The challenge for Aik Nyet Nature Tourism in the new normal era

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Abstract. Good knowledge of the economic value of a tourist location is the main basis for formulating an effective management policy. In the conditions of the Covid 19 pandemic, Aik Nyet Nature Tourism, which covers an area of approximately 9.4 ha, was closed. The new normal era makes it possible to reopen with some conditions that have to be met. Starting from determining the optimal paid entrance fee to some new normal rules that must be implemented, this article aims to provide an overview of what KPHL Rinjani Barat should do. This article investigates this issue by employing a two-phase study: quantitative and qualitative. The first phase used primary data from the visitor survey whose results were analyzed using travel cost methods. The second phase used secondary data from Kompas.com reporting interconnected themes on the new normal era. The data were analyzed using the content analysis method. The results showed that in the new normal period, KPHL Rinjani Barat should reduce the entrance fee to Aik Nyet, which is currently IDR 5,000 to IDR 3,000, and implement COVID-19 health and hygiene protocols properly.

1. Introduction
The Covid-19 pandemic has given both positive and negative impacts on the environment [1]. It began in December 2019 in Wuhan-China, then WHO declared it a “Public Health Emergency of International Concern” on January 30, 2020, and then as a “pandemic” on March 11, 2020 [2]. Immediately after the declaration, there was a rapid and dramatic change in patterns of human behavior, society, and economies [3]. The positive impact on the environment is, as a result of this behavior change, the reduction of air pollution, greenhouse gas emissions, noise pollution, and waste that make beaches cleaner in various countries ([4]; [5]; [6]; [7]; [8]; [9]). However, other impacts that arise are the weakening of environmental regulations and enforcement [10]. To illustrate, across the tropics, deforestation increased between 63% and 136% compared to the same period in 2019 [11].
quoting several news agencies (National Geographic, Reuters, CNBC, and ABCNews), the largest rainforest, the Amazon forest, has experienced a deforestation rate of 30% higher than in 2019; in Indonesia, checking the legality timber export was abandoned to support the economy; and in several African countries, wildlife poaching and trafficking increased due to a decline in tourism activities [9].

Related to tourism, the pandemic of Covid-19 results in a decrease of 98% in the number of international tourists in May 2020 when compared to the same month in 2019 [12]. UNWTO also showed a decrease of 56% in year-on-year of tourist arrival between January and May. It means the decline of 300 million tourists and the loss of income from international tourism by US$ 320 billion – more than three times as much as the loss during the Global Economic Crisis in 2009. It is estimated that this pandemic has a direct impact on 75 million jobs in the tourism sector; the tourism industry has lost a turnover of more than US$ 2.1 trillion [13]. The damaging impact of the pandemic of Covid-19 on global tourism has continued to 2021. Data issued by UNWTO showed a decrease of 87% in the arrival of foreign tourists in January 2021 compared to January 2020 [14]. Ironically, what governments throughout the world have done to control the pandemic by limiting interregional mobility has resulted in the development of domestic tourism [15]. In Indonesia, this is apparent when the government prohibits the home return during the holiday of Idul Fitri, some tourist locations were overwhelmed with visitors (for example Ancol, Pangandaran, Ciwidey, Anyer).

Previous studies on Covid-19 and tourism have been carried out ([16]; [17]; [18]; [19]; [20]; [21]; [22]; [23]; [24]; [25]; [26]; [27]; [28]; [29]). However, only a few of the studies have specifically used a case of a tourist location. This study strived to fill the gap by using the recreation forest of Aik Nyet (hereinafter reads Aik Nyet) at the KPH Rinjani Barat, as the case study. Administratively, Aik Nyet is located in Kabupaten Lombok Barat, the province of Nusa Tenggara Barat. Like other tourist locations, during the mitigation era, Aik Nyet has also been closed. In the new normal era, it was opened again, but because of the worry of a possible crowd, in Eid Al-Fitr 1442 H the area was closed again. Therefore, the objective of this study is to describe what has to be done by KPHL Rinjani Barat related to Aik Nyet during the new normal phase (pandemic of Covid-19).

2. Materials and methods
This study employs mixed methods of quantitative method (phase 1) and qualitative method (phase 2) to earn much better comprehension. This study will use a sequential explanatory strategy. The detail is presented in Figure 1:

![Figure 1. Sequential explanatory strategy.](source: [30])

2.1. Quantitative (Phase 1)
The objective of phase 1 is to estimate the value of willingness to pay (WTP) and the economic value of tourism (EV) of Aik Nyet. At phase 1, the Individual Travel Cost Methods (ITCM) is employed. In ITCM, two matters become the basis of estimation. They are the consumers’ surplus and demand. The law of demand suggests that in ceteris paribus the demand for goods will decrease when the price increases; meanwhile the demand function is an algebraic expression of the correlation between the
price of goods/services and quantity of demanded [31]. Surplus of consumers is the excess or difference between total utility enjoyed by consumers by consuming some amount of particular goods and the total costs spent by consumers to obtain some particular goods [32]. Consumer surplus is closely associated with the demand curve for goods or services [31].

