

# Hybridmotion As A Strategy Of Environmental Sensitivity To Strengthen The Power Of Tourism

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**Abstract.** The COVID-19 pandemic had a real impact on businesses, including the tourism business. Various social restrictions during the pandemic period directly or indirectly have an effect, which requires business actors to explore potential or close their businesses. This situation is serious for the author to find the right solution so that the business wheel can still operate. The changes that occur are, first, behavior, which the author terms as staynomic, second, the post-pandemic way of doing business which the author will explain in this study. Therefore, this paper will describe the situation behind choosing a business strategy as a strategy to explore potential or proper core values to maintain and improve the tourism business to create new rules, methods or mechanisms so that business actors avoid the pandemic. This research has a vital role after the pandemic so that business actors can interpret the procedures found as efforts and consumers looking for ways.

**Keywords:** tourism, social restrictions, business, core values, post-pandemic.

## 1 Introduction

Restrictions on community activities in the form of restrictions on the number of people gathering, regulations on operational time, and restrictions on certain places as public facilities have turned out to be a way for the operational resilience of various tourism businesses whose lives are very dependent on the arrival or presence of people's activities.

This incident made all types of tourism businesses experience shocks due to various regulations that prohibit such at the city level, such as the Circular of the Mayor of Pekanbaru No. 21/SE/Satgas/2021, which contains restrictions on community activities such as operating hours, a number of groups, certain zones with enforcement to control raids, has turned out to be a tool that has the potential to reduce tourism operational capabilities. This is because the spirit rather than the power of tourism is a social activity. After all, tourism grows out of social movements.

This fact has suspended tourism and even caused the strength of tourism during the covid period to range from 15 - 20%. This has become a covid 19 pandemic, a tragic event because there is no tourism activity without people's activities. And this writing by the author is a continuation of the previous discussion published in the journal ADI, raising the theory of Staynomic.

In the post-covid-19 pandemic, the staynomic pattern has changed how people socialize. This can be seen from the new behavior of people traveling, which has also changed the concept of tourism and tourism businesses. And through this study, the author tries to find a common thread that can explain the efforts of tourism actors to anticipate the situation to be able to survive, and according to the author, this can occur through first product changes, second service changes, and third changes in interest [1].

Through this stage, the author believes that later it will be known the various efforts made by tourism business actors to maintain the existence of their business, which from this will become a pattern that can develop as a perspective on new potential. This is due to the presence of potential as a way and value. New ones, which are popular in the community, can quickly become the foundation for the revival of post-covid-19 tourism businesses.

## **2. Literature Review**

The massive power of the COVID-19 pandemic cannot be separated from the influence of technology and information, which with its the ability to create substantial social effects [2]. This can be seen in how society or the public reacts to the news and appeals that the government issues as needs from the government health emergency law.

Such a situation at this time makes daily life a source of anxiety or even fear. This is because the pandemic, with its various rules, makes many restrictions ranging from activities, public spaces, public transportation, and operational times to travel provisions, all of which are from The initial phase was carried out in stages due to limited experience and fear of the threat of a pandemic. This concept by Alex Barenson is a pandemic [3].

Tourism, as a social behavior [1], has made tourism a close part of human life. Therefore tourism in this pandemic period is also changing.

This kind of behavior is under the importance of the principle which [4] reviewed as the great shifting which has an impact on the need for changes to concepts or ideas, for example, it is vital to travel, changes to materials such as being in demand or there is interest, and differences in motives or motives. Style from the original wah wow to what is essential is fulfilled. So when experiencing a situation requiring specific changes such as changes in market tastes, availability of raw materials, lifestyle, and traveling activities remain a necessity.

The author's thoughts in the ADI Journal explain changes in people's behavior when traveling when there is PPKM. The author is termed as Staynomic: easy for one, near for one, small for one, where people who travel will choose close places, low prices, and good products. Simply because of the limitations imposed by the government.

The Staynomic concept is more directed towards behavioral changes, but in the development of tourism businesses if according to the macroeconomic picture, it is explained that the strength of behavior has a positive effect on the growth of the type of business [5], but even so the development of the kind of business is also influenced by factors other things such as regulation. The ability of this type of business to adapt, of course, become the needs of the community and, at the same time, a lifestyle, where the unity of the three will become a new business potential [1]. In some marketing theories, it is explained that the adaptability of a business will affect the strength or operational period of the company itself [6]. Therefore, the ability of business actors to understand and carry out staynomic is by placing the role of business as an empathic society [7]. This is important because it has passion and plays a role in dealing with business life post-

covid 19, which means that business actors need to synchronize business models that are not only towards environmentally friendly businesses but also because of the bargaining power of the environment that offers renewable and livelihood potential.

