Government (PP) Number 21 of 2020 concerning Scalable Social Restrictions Large (PSBB). Mechanisms and indicators implementation of PSBB at the national level area set by detail in Regulation of the Minister of Health Number 9/2020 concerning Guidelines Scalable Social Restrictions Big in frame Acceleration Handling Covid-19. With Thus , Covid -19 demands Generation Millennials permanent operate protocol health for prevent its transmission.

RESEARCH METHOD

Study this implemented in the district Sumedang with use method quantitative. Source of data obtained primary and secondary . Primary data collected use questionnaire *on line* based application Disseminated Google *Forms* to respondent through application *whatsapp* . Studies References as secondary data obtained through search various sources and documents . Data collection was carried out from 12 to 22 May 2022. Population study is residents in the district Sumedang who owns 22-41 years old or born Among 1980-2000 , can classified as Generation Millennials who are group children young born at the beginning 1981 to beginning the 2000s (Bill Bolton & Thompson, 2013). Amount residents in the district Sumedang totaling 1,152,507 people , with density of 739 people per km ² (Gendler & Valenzuela, 2021). state amount residents in the district Sumedang according to group age presented in Figure 1.

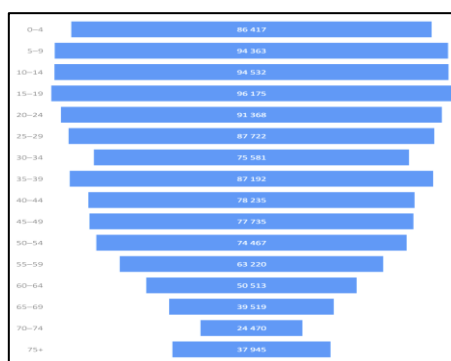


Figure 1.

Amount Population Regency Sumedang According to Group Age 2020
 Source : Department of Population and Registration Civil Regency Sumedang (2021)

Based on Figure 1., it is shown that Generation Millennials or aged between 22-41 years in the Regency of Sumedang amount not enough over 169,603 inhabitants . Sample determined use formula Slovin with level 90% confidence , minimum number of samples as many as 100 respondents (Amirin , T, 2011). Amount more samples big used will prove results study significant . Questionnaire from successful respondent collected in period time ten day totaling 278 respondents . Collected data will analyzed by descriptive and presented in form image .

RESULT AND DISCUSSION

Characteristics Respondent

Research results show of 278 respondents consist from characteristics manifold sex woman as many as 203 people (73%) and type sex 75 men (27%) spread across the district Sumedang as presented in Figure 2.

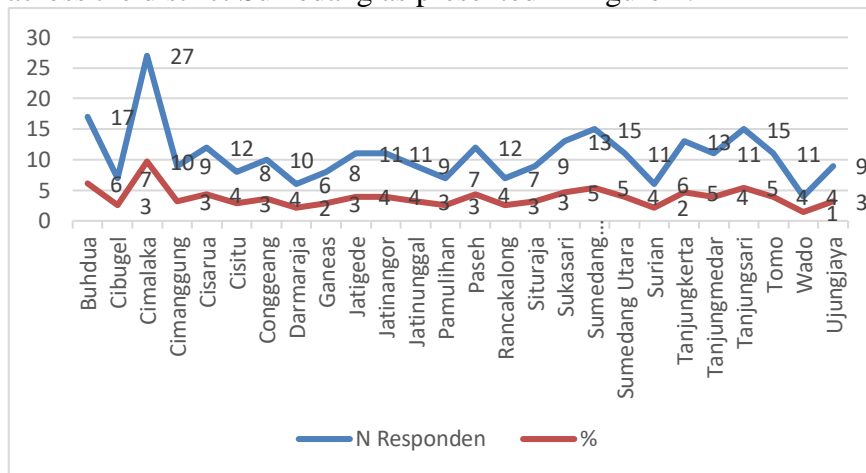


Figure 2
 Generation Millennials Based on The place Stay
 Source : Primary Data (2022)

Figure 2., shows characteristics Generation Millennials based on the place living spread over 26 sub - districts in the district Sumedang . Mostly _ Generation Millennials who become respondent in study this , 10% comes from from Subdistrict Cimalaka . The place stay naturally will related with decision Traveler in buy product tour *healing tourism* is one of them required post *covid-* 19 while _ that , characteristic respondent based on level income presented in Figure 3.