Besides ITMC, the time value of money (TVM) is also employed. The concept of TVM indicates the correlation between time and money. This concept stated that the present value of money will always have a smaller value than the future value of money ([33]; [34]; [35]). In brief, TVM can be described in the sentence that a dollar today is worth more than a dollar in the future because a dollar today can be invested to get a return. Two factors underlay the concept of TVM [36]. They are the presence of inflation and preference of present consumption to future consumption. It can be illustrated that if currently, we have IDR 500 and the price of frikkadels is IDR 100; then with that amount of money, we get 5 frikkadels. If all the factors that affect the price are assumed to be equal and the annual inflation is 25%, then in the next year with the same amount of money we only get 4 frikkadets. The compensation of the loss of 1 frikadel is calculated with the concept of TVM (presence of inflation). The preference of present consumption to future consumption can be explained if all factors that affect the price are constant and the annual inflation is 0%; then with the equal amount of money, we will still get frikkadels in the present year or the next year. However, in general, we will prefer to consume 5 frikkadels at present time to consuming 5 frikkadels the next year.

2.1.1. Location and time of the study. The study was conducted at Aik Nyet, at the work area of KPH Rinjani Barat which administratively is located in Desa Bawun Sejati, Kecamatan Narmada, Kabupaten Lombok Barat. Based on the Decree of the Forestry Minister Number SK. 785/Menhut-II/2009, KPH Rinjani Barat with the extent of less than 40,983 ha has been declared as the first KPH in the Province of NTB. The determination was based on the proposal from the province of NTB, stipulating that: (1) the work area covers the upstream of the river and catchment area that become the source of drinking water and irrigation of the people in 4 areas of districts of Kabupaten Lombok Barat, Kabupaten Lombok Utara, Kabupaten Lombok Tengah, and Kota Mataram; and (2) it has a potential natural tourist attraction that supports the tourism in NTB [37]. Furthermore, to make it an empowered independent institution, since 29 December 2014 KPHL Rinjani Barat has been assigned to become a Satuan Kerja Perangkat Daerah (SKPD) or the Local Apparatus Unit in the Province of NTB by the Local Regulation of 13/2014. One of the functions of KPHL Rinjani Barat is to open investment opportunities to ensure the achievement of the objective of forest management in the area.

Data were collected from August to October 2015 at the weekends and national holidays by using an on-site survey. One of the challenges of the on-site survey in tourist attractions is the refusal of respondents to participate in the study. To increase the response rate, the authors offered ballpoints and keyholders that have a price of less than IDR 10,000.
2.1.2. Sample. The population of the study is the tourists who visited Aik Nyet. Samples were collected with purposive sampling. Purposive sampling is a non-probabilistic sample collection that meets a particular criterion [39]. In line with the objective of the study, then the criteria that we used in the selection of respondents are (1) visitors of Aik Nyet at the weekends or national holidays; (2) adult age; (2) capability of reading and writing; (3) 1 representative respondent of collective visitors; (4) willingness to take part in the study.

This Study employed the Individual Travel Cost Method (ITCM). The underlying theory of ITCM in the valuation of non-market goods is the implicit price spent by the visitors to access the tourist location ([40]; [41]; [42]). The general formula of ITCM ([43]; [44]) is:

$$TC_{ij} = DC_{ij} + OC_{ij} + F_i$$

Where:
- $i = 1..n$.
- $j = 1...m$;
- $DC = $ distance cost,
- $OC = $ time cost and
- $F = $ the entrance fee paid.

Some of the disadvantages of ITCM is the treatment of time, the treatment of multiple site visits, and the treatment of overseas visitor [45]. Because Indonesia is an archipelagic country then the treatment is the same as the treatment of visitors from other islands.

In general, time cost consists of time from the initial point to the tourist location, the time in a tourist location, and time from the tourist location to the initial point. Time, just like money, limits an individual in the making of a decision in recreational activities [46]. The main rationale to involve time cost is that as a rare commodity, the opportunity cost of time will affect the price of demand elasticity and reduce the economic value of a tourist location. In other words, when visitors decide to
visit a tourist location, they will trade off the cost paid and the utility enjoyed and will compare it to other goods that may be obtained at an equal cost and time [47].

Some researchers have developed a variety of alternative approaches in considering the time cost. The first alternative is that time cost can be approached from the mean wage rate or 1/3 of the mean wage rate. It is assumed that: (a) individuals will exchange the time spent on recreation for the time spent on work; and (b) the time spent on work may be liked or disliked. The second alternative is that time cost can be approached by a labor supply model. However, in practice, the two alternatives have resulted in difficulties [48]. The difficulties are particularly experienced in counting the respondents who work in formal employment. Formal employees (especially in Indonesia) have a fixed number of work hours. They have weekend holidays and mass leave. The third alternative is that time cost can be approached by the use of stated preference data. Although the third alternative is prospective, it is difficult to add other questions on other locations visited in the questionnaires [45]. Because of the difficulties, then in this study, we did not include time cost in the model. We carried out the study in weekend holidays and/or national holidays.

Another disadvantage of ITCM is the assumption that only one location is visited per travel. When only one location is visited, then the cost paid by the visitors is specially intended for the location. What if the individuals have multiple trips? This will result in a bias in the determination of which cost is paid to location one, and which are spent for other locations. One of the solutions to these difficulties is calculating only parts of the travel cost. However, this solution will weaken the procedure of travel cost because it is not in line with the assumption [45].

