

ABSTRAK

Virtual tour menjadi alternatif perjalanan wisata di masa pandemi Covid-19 yang dijalankan oleh pengelola Museum Tjong A Fie Mansion. Melalui virtual tour, wisata ini bisa menikmati perjalanan dan pengalaman tentang museum Tjong A Fie Mansion dengan bermodalkan hp, laptop, komputer (PC), dan jaringan internet yang dapat diakses dimana saja. Penelitian ini bertujuan untuk mendeskripsikan bagaimana penggunaan *virtual tour* di masa pandemi Covid-19 serta apa kelebihan dan kekurangan dalam menerapkan *virtual tour*. Penelitian ini menggunakan pendekatan kualitatif dengan teknik pengumpulan data observasi, wawancara, dan studi dokumen.

Hasil kajian menunjukkan bahwa terjadinya penurunan jumlah pengunjung museum Tjong A Fie Mansion selama masa pandemi. Hal ini disebabkan oleh kurangnya euforia yang dirasakan saat berkunjung secara langsung, dan masih banyaknya konsumen yang ingin membeli atau merasakan produk wisata atau paket wisata secara langsung. Kurangnya pengunjung berdampak pada menurunnya jumlah pendapatan sebelum masa pandemi, pendapatan museum mencapai penghasilan dengan angka 63 juta perbulan dengan jumlah kunjungan wisatawan 1.800 wisatawan per bulan, sementara ketika diterapkannya teknik virtual tour, pendapatan museum hanya meraup satu juta lima ratus empat puluh ribu rupiah per bulan dengan jumlah kunjungan wisatawan mencapai 44 wisatawan per bulan. Adapun kekurangan dan kelebihan memakai virtual tour ialah tidak dapat merasakan suasana seperti dilokasi langsung, banyak lokasi yang terlewatkan, dan kualitas pengalaman yang dirasakan tidak sama dengan pengalaman langsung, sedangkan kelebihanannya dapat mengurangi adanya penyebaran covid-19, menghemat biaya, mudah dilakukan/ fleksibel, dan baik untuk lingkungan.

Kata Kunci : Museum Tjong A Fie Mansion, Virtual Tour, Pandemi Covid-19

ABSTRACT

Virtual tours are an alternative tourist trip during the Covid-19 pandemic which is run by the management of the Tjong A Fie Mansion Museum. Through a virtual tour, tourists can enjoy the journey and experience of the Tjong A Fie Mansion museum using a cellphone, laptop, computer (PC), and an internet network that can be accessed anywhere. This research aims to describe how virtual tours are used during the Covid-19 pandemic and what the advantages and disadvantages are in implementing virtual tours. This research uses a qualitative approach with data collection techniques of observation, interviews and document study.

The results of the study show that there was a decrease in the number of visitors to the Tjong A Fie Mansion museum during the pandemic. This is caused by the lack of euphoria felt when visiting indirectly, and there are still many consumers who want to buy or experience tourism products or tour packages directly. The lack of visitors had an impact on decreasing income before the pandemic, the museum's income reached 63 million per month with a number of tourist visits of 1,800 tourists per month, while when the virtual tour technique was implemented, the museum's income only earned one million five hundred and forty thousand rupiah per month with the number of tourist visits reaching 44 tourists per month. The disadvantages and advantages of using a virtual tour are that you cannot feel the atmosphere like at a live location, many locations are missed, and the quality of the experience felt is not the same as direct experience, while the advantages are that it can reduce the spread of Covid-19, save costs, is easy to do/flexible, and good for the environment.

Keywords : *Tjong A fie mansion museum, virtual tour, covid-19 pandemic*