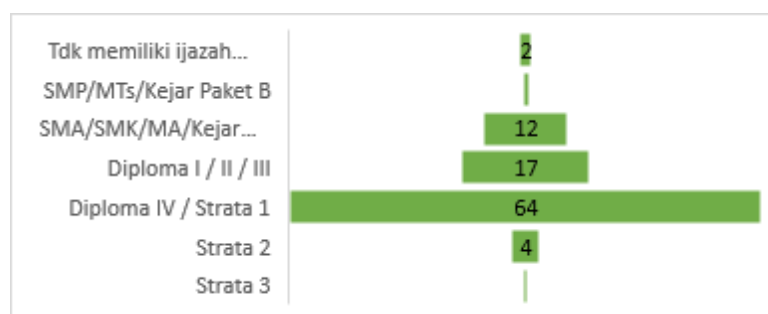


Figure 3
 Generation Education Level Millennials
 Source : Primary Data (2022)

Figure 3., shows description level education Generation Millennials in the District Sumedang , partly big originated from Diploma IV/Strata 1 group by 64%. With Thus , level education in the district Sumedang will influence Generation Millennials use product tour *healing tourism* is one of them required post *covid- 19* . Temporary that , characteristic respondent based on eye livelihood presented in Figure 4.

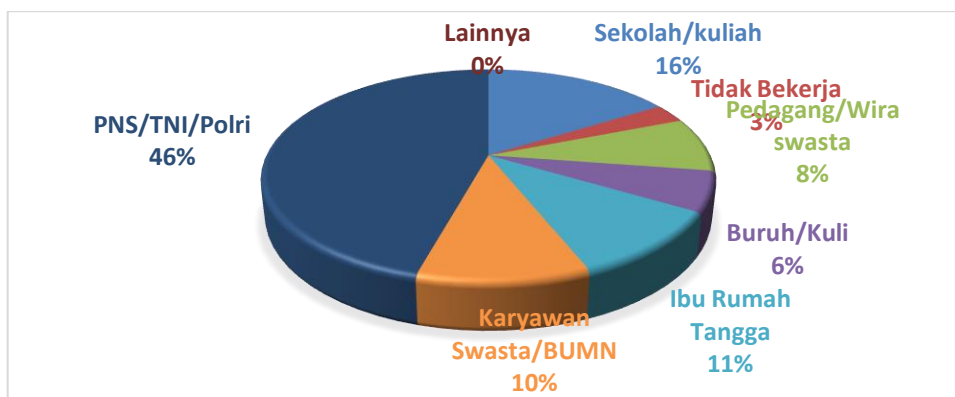


Figure 4
 Generation Millennials By Livelihood _
 Source : Primary Data (2022)

Figure 4., shows eye livelihood Generation Millennials who become respondent consist from PNS/TNI/ Police as much as 46%. Request tourist influenced by income and prices (Sinclair & Stabler, 1997) . With so , eyes livelihood will influence level definite income _ related eye livelihood Generation Millennials in the District Sumedang for use product *healing tourism* .

Perspective Generation Millennials About *Healing Tourism* Post Pandemic *Covid- 19*

Paradigm post Covid-19 pandemic no denied take effect to arrangement life Generation Millennials are one of them is psychological . With various policy government for control the spread of covid-19 forced they for To do activity from the place his stay . Communication direct start replaced with digital, so that demand Generation Millennials Becomes literate technology .

Moment this is a pandemic *covid- 19* already slope and enter condition *zero* but not yet ended , however must permanent alert with apply protocol health , at least wear a mask and wash hand use soap or *hand sanitizer* after activity . Along with the more under control pandemic *covid -19* in the country, the government has To do restrictive easing _ activity and mobility Generation Millennials specifically ready for To do transition from pandemic to endemic . later appear term popular *healing* among _ Generation Millennials post pandemic *covid- 19* *Healing* words often disclosed when want to To do related activities _ with tourist good that tour nature , culinary , or anything else . Then what Generation Millennial knowing what

is the meaning of *healing* in Thing this *healing tourism* . Following results study perspective generation millennial about *healing tourism* post pandemic *covid-19* is presented in Figure 5.