How do we treat the visitors who come from other countries or other islands? This is another disadvantage in the use of ITCM. Because it is assumed that the impact on the consumer surplus is low, some researchers eliminated all overseas visitors from the sample (see for example [49]; [50]; [45]). Likewise (using the filter question), we eliminate respondents of multiple trip visitors and the visitors from other countries or other islands from the analysis.

Therefore, we determine/specify the model of recreation demand that maximizes the utility enjoyed by the individuals to tourist location is:

\[ Y_i = f(C_i) \]

Where:
- \( Y \) = number of visits in 1 past year;
- \( C_i \) = Travel cost to visit a location, that is the mixture of the Distance Cost and entrance cost to location.

The data recorded by the management of Aik Nyet shows that the number of visitors to the tourist location is 3650 per year. With Slovin’s formula [51] we obtain the minimum number of samples of 97.3 = 98 respondents. However, because of the aforementioned disadvantages of ITCM, then to meet the number of the sample, we multiply the number of the sample to become 200 respondents.

2.1.3. Measurement. The questionnaires consist of 2 (two) parts. The first part asked about the general information of the respondents. The second part asks about the travel costs that have been spent by the respondents and the number of visits during 1 past year. The question items were modified from the previous study by [52]. The operational definition of the study is described as follow:

a. Number of visits is the visit of individuals to Aik Nyet per year. It is measured by the frequency of visits in 1 past year.

b. Travel cost is the total costs of transportation, consumption, parking, and entrance ticket. It is measured in rupiah.

The questionnaires are self-administered. The self-administered questionnaires provide a challenge to the researcher because the respondents’ answers depend on the clarity of the written words rather
than the interview capability [53]. Therefore, after the questionnaires were arranged, the first step was a pilot test. The pilot test to the questionnaires is intended to: (1) identify if there are ambiguous words (therefore they will make it difficult for the respondents to answer); (2) identify if the instruction is understandable; and (3) identify the duration of completion. The pilot test was applied to a small number of respondents (6 respondents). After some revision, the questionnaires were multiplied and dispersed to the respondents. The validity and reliability were not tested in this study because the variables studied are the variable observed (can be measured directly from the subject).

2.1.4. Data analysis. The initially ITCM was applied with the standard regression technique to identify the correlation between the number of visits (as the dependent variable) and the travel cost and population characteristic (as the independent variable) [54]. The count data model or Poisson regression is currently more widely used, where the independent variable is count data that represent a discrete event. The assumption of the Poisson regression is the mean) and variation of the dependent variable has equal value [55]. Because of such an assumption, then in Poisson regression, there is overdispersion and/ or under dispersion phenomena. The overdispersion and/ or under dispersion results if the variant is larger or smaller than the mean [56]. Further, it said that there is a model that can overcome this problem (over/ under dispersion), on condition that the data does not contain many zeros, that is Negative Binomial Model and/ or Generalized Poisson Model (GPM). Because the Poisson regression model resembles GPM, we use GPM in this study. The general model of GPM can be written as follow:

1. Estimating the demand function from the Aik Nyet with Poisson regression and testing the hypothesis.
2. Calculating the value of consumer surplus per individual at each level of visit frequency with the formula of [54]

\[ CS_i = \frac{-1}{\beta_{travel cost}} \]

Where:
CS = consumer surplus i
\( \beta \) = slope

3. Calculating the probability of visitor sample at each level of visit frequency with the formula of;

\[ P_{sample} = \frac{S_i}{Total\ sample} \]

Where:
S = total sample of frequency i

4. Calculating the probability of individual visitors at each level of visit frequency with the formula of;

\[ P_{individual} = P_{sample} \times Total\ Visitor \]

5. Calculating the willingness-to-pay (WTP) of Individuals at each level of frequency:

\[ WTP_i = \frac{CS_i}{P_{individual i}} \]

6. Calculating the aggregate value of WTP with the formula of;
\[ WTP_{Aggregate} = \sum_{i=1}^{n} WTP_i \]

(7) Calculating the economic value of tourist area with the formula of;

\[ EV = \sum_{i=1}^{n} (WTP_i \times population) \]

(8) Calculating the WTP and economic value in the 2020 value by multiplying with the annual inflation rate.

2.2. Qualitative (Phase 2)
The objective of phase 2 is to describe the characteristic of the message that the regulation on the new normal era will be enacted. In phase 2, the approach that will be applied is the content analysis and the theory that will be employed is the theory of agenda-setting. This theory refers to the ability of the media, with repeated coverage, to trigger the importance of an issue in the public mind. The assumption in the theory of agenda-setting is that the media filter news, article, or writing that will be published. Because the readers, public, and listeners get information mostly from the media, then the agenda of the media is related to the public agenda [57].

2.2.1. Sample. The media that is used in this study is the media in a narrow sense, that is online media. The population of this study consists of all news in Kompas online media. Kompas online is preferred because (1) Kompas online is one of the first online media in Indonesia (14 September 1995); (2) Since 5 August 1998 it had become a separate business unit under PT Kompas CyberMedia. Therefore, not only does it broadcast the replica of Kompas Daily, but it also broadcast some updated news; (3) Since 29 May 2008 it has been rebranded by adding canals of news that presents the updated actual information; and (4) Kompas online is the independent Daily (not affiliated to the right or left) and impartial (to the government or the parties beyond the government). Meanwhile, the sample is the content of the news in Kompas online that meets the criteria: (1) the news contains the news item of “new normal and tourism”; and (2) the news is distributed by Kompas online during the pandemic (since 1 May 2020 until 31 May 2020). The rationale of why the observation was carried out in May is because the regulation that contains the new normal was issued on 20 May 2020 (Health Minister Decree of HK.01.07/MENKES/328/2020 concerning the Guideline for the Prevention and Control of Coronavirus disease 2019 (covid-19) in offices and industries in supporting the business sustainability during the pandemic). In content analysis, a sample is crucial [58]. Because of that, then we use the sample saturation method. Sample saturation is the collection of all elements of the sample from the population that meet the characteristics needed by the researcher [59].