In contrast to Staynomic, which focuses more on the atmosphere that affects consumer behavior because it is the starting point for the implementation of changes in travel consumption patterns, in Hybridmotion, the author will include various factors that shape the way of doing tourism business in the post-pandemic period as a form of changing travel behavior. So through this writing, it can be seen that staynomic has changed people's behavior in consuming their spiritual needs. At the same time, hybrid motion is a way for business actors to try to get out of the negative impact of covid 19, meaning that here the author believes that social perception will affect individual perceptions

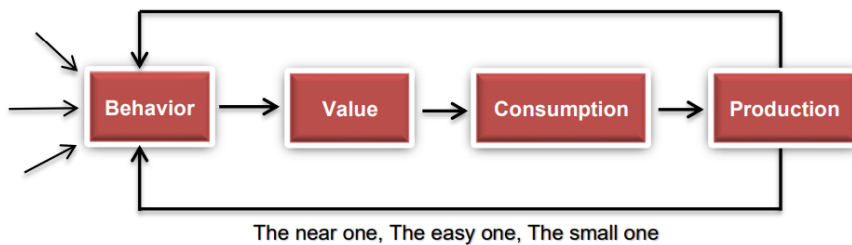


Fig. 1. Staynomic: departing from behavior that changes travel consumption.

Following up on this theory, which is based on changes in people's behavior to consume tourism from being able to travel anywhere without restrictions set by the government such as travel restrictions, operating limitations, and gathering rules, new patterns have emerged as an effort to fulfill travel needs by looking for or traveling that close to cheap and small or practical, then the author proceeds to the influence of the consumption pattern on the pattern of product or service changes in tourism businesses or products.

In the spirit of maintaining the production process or service of tourism products, it is essential for new values that are popularized or customized as a situation that must always be created so that tourism remains the economic locomotive of the community. This concept is the author's term hybrid motion.

Therefore, recognizing and meeting customer needs is significant for tourism businesses because current customers are a new source of value.

Meanwhile, **Figure 2.** below explains how the product concept exists between business actors, consumers, and the environment, which creates a relationship that must be addressed as a potential.

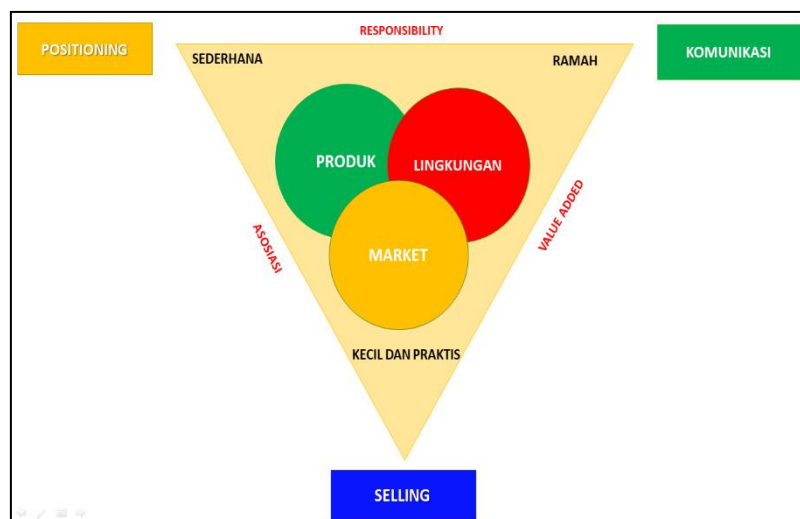
Mittal & Sheet, in their book Value Space [8], explains that there will always be a distance between goods to goods, goods to people, and people to people, and this distance will undoubtedly lead to the emergence of various items needed or creating needs themselves [1]. Therefore, with this awareness, the author believes that it will lead to a decision to overcome certain situations and, in this case, handle post-covid businesses. In this paper, the author uses the term hybrid motion.

Hybrid in the big Indonesian dictionary is known as an effort that runs between two things, so hybrid motion in this paper, the author believes, is a strategy that is more directed to finding new solutions to maintain sustainability by utilizing existing potential.