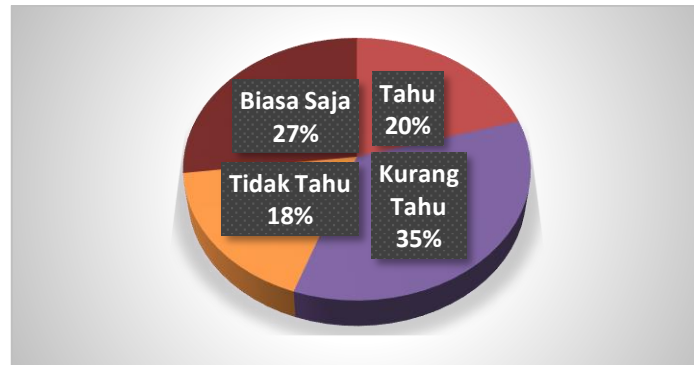


Figure 5

Perspective Generation Millennials About *Healing Tourism* Post Pandemic *Covid-19*

Source : Primary Data (2022)

Figure 5., shows perspective generation millennial about *healing tourism* post pandemic *covid-19* Mostly from they state not enough know (35%) true meaning from *healing tourism* but often use term the in everyday especially post pandemic *covid-19* *Self-healing* is method healing disease no use medicine , but heal and remove hidden feelings and emotions body (Ahmad Redho, Sofiani, & Warongan, 2019).Statement that , disclosed follow *trend* moment this , where needs for refreshing self from activity boring during the restricting *covid-19* pandemic for no go out house or if allowed go out so must permanent notice series protocol health .

Term *healing* used with reason that they want activities that will pleasant heart and mind . One of them with product tourism . *Healing-tourism as an opportunity to achieve mental isolation through traveling* (Siying Ma et al, 2020). With thereby *healing tourism* could interpreted as a recovery process through activity tourism that can pleasant heart and mind main impact *Covid-19* pandemic .

Influencing Factors _ Perspective Generation Millennials About The need *Healing Tourism* Post *Covid-19* pandemic .

Recovery post the *covid-19* pandemic has influence perspective generation millennial about the need *healing tourism* post pandemic *covid-19* That thing proven with results study where part big Generation Millennials state need To do *healing tourism* as presented in Figure 6.

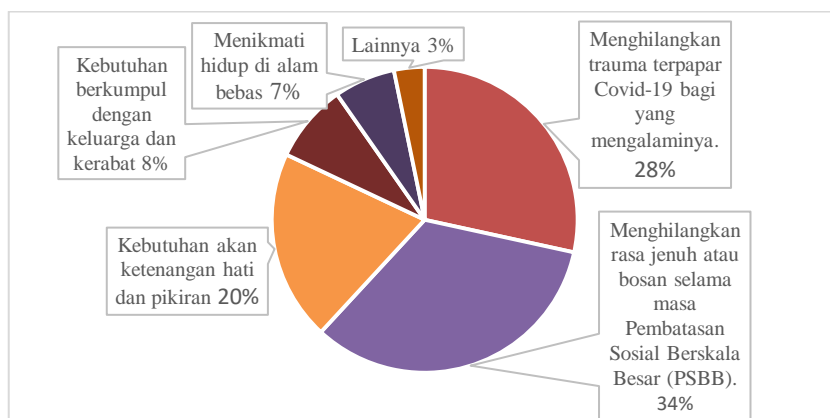


Figure 6
 Influencing Factors _ Perspective Generation Millennials About The need
Healing Tourism Post Covid-19 pandemic .
 Source : Primary Data (2022)

Figure 6., shows influencing factors _ perspective generation millennial about the need *healing tourism* post pandemic covid -19 with factor biggest for get rid of boredom or bored during the period of Scalable Social Restrictions Large (PSBB) of 34%. That thing enough understood , because no all Generation Millennials once exposed to covid-19 but accept impact from the existence of PSBB implemented by the applicable government for all Indonesian citizen . Especially Regulation of the Minister of Health Number 9/2020 Regarding Guidelines Scalable Social Restrictions Big in frame Acceleration Handling Covid-19 and Regulations Government (PP) Number 21 of 2020 Regarding Scalable Social Restrictions Large (PSBB). With thereby results study explain that Generation Millennials consider whatever that it means *healing* , sure must related with product tourism that can pleasant heart , mind , and if allow no drain finance or could enjoy by inexpensive lively . So that *healing tourism* Becomes needs that must they do or Use post covid-19 pandemic .