2.2.2. Operational definition. At phase 2, the operational definitions are as follow:

a. New Normal is the changing behavior or habit to consistently carry out daily activities by always applying the health and hygiene protocols during the pandemic of COVID-19.

b. Tourism is related to travel for recreation; trip; tourism.

c. The Health Minister’s Decree of HK.01.07/MENKES/328/2020 is the general guideline for the prevention and control of Covid-19. The guideline can be developed optimally to help and protect the health of workers.

2.2.3. Data analysis. In the study of content analysis, validity is not the main issue [60]. With careful operational definition and appropriate and proper selection of indicators, a coding sheet is assumed to be able to measure what should be measured. In other words, it is enough to measure the validity using
face validity. Meanwhile, the reliability of the study was tested by the method of inter-coder reliability. The test is expected to ensure the objectivity of the data that will be analyzed and also the reliability of the analysis technique. Meanwhile, the validity in content analysis can be tested by content validity or face validity [61]. Face validity is the judgment made by a scientific community that states that the indicator measures a construct [62].

There are 3 methods of reliability testing that can be used in content analysis, they are stability, reproducibility, and accuracy [63]. The reproducibility method (intercoder reliability) is the most widely easily used method. This method is calculated from some coders, the results of which are compared to each other. Because of that, we use this method to test the reliability. In this study, the reliability is tested using the value of the coefficient of reliability proposed by [64].

\[ R = \frac{2(C_{1,2})}{C_1 + C_2} \]

where:
- \( C_{1,2} \) = The number of category assignments on which all coders agree
- \( C_1, C_2 \) = The sum of all category assignments by all coders.

Qualitative content analysis was carried out after the validity and reliability tests. The analysis was carried out by contextualizing the news data. Contextualization is made by coding the consensus and difference among the news and presenting the quoted news to strengthen the arguments.

3. Results and discussion
3.1. Quantitative (Phase 1)
Of the 200 questionnaires distributed, 147 questionnaires were completed (response rate of 73.5%). Some of the data could not be analyzed due to: (1) incompleteness of questionnaires; (2) some visitors admitted to have and/or will have multiple visits to tourist locations; (3) some visitors admitted to coming from other islands; (3) the completed data by the respondents were an outlier. It was stated that the presence of an outlier may have an impact on the bias, meaning that the estimated regression coefficient will be biased to the outlier point [65]. Data of outlier was eliminated by calculating (standardizing) the data. If the value of the standardized data is higher than 2.5 or less than (-2.5) then it is estimated that the data is an outlier [66].

The profile of the respondents of this study can be grouped by gender: males (72.79%) and females (27.21%), by education: bachelor's degree (12.93%), senior high school (64.63%), junior high school (15.65%), elementary school (4.76%), and non-schooling (2.04%), and by age: younger than 20 years (43.54%), between 20 and 30 years (44.90%), between 31 and 40 years (7.48%), and between 41 and 50 years (4.08%).

Results of the Poisson regression analysis for the variables are presented in Table 1:
Table 1. Parameter estimation.

| Parameter | B       | Std. Error | Hypothesis Test | Wald Chi-Square | df | Sig. |
|-----------|---------|------------|-----------------|-----------------|----|------|
| (Intercept) | 1.072   | 0.1004     |                 | 113,937         | 1  | 0.000|
| T_Cost    | -2.002E-6 | 9,3496E-7  |                 | 1               | 0.032|
| (Scale)   | 1a      |            |                 |                 |    |      |

Dependent Variable: Total_Visit
Model: (Intercept), T_Cost
a. Fixed at the displayed value
Source: [67]

Table 1 shows that the cost variable has a significant effect on the variable of total visits. Results of model analysis for the Aik Nyet can be written as follow:

\[
\mu_{\text{Tot_Vis}} = e^{(1.072 - 0.000002002 \cdot T_{\text{Cost}})}
\]

The equation shows that the predicted TCM is significant at \( \alpha = 5\% \) (p-value < 0.05). It can be interpreted from the model of Poisson regression that when there is no travel cost then the number of total visits is \( \exp (1.072) = 2.92 \approx 3 \). Each addition of 1 unit of travel cost will reduce the total visit of \( \exp (0.000002002) = 0.999 \approx 1 \). This complies with the theory of supply and demand.

The calculation of the value of consumer surplus per visit per individual can be seen in Table 2.

