



## Developing E-Tourism Application as a Recovery Strategy during the Covid-19 Pandemic: Preliminary Study

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### Abstract

Bali, known for its distinct culture and arts, has been identified as one of Indonesia's primary tourist destinations. Painting is one of them, along with carving, dance, and a diversity of other arts. The pandemic of Covid-19 has had a significant impact on Bali's economy, which is dominated by tourism. Restrictions on activities, up to and including the closure of tourism businesses, have resulted in the loss of millions of tourism workers and those associated with tourism. In this study, an application will be developed that will utilize as a forum for artisans to market their other products and services, as well as a medium of contact to local, national, and global markets through the use of digitalization. The research partner is a wooden egg painting craftsman in Banjar Gerih, Batuan Village, which is about 7 kilometers from Ubud, Gianyar. The Gianyar Regency is well-known as an arts center, itself. Performance indicators are the existence of partners as brand awareness, as well as an increase in partner income. Moving forward, this application can be used as a virtual contact point for other goods and services in the tourism sector, such as cultural activities.

**Keywords:** Application, Covid-19, E-Tourism, Technology Information, Strategy