Efforts made Generation Millennials for Doing *Healing Tourism* Post Covid-19 pandemic .

Healing tourism is one necessary needs post covid-19 pandemic. Various effort conducted for fulfill it . As is known that one impact from the covid-19 pandemic is decline income but as if no notice Thing that. Generations Millennials will rule out Thing that . They will look for product tour inexpensive important festive could pleasant heart and mind with contents purse permanent safe. Efforts made generation millennial for To do *healing tourism* post the covid-19 pandemic , among others, is presented in Figure 6.

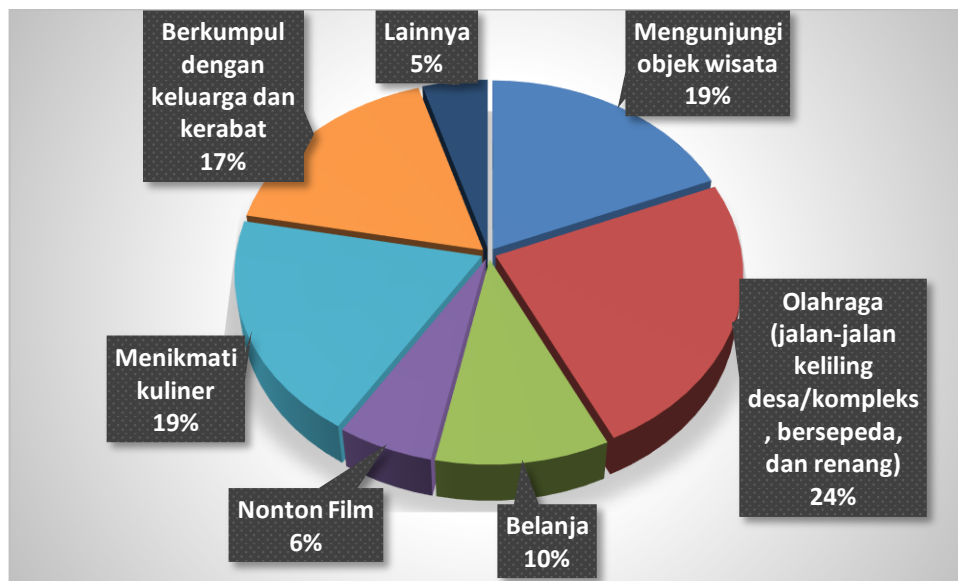


Figure 7

Efforts made Generation Millennials for Doing *Healing Tourism* Post Covid-19 pandemic .

Source : Primary Data (2022)

Figure 7, shows effort made generation millennial for To do *healing tourism* post The COVID-19 pandemic is one of the biggest with sports (walking) around village / complex , cycling and swimming by 24%. It is supported results research that describes impact positive tourist based on eudaemonia against well- being and happiness society (Ma et al., 2021). More carry on consequence plague global *covid* -19 is a must challenge faced with calm , consistent , collective , and *tourism* will there is for help the recovery process (Pololikashvili, 2021). Generation Millennials always state activity the related with tourism and call it with term *healing*. With so , as long as activity tourist the could pleasant heart , mind , and not expensive or inexpensive lively , then will mention Thing the as part from product *healing tourism*.

CONCLUSION

Study this prove perspective generation millennial about healing tourism post pandemic covid- 19 as a needs. Healing tourism as a product new must be developed optimally. because of things that, can Becomes opportunity for rise sector industry tourist post pandemic. Influencing factors perspective generation millennial about the need healing tourism post pandemic covid- 19 include : eliminating the trauma of being exposed to Covid-19 for those who experience it , eliminating boredom or bored during the period of Scalable Social Restrictions Large (PSBB), needs will calm heart and mind , needs gather with family and relatives , and enjoy live in nature free. Temporary effort made Generation Millennials for doing healing tourism post the covid-19 pandemic include: visiting object travel, sport (walking) around village / complex, cycling , and swimming), shopping , watching movies, enjoying culinary , and gathering with family and relatives. With so, everything activity related tourism with destination could pleasant heart, mind , and cheap rousing is part from product healing tourism.

Suggestion from results study about perspective Generation Millennials about healing tourism post pandemic Covid- 19 , among others, is necessary existence attention from government nor from private for develop product healing tourism in effort awaken sector industry tourism ever down during the pandemic covid- 19.

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