Table 2. Results of the Willingness-to-Pay estimate.

| N | Beta of Travel Cost | Consumer Surplus | Probability | Probability x estimated number of total visitors | Willingness-to-Pay |
|----|---------------------|------------------|-------------|-------------------------------------------------|-------------------|
| 1  | 2.002E-06           | 499,500,50       | 0.34        | 1217                                            | 410,558           |
| 2  | 2.002E-06           | 499,500,50       | 0.23        | 844                                             | 591,673           |
| 3  | 2.002E-06           | 499,500,50       | 0.12        | 447                                             | 1.117,604         |
| 4  | 2.002E-06           | 499,500,50       | 0.31        | 1142                                            | 437,323           |
| TOTAL |                    |                  | 1.00        |                                                 | 2,557,158         |

Source: [67]

Table 2 showed that for Aik Nyet, the value of WTP is IDR 2,557,158 per visit per individual. Meanwhile, the economic value of tourism in Aik Nyet is IDR 9,333,626.7 per year.

Because this study was carried out in 2015, while Covid-19 began in Indonesia in 2020, we made it to become the year 2020 by multiplying the annual inflation rate (other factors beyond the inflation are assumed to be constant). The value in 2020 for WTP and the Economic value of tourism in Aik Nyet is IDR 2,940.061 \( \approx \) IDR 3,000 and IDR 10,731,222.819 \( \approx \) IDR 10,731,200 (Table 3).
### Table 3. Results of the Willingness-to-Pay Estimate and Economic Value in 2020 in the 2020 value by multiplying with the annual inflation rate.

| Year | The Annual Inflation Rate | WTP<sub>i</sub> | Economic Value<sub>i</sub> |
|------|---------------------------|----------------|-----------------------------|
| 2015 | -                         | 2,557,168      | 9,615,502,226               |
| 2016 | 3.02                      | 2,634,384      | 9,615,502,226               |
| 2017 | 3.61                      | 2,729,485      | 9,962,621,857               |
| 2018 | 3.13                      | 2,814,918      | 10,274,451,921              |
| 2019 | 2.72                      | 2,891,484      | 10,553,917,013              |
| 2020 | 1.68                      | 2,940,061      | 10,731,222,819              |

3.2. Qualitative (Phase 2)
The coding sheet that was developed was then consulted by the researcher at the Puslit Sosial Ekonomi to test the validity. To test the face validity, we sent the coding sheet and the covering letter to tell about the objective of the study. The researcher gave a qualitative comment regarding the coding sheet in general. Then we revised some operational definitions and indicators to meet the suggestion of the researcher. Later, with the assistance of other researchers, in this study, the reliability was tested.

There was a difference in the determination of the cut-off point of the reliability coefficient. The lower cut-off point of the coefficient of reliability is 0.8 [63]; Scott in [68] put it above 0.75; meanwhile, the coefficient must be between 0.79 and 0.96 [60]. Reliability at this phase is 0.83 or above the score suggested by Krippendorf and Scott, and between the range suggested by Barelson.

In May 2020, the Minister of Health Terawan Agus Putranto issued the Health Minister’s Decree of HK.01.07/MENKES/328/2020 concerning the Guideline for the Prevention and Control of coronavirus disease 2019 (covid-19) at workplaces in offices and industries to support the sustainability of business in the pandemic. With the issuance of the decree, then new normal as a result of the pandemic of Covid-19 in Indonesia has begun. The health minister said that the business and the workers could contribute much in cutting the disease infection chain because of the large number worker population and the massive mobility, as well as interaction among workers due to work activities. In other words, the economic activities have to keep running by taking into account preventive health (setkab.go.id). This decree was enacted on 20 May 2020. Based on that, the news that reports “the new normal era” can be collected from Kompas online before and after the enactment of the decree (or for 1 month, in May 2020).

There is 41 news, that report “the new normal era”, releases from Kompas online collected. The distribution of the publication of the news can be seen in Figure 3.
Figure 3 showed that before the enactment of the decree, the number of news concerning the new normal and tourism was higher on 19 May 2020 with 5 news. Meanwhile after the enactment, on 29 May and 31 May Kompas online delivered 6 news. Table 4 describes the title of the news concerning the new normal and tourism in Kompas online.

Table 4. News titles related to new normal and tourism.