In the picture below, it can be seen that other factors affect products, such as the environment and the market, where the environment is a specific situation that is formed due to the presence of flora, fauna, and geography, while the market is a

the element of value that becomes something that is needed, and why the need occurs as a personalized value [6].

Therefore, the environment formed from the symbiosis between environmental products and the market will create many things, starting from the perceived impression, the form of cooperation between the three, and the factors that cause it.



**Fig. 2.** Hybridmotion.

Through **Figure 2.** it can be seen that the position of the tourism business will not be separated from the environment, starting from one, what people know, the two characters' objects, the three activities., and the four names. Therefore, an understanding of a situation that occurs where the core component, namely enjoying as the subject, is a dynamic process of the relationship between the product - the environment - the consumer that is directly connected and, of course, how business actors as owners as product owners form positioning through communication strategies so that selling is always created.

Therefore, after this pandemic, the author considers it to be the right time to find a new pattern in business development, especially in the tourism sector, considering several theories about the conversion of tourism products by making business people creators who must be observant and always respond positively to any changes in the character of the power of consumption. Or

enjoyment, resource availability and sustainable product value so that the environmental potential supports the creation of new value as new opportunities.

### 3. Method

This research is a research activity on business behavior where the subject is the community while the object is the type of business or its potential. Therefore this research uses simple qualitative research using tabulation.

The author will focus more on the expressions and numbers that emerge from the results of research in more coherent discussions and theories so that every number event that appears is expected to have a positive impact on business actors.

### 4. Research Results

The COVID-19 pandemic, which occurs in all parts of the world simultaneously, can be categorized as a humanitarian tragedy, this is because it can be said that this pandemic has never existed, has spread, and has an impact not only on health but also on the joints of business.

Among the sectors most affected by the COVID-19 pandemic is the tourism sector. This is none other because there is no tourism business which is not only human contact as a social activity but also the surrounding biosphere, which is also a means for the spread of covid 19, and this is ongoing about 2 years.

Apart from this stressful situation, the business world needs extra strategies and ways to high business sensitivity. This is because all business actors together need the energy to rise. This concept is still relevant to Mittal's [8] opinion about value space, where the author believes that the customer experience will always change at different times, places and subject objects.

Figure 1. which explains what is done during the pandemic by business actors, is carried out on business actors as a whole so that what is calculated in the table it will appear that each answer is part of the business feasibility group.

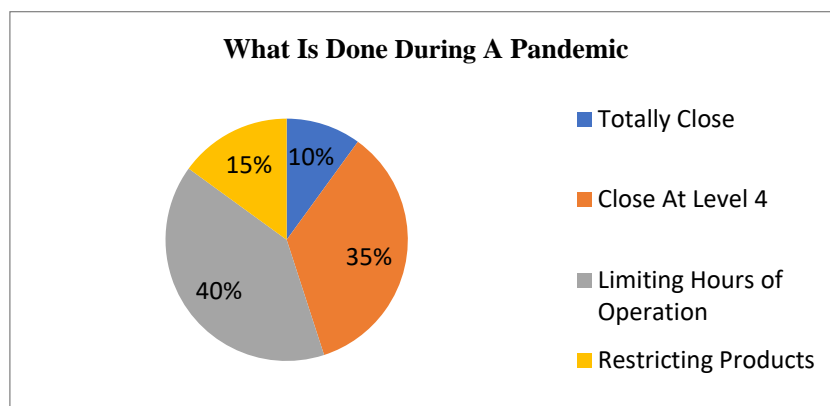
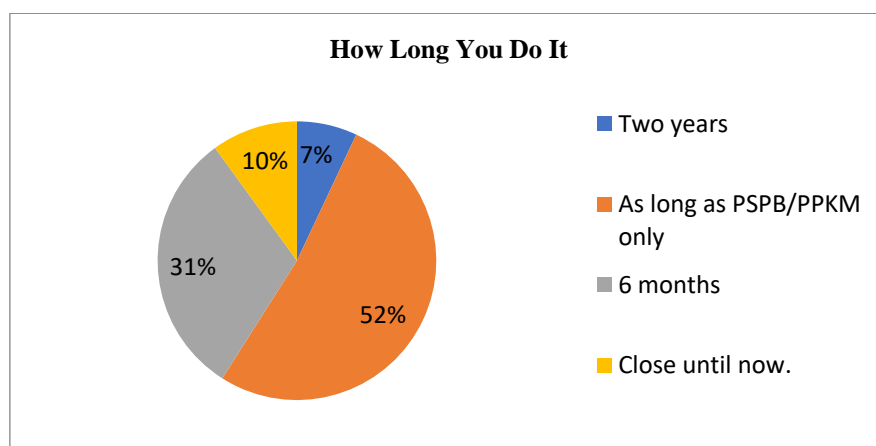


Fig. 1. What is done during a pandemic.

