

## ABSTRAK

Dalam rangka menghadapi COVID-19 yang mengancam sektor pariwisata, Turki membuat kebijakan bernama *Safe Tourism Certification Programme* yang mencakup berbagai tindakan sesuai prosedural kesehatan yang diterapkan dalam semua aspek pariwisata. Hal inilah yang melatarbelakangi penulis untuk menganalisis mengenai implementasi *Safe Tourism Certification Programme* pada sektor pariwisata Turki di masa pandemi COVID-19 pada tahun 2020-2021. Penelitian ini bertujuan untuk mengetahui bagaimana implementasi *Safe Tourism Certification Programme* pada sektor pariwisata Turki di masa pandemi COVID-19 tahun 2020-2021. Metode yang digunakan dalam penelitian ini adalah teknik studi pustaka untuk mendukung proses penelitian kualitatif. Dalam penelitian ini penulis berusaha menjelaskan bagaimana konsep wisata aman dan teori diplomasi budaya dilihat dari implementasi *Safe Tourism Certification Programme* pada sektor pariwisata Turki di masa pandemi COVID-19 pada tahun 2020-2021. Berdasarkan hasil pengolahan data, melalui *Safe Tourism Certification Programme*, Turki telah mengusung pariwisata yang memperhatikan aspek kesehatan dan tindakan pencegahan COVID-19 baik di fasilitas wisata ataupun alat transportasi. Penerapan *Safe Tourism Certification Programme* pada tahun 2020-2021 yang diiringi oleh penyebaran informasi mengenai pemahaman pariwisata aman Turki lewat diplomasi budaya telah membantu Turki untuk memulihkan sektor pariwisatanya yang sempat mengalami penurunan di tengah pandemi COVID-19.

Kata kunci: COVID-19, Pariwisata, *Safe Tourism Certification Programme*, Turki.

## **ABSTRACT**

*In order to deal with COVID-19 that threatens the tourism sector, Turkey has made a policy called the Safe Tourism Certification Program which includes various actions according to health procedures that are applied in all aspects of tourism. Therefore, the author is motivated to analyze the implementation of the Safe Tourism Certification Programme in the Turkish tourism sector during the COVID-19 pandemic in 2020-2021. This research aims to find out how is the implementation of the Safe Tourism Certification Programme in the Turkish tourism sector during the COVID-19 pandemic in 2020-2021. The method used in this research is a literature study technique to support the qualitative research process. In this research, the author tries to explain how the concept of safe tourism and the theory of cultural diplomacy is seen from the implementation of the Safe Tourism Certification Programme in the Turkish tourism sector during the COVID-19 pandemic in 2020-2021. Based on the analysis results, through the Safe Tourism Certification Programme, Turkey has promoted tourism that pays attention to health aspects and COVID-19 prevention measures, both in tourist facilities and means of transportation. The implementation of the Safe Tourism Certification Program in 2020-2021 accompanied by the dissemination of information on understanding Turkey's safe tourism through cultural diplomacy has helped Turkey to recover its tourism sector which had experienced a decline in the midst of the COVID-19 pandemic.*

*Keywords: COVID-19, Safe Tourism Certification Programme, Tourism, Turkey.*