| No | Date       | Titles                                                                 |
|----|------------|------------------------------------------------------------------------|
| 1  | 03/05/20   | The New Normal Pariwisata Indonesia Setelah Pandemi Corona, Apa Itu?    |
| 2  | 04/05/20   | The New Normal Pariwisata Indonesia                                     |
| 3  | 09/05/20   | Hadapi Era New Normal, Pelaku Pariwisata Perlu Siapkan Protokol Kesehatan |
| 4  | 09/05/20   | Virtual Tour, Peluang Baru Pariwisata di Era New Normal                 |
| 5  | 11/05/20   | New Normal di Bangkok, Street Food Dibatasi Plastik dan Jaga Jarak      |
| 6  | 13/05/20   | New Normal Pariwisata Indonesia: Toilet Bersih hingga Tim Rescue        |
| 7  | 15/05/20   | New Normal Pariwisata, Taman Wisata Candi Siapkan Protokol Baru         |
| 8  | 16/05/20   | Protokol New Normal Dapat Jadi Nilai Tambah untuk Jual Produk Wisata    |
| 9  | 17/05/20   | Apa Itu Protokol Global di New Normal Pariwisata?                      |
|10  | 19/05/20   | 8 Protokol New Normal untuk Hotel Anjuran dari World Travel & Tourism Council |
|11  | 19/05/20   | Punya Protokol New Normal, Turki Percaya Diri Buka Pariwisata pada Mei 2020 |
|12  | 19/05/20   | Yogyakarta Susun Protokol New Normal, Siap Sambut Wisatawan setelah Corona |
|13  | 20/05/20   | 6 Protokol New Normal untuk Restoran dari World Travel & Tourism Council |
|14  | 20/05/20   | Kementerian Pariwisata Italia Terbitkan Protokol New Normal Pariwisata   |
|15  | 20/05/20   | Protokol New Normal Pariwisata Turki, Sertifikasi Kesehatan             |
|16  | 20/05/20   | Sambut “New Normal”, Kemenparekraf Mulai Promosikan Wisata ke Pasar Great China |
|17  | 20/05/20   | Sambut New Normal, Kadispar DKI Jakarta: Sektor Pariwisata Dibuka Bertahap |
|18  | 21/05/20   | Punya Protokol New Normal, Pariwisata Iran Diprediksi Cepat Pulih        |
|19  | 22/05/20   | Bakal Seperti Apa Wisata Candi Borobudur di Era New Normal?             |
|20  | 22/05/20   | Disney World Florida Buka untuk Makan dan Belanja, Terapkan Protokol New Normal |
|21  | 22/05/20   | Pembukaan Pariwisata Yogyakarta Tunggu Rekomendasi Gugus Tugas         |
|22  | 23/05/20   | Sambut Era Baru Bali, Bali Jadi Destinasi Uji Coba New Normal Pariwisata |
|23  | 27/05/20   | Protokol New Normal Italia untuk Perjalanan Internasional, Seperti Apa?  |
|24  | 28/05/20   | Ingin Buka Pariwisata Saat "New Normal", Jokowi Akui Risikonya Besar   |
|25  | 28/05/20   | Jokowi Prediksi Tren Pariwisata Bergeser ke "Solo Traveling" hingga "Staycation" |
|26  | 28/05/20   | New Normal, Menpar Janjikan Promo Wisata dengan Harga Menarik            |
|27  | 28/05/20   | New Normal, Portugal Luncurkan Stempel Clean & Safe untuk Pegiat Wisata |
|28  | 28/05/20   | Pariwisata Dibuka Lagi Saat New Normal, Bali Jadi Pertimbangan Pemerintah |
|29  | 28/05/20   | Yogyakarta Siap Buka Pariwisata, Wisatawan Diminta Patuhi Protokol New Normal |
|30  | 29/05/20   | Pariwisata Buka Saat New Normal, Ini Hal-hal yang Harus Diketahui        |
|31  | 29/05/20   | Persiapkan "New Normal", Kemenparekraf Susun Program CHS dengan Libatkan Pelaku Parekraf |
|32  | 29/05/20   | Protokol New Normal, Wisatawan ke Labuan Bajo Bakal Registrasi Online   |
|33  | 29/05/20   | Wishnutama Ungkap Tiga Tahapan Tatanan New Normal Pariwisata, Apa Saja?  |
|34  | 30/05/20   | Syarat ke Bali: Tahapan New Normal Pariwisata                           |
Table 4 shows that in Kompas online, news on new normal that was delivered to the readers did not exclusively come from the domestic area, but also overseas (for example Italia (2 titles), Turki (2 titles), Iran (1 title), Florida-USA (1 title), Portugal (1 title), and Bangkok-Thailand (1 title)). Meanwhile, domestic news locally derives from Yogyakarta (3 titles), Jakarta (1 title), Borobudur-Magelang (1 title), Bali (3 titles), Labuan Bajo (2 titles), and Belitung (1 title).

News concerning Bangkok, after the end of lockdown and the beginning of a relaxing moment, contains photos released by BK Magazine online. The photos depict how physical distancing was practiced along Yaowarat Street, which become the sidewalk culinary center in Bangkok (for example: when queueing for payment, minimized number of tables, installation of divider between the cook and the buyer (news no 5). Different from Bangkok, in the news about Turki, it was described how Turki started the certification program for hotels. For example, for the dessert they use a disposable plate, tanning chairs distanced of minimally 1.5m, ultraviolet disinfecting of the room keys and TV remote controls, 24 hours interval after one room is used, exclusive use of a lift for 1 person except for family, the washing of clothes at 70 C (news no11).

Disney World in Florida has also been opened in a limited way. Visitors can only eat and shop, while the popular playing facilities are still closed. The health protocols such as the use of face masks – physical distancing – and hand washing, are strictly ensured. The official site of Disney Spring contains Covid-19 and the infection. The check of body temperature and the shortened operation time is also practiced in Disney. A selective opening has resulted in Disney’s share increase by 5 in New York Stock Exchange (news no 20). In Iran, the Tourism Ministry in collaboration with the Health Ministry develops the protocols for practical transportation, recreation centers, and restaurants. The policy for the tourism industry in Iran has focused on the market of tourists from neighboring countries. Iran also focuses on historical tourism and medical tourism. Medical tourism refers to the travel of people to get medical treatments. The targeted market is the patients from the coastal areas in the Persian Gulf, Iraq, Syria, and their expatriates who work in Canada and Germany. the pandemic of Covid-19 has resulted in the offer of new technology and services that have been added significantly to their medical tourist. (News no 19). Meanwhile, in Italia, the limitation of tourists who will enter Italia was not based on citizenship but rather based on where the tourists departed from. The tourists who come from the Schengen area (Iceland and Switzerland), Great Britannia, Andorra, Monaco, San Marino, Vatican do not have to undergo quarantine for 14 days when they travel to Italia (news no 23).