Figure 1 will illustrate the various things business actors do to respond to the current pandemic. By closing a total of 10%, it looks small, but it demonstrates that there will be business actors who permanently close all activities. In general, this closure can be collected by the author for 4 reasons; First, anxiety in an uncertain situation makes business actors doubt to act, especially during the PSBB period. On this side, national tourism is only 10%. Second, running out of capital can happen because anxiety has affected behavior [1], which can harm business actors. After all, restrictions will result in fewer activities, which also result in business restrictions. Third, the operational burden and the hope for the end of the regulation have made business actors optimistic. This can be seen during the PSPB, which is still carrying out its business or operational expenses. This situation eventually causes severe consequences, so approaching the second year, it becomes even more difficult. Fourth, disaster, the status of the COVID-19 pandemic as a national or even world disaster, thus becoming a health emergency. This situation has also become a humanitarian tragedy because various regulations to maintain the safety of the general public have also resulted in the destruction of the joints of business life on the other hand.

Therefore, in terms of business feasibility, the most influencing factors can be categorized into two things, namely internal due to human resources, financing, and external due to markets and disasters [3], with this situation the author in Figure 1. This translates this table as a technical way for business actors to tactics during a pandemic.

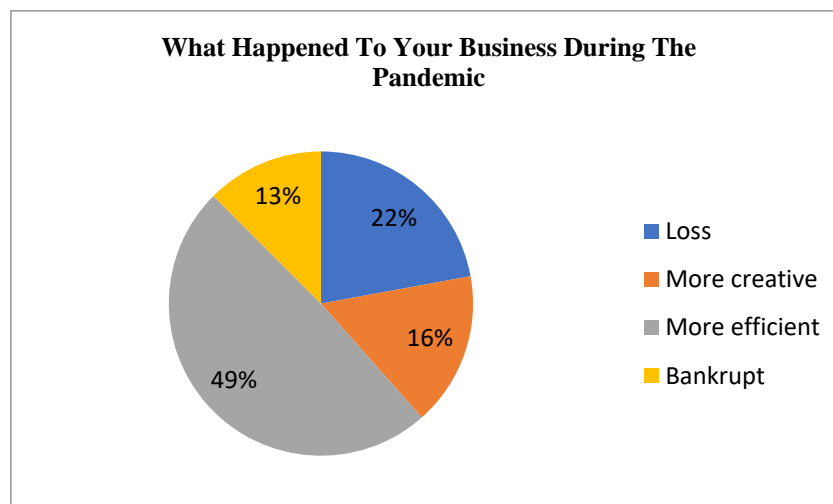
In contrast to Figure 1, which emphasizes the pattern that is followed as demanded by the government, then Figure 2 illustrates not only compliance but also shows business endurance.



**Fig. 2.** Compliance and business endurance.

In the theory of entrepreneurial sustainability [9], it is stated that business characteristics such as sources of supply and the number of management dependents will be determinants of the sustainability of a business. Likewise, in business activities during the COVID-19 pandemic, tourism businesses that operate relying on their capital sourced from their environment and do not depend on second and or third parties will be more able to operate “resilience” [7]. In contrast, businesses that rely on their operations with machines and linkages with third parties will experience more pressure.

Such pressure or describing the situation on the business climate that demands change has turned out to be a socio-cultural itself of a society depressed by the pandemic, which then became by Himawan K in his book Marketing in Challenging Time [10] the author termed the need for new needs or a lifestyle. New, Staynomic [1].