In news, it is also stated that the pandemic of Covid-19 has a direct impact on the transportation industry and tourism. Even it is mentioned that both industries are most impacted (news no 39). Likewise, are hotels and restaurants in the tourism location. Hotels and restaurants in Labuan Bajo have been open during the mitigation era. However, because no guest checks in and only a few visitors dine in the restaurant, the employees prefer to have leaves (news no 27).

With the technology and digital world, the pandemic can also create something new in the form of virtual tourism. However, it is also mentioned that it will never be able to replace the experience of the people when they travel directly to the location (news no 4). Besides virtual tourism, technology and the digital world can also be used to reduce crowds. This is said by Badan Otorita Tourism Labuan.
Bajo Flores (BOPLBF). The BOPLBF is currently developing a digital system for online registration. The director of BOPLBF, Shana Fatina, stated that an integrated digital system for tourism that is integrated into one big data is designed to regulate the number and arrange the pattern of visitors’ travel to avoid the crowd. Besides that, this system can also collect the data of visitors’ identities to ease the identification of the people who have close contact (tracing) for testing and who need further treatment (in case one day one is known to have been infected by Covid-19 (news no 32).

Wisnutama, the Minister of Tourism and Creative Economy stated that in the mitigation period tourism focuses on hygiene, health, safety, and quality tourism; when entering the new normal this focus will be added. The addition will include: (1) formulating and determining the Standard Operating Procedure (SOP) of tourism in the new normal era; (2) simulating and socializing the SOP, and (3) trials of the SOP. By doing the 3 stages it is expected that tourism and the creative economy will revive soon. Wisnutama also stated that during the new normal, the marketing of tourism will be focused on local tourists before foreign tourists. Besides that, the ministry that he leads has also launched the change of tourism from quantity- to quality-oriented (news no 33).

President Jokowi, in a cabinet meeting through a video conference, stated that the new normal era in tourism has a large risk. Once there is an imported case, there will be an impact on health, then the poor image of tourism that will be embedded and will make the recovery difficult. Therefore, strict health protocol to prevent the infection is necessary (news no 24). Besides giving advice, President Jokowi also predicted that there will be a new trend of tourism, that is solo traveling and staycation. Solo traveling is sole travel without any company. Meanwhile, staycation derives from 2 words: stay and cation. According to Cambridge Dictionary, staycation refers to vacation at home or near home rather than going out to other places. Metaphorically, they become “tourists in their town”. President Jokowi also required that only if R0 (basic reproductive number, R-naught) or potential of infection of Covid-19 is recorded to be below 1, tourist location can be operated (news no 34).

3.3. Discussion
Indonesia, President Jokowi announced the infection of Covid-19 in early March 2020. Soon after that, a variety of attempts have been taken to prevent the impact on a variety of sectors. One of the attempts is limiting population mobility. The limitation of mobility has an impact on the economy. Biro Pusat Statistik mentioned the economic growth in the second quarter of 2020 is negative (5.32%); declined from quarter 1 (2.97); much lower than the economic growth of 5.02 in the same period in 2019 (y-on-y) ([69],[70]). The decreased growth is reflected in employment. This has increased the unemployment rate and changed the landscape of the labor market [71]. Still, in the same report, the Ministry of Manpower mentioned that as early as April 2020, there were approximately one million laborers who have been laid off or fired. It is worth noting, this number has not described the total rate of unemployment because it has not included the informal sector and now unemployed workforce. In general, the fired employees and also the new workforce who get difficulties getting formal jobs will soon move to work in the informal sector. Another effect of the decrease of economic growth is truncation and delay of employees’ wages and/or installment of holy day allowances.

Another effect of the slowing economic growth is the decrease of purchase power. This decrease is overcome by the government by providing social aids such as: the Program Keluarga Harapan (PKH), the Program Sembako/Bantuan Pangan Non-Tunai (BPNT), the Bansos Tunai, and program of Kartu Prakerja.

Such is also the case for the people in Desa Buwun Sejati, where Aik Nyet is located. The providers of goods and services (vendors of food and beverage, tent rental, mat rental, tourism-aware group (pokdarwis)), and visitors are the groups that are most impacted by Covid-19, particularly during the mitigation. At that time, to cut the infection, the location of the recreation forest, just like other tourist locations were closed. For the providers of goods and services, their income certainly dropped. Meanwhile, for visitors, the limitation of travel (who are required to stay at home except for crucial activities) has resulted in boredom.
What can be done by KPH Rinjani Barat as the manager of the recreation forest of Aik Nyet? Results of the analysis at phase 1 showed that the estimated value of WTP is IDR 3,000. The current entrance ticket fare is IDR 5,000 per person; the parking fee for 2 (two) wheeled vehicles is IDR 5,000, and the parking fee for 4 (four) wheeled vehicles is IDR 10,000. In the new normal era, KPHL Rinjani Barat has decreased the entrance ticket fare in Aik Nyet, to become IDR 2,557, or half of the normal price. This results from the decrease of public purchase power (visitors) during the pandemic of Covid-19. What is the mechanism? Because the determination of the entrance ticket fare is regulated in the Local Regulation concerning the Local Retribution of NTB, then what has to be done is propose the price through the prevailing mechanism. While waiting, KPHL Rinjani Barat can return the surplus of the vehicle parking fee. In other words, the price of the entrance ticket is constant but the parking fare can be lowered or freed. For example, for 2 (two) wheeled vehicles with 2 (two) passengers, then the parking cost is freed. Likewise, for the 4 (four) wheeled vehicles with 4 (four) passengers or more, then the parking cost is freed.

In the matter of visitor management, Grant in [72] stated that there are 2 (two) possible ways. The two ways are hard and soft. The hard way is taken to force visitors to behave appropriately and properly to meet the wish of the management; meanwhile, the soft way is taken by motivating the visitors to behave in compliance with the wish of the management. On the other hand, based on the data released by the Badan Penanggulangan Bencana Nasional (BNPB) or the National Board of Disaster Mitigation during the Virtual Coordination Meeting with the President and the all-Indonesia Governors (10/6), the number of cases of Covid-19 per hundred thousand of population, Kota Mataram-NTB (20.1 per 100 thousand population) is the town closest to the location of Recreation forest Aik Nyet than the capital of Kabupaten Lombok Barat, which is in 5 top national areas with a high risk of infection of Covid-19. Four other cities are Central Jakarta (149.2 per 100 thousand population); Kota Jayapura (108 per 100 thousand population); Kota Surabaya (107.6 per 100 thousand population); and Kota Banjarmasin 104.5 per 100 thousand population).

Besides that, KPHL Rinjani Barat as the manager has to establish a collaboration with the local government (i.e., Tourism Agency), local community (suppliers of goods and services), a local task force of BNPB, to jointly enact the regulation of new normal management compliant with the protocol of Covid-19. Before the opening of Aik Nyet, massive socialization, trials, and simulations for the regulations have to be carried out. In the socialization, trials, and simulations, KPHL Rinjani Barat can collaborate with environmental activists and pokdarwis. Of equal importance, it has to be delivered to the communities through mass media and/ or social media. Some regulations that have to be available are:

1. Availability of health service desk in Aik Nyet.
2. Availability of public announcement on Covid-19 in strategic places.
3. Limitation of the number of visitors and managers who enter Aik Nyet. The limitation for the visitors and the managers (for example: particularly for pregnant women, under 9-year-old children, and over 45-years old adults, unvaccinated visitors will not be admitted).
4. Limitation of the duration of hours of operation of the recreation forest.
5. Checking of the temperature of the visitors and managers who enter the location.
6. Consistently adopt the health protocol such as:
   a. Wearing face masks for visitors and managers.
   b. Practicing physical distancing for the visitors and managers, as well as among the visitors and the managers.
   c. Washing hands as frequently as possible, by providing handwashing points in many locations.
7. Arranging the flow of visitors by arranging the route of entrance and exit of different tourist locations to avoid the crowd.
8. Cleaning the praying room and other public facilities as frequently as possible with disinfectant; appealing to the visitors who will use the praying facilities to bring their equipment.
9. Similar treatment as the visitors and managers for local communities - as the providers of services and goods in the location.
10. With the massive ownership of smartphones, visitors to Aik Nyet are obliged to register their number to the managers of Aik Nyet using “Google Forms”. Managers are obliged to ensure that the data of the visitors will be kept confidential. Managers are also obliged to tell the visitors that the objective of the registration is to ensure easy and convenient tracking, tracing, and testing if any visitor of Aik Nyet is exposed to / infected by Covid-19. Likewise, local communities that provide goods and services as well as the managers of Aik Nyet bear the same obligation.

With the new regulation during the new normal era, it is expected that the health of the visitors, managers, and environments of Aik Nyet can be maintained. Besides that, it is expected that with strict enforcement and reasonable sanction (in case a regulation violation is proven, they may be required to get out of the location of the recreation forest), we have assisted the work of the medical staff and Local BNPB, or minimally we can reduce their workload.

4. Conclusion
The results of phases 1 and 2 indicate that KPHL Rinjani, as the managers of recreation forest Aik Nyet, may reopen Aik Nyet in a hard way. Hard way refers to enforcing the visitors to behave as how the managers wish (to obey the health protocol). Besides that, because the current entrance ticket price (IDR 5,000/person) exceeds the estimated WTP, then the entrance ticket price should be lowered to IDR 3000/ person. Because the entrance ticket price is determined by the NTB’s Local Regulation on Retribution, then what we can do is propose the price through the prevailing mechanism. While waiting, the KPHL Rinjani Barat can return the excess to vehicle parking fare. In other words, the price of the entrance ticket is constant, but the parking fare is lowered or freed.

This study has some limitations that can become the basis for further studies. The limitation of phase 1 is that during the mitigation era, Aik Nyet is closed for visitors. Therefore, it was impossible to collect the sample of the study. This study uses the results of a previous study [67] (study in 2015). However, by taking into account the time value of money it is expected that this limitation can be minimized. Further study should identify the visitors who have visited Aik Nyet from the registration record. Data from the survey can be collected online. In phase 2, the news was collected only from 1 media, that is Kompas online. However, using the sample saturation method, the limitation can be minimized. Other media can be used to identify the consistency of the results of the study.

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