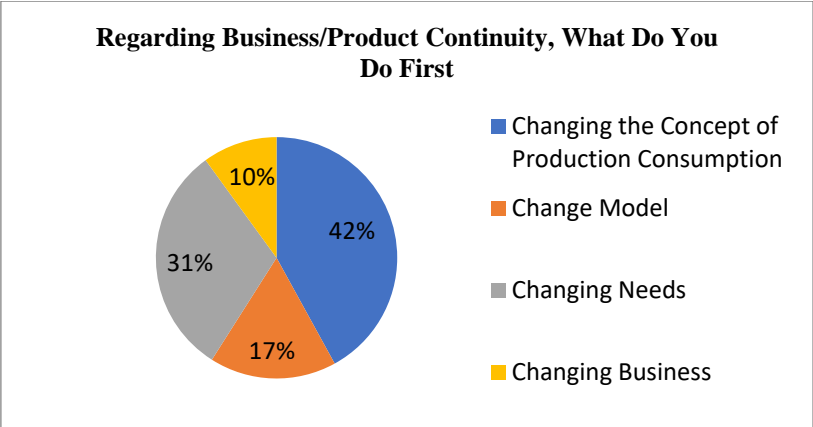


**Fig. 3.** What happened to the business during the pandemic.

Figure 3 explains the following reasons behind the adoption of Figure 1 and Figure 2, which are essential in formulating strategies to build business expectations after the pandemic.

An inevitability is seen in Figure 3 where all elements are trying to experience serious things to deal with to find a solution by Reniald Kasali [4]. This is called The Great Shifting, which gives birth to a new pattern as a shared spirit, in a new paradigm or RoH Revolution of Hope [11] which is more supportive because it has changed the concept of people traveling, how to travel and the value of traveling. Marketing in Challenging Time [10] emphasizes that two elements, anxiety and the need to survive, are essential in changing the business landscape to remain competitive.

Therefore, in Figure 4 below, the situation is described as something that must be done to maintain business continuity.

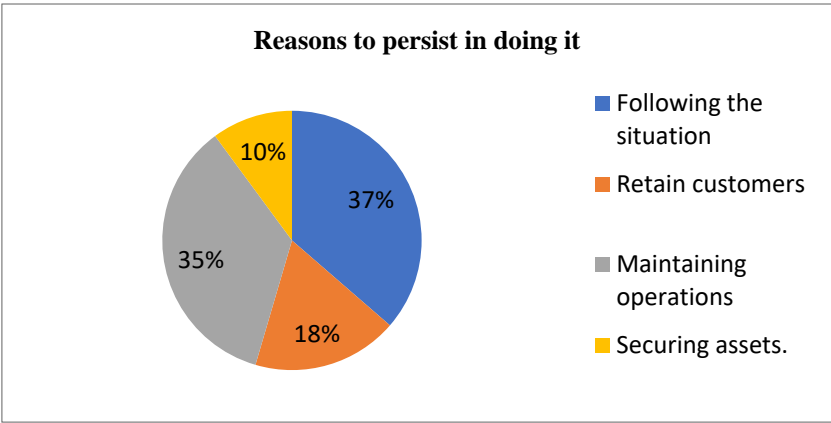


**Fig. 4.** Business/product continuity.

Through Figure 4, business actors have taken steps to respond to business life depressed by the covid 19 pandemic, and it appears that there has been a path that can become a common thread for behavioral changes with products.

In the table, it can be seen that in the pandemic environment, to keep business businesses running, business actors tend to shift to changes in consumption by 42% and demand by 31%. This concept is in line with positive psychological theory [12], which emphasizes how humans tend to avoid suffering. Of course, the author says he is always looking for comfort here.

In Figure 5, it can be seen how the influence of this positive psychological way of thinking on the decisions of business actors to respond to this pandemic. This can be seen by the enthusiasm for responsibility for 37% as an urgent need. Bonnie [13], in his book Exist Or Extinct, explains that innovation is mandatory to maintain business continuity. Therefore the superiority of sensitivity or insight is the key word to overcome difficulties.



**Fig. 5.** Business/product continuity.



Meanwhile, to maintain business continuity, a good product communication strategy will require many ways to be done so that customers are kept, which to McKinsey [14] as Convenience, can be defined as easy and practical.

Likewise, the reasons for operational governance, whose role reaches 35%, it is more due to technical considerations. This condition is essential because the needs of the production ecosystem are tied to the external environment with various limitations. Therefore the authors believe that the business climate will become more efficient.

## 5. Conclusion

Awareness of the need for hybrid motion is an ability to understand the concept of intelligent products in developing value through positioning, branding, and conditions as a simple, friendly and practical symbiosis through increasing environmental understanding. This can happen due to the emergence of new expectations with the value of new products that occur.

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