Abstract
This study aims to get an overview of the initial impact of the COVID-19 pandemic on North Sumatra tourism by using research methods is the whole way of thinking used by researchers to find answers to research questions, including the approach used, scientific procedures (methods taken) including in collecting data, analyzing data and drawing conclusions. This type of research is descriptive. The purpose of descriptive research is to make descriptions, pictures, or paintings in a systematic, factual and accurate manner regarding the facts, characteristics and relationships between the phenomena being investigated. The primary data source in this research is data obtained from informants. Primary data collection using interviews with research informants. The collection method is structured and open, meaning that respondents are informed about the research objectives so that they can provide answers in accordance with the research objectives and do not deviate which can result in biased research results. The results and discussion can be concluded that the impact of covid-19 on West Sumatra tourism has caused a decrease in foreign tourists and foreign tourists visiting, a decline in the transportation sector and the provision of accommodation and food and drink. This in turn also has an impact on the poor condition of employment in the tourism sector in West Sumatra. Entrepreneurs generally find it difficult to finance operations business, experienced a decrease in income and losses due to no business income. The impact caused by the COVID-19 pandemic shows that tourism, which has links with many supporting sectors, is a sector that is very vulnerable to disasters such as disease outbreaks or pandemics.

Keywords: Pandemic, Covid-19, Impact, Tourism, North Sumatra.

1. INTRODUCTION
Over the past few decades, social media has evolved into a variety of social networking services that allow users from all over the world to interact with one another and share travel experiences through text-based posts, videos and photos. Users are increasingly accessing the Internet to read or post information, and keywords have been replaced by online interactions and transactions, which have had a significant impact on the tourism industry. Social media is changing the way tourists get information about travel service providers and destinations (Sigala, Christou and Gretzel, 2012), making it important to restructure the tourism industry. In the hospitality and tourism industry, social media has become an important instrument for accessing tourism information.

There was another major paradigm shift, triggered by the development of information and communication technology (ICT). Social media has changed the entire tourism business [Milano (2011) and Pesonen (2011)]. Using social networking services (SNS) is not only personal: through social networking services (SNS), people can collect information, share tour experiences, and influence others to make decisions. Tourism is an informative-intensive industry, and the distribution of information and advertising on social media plays a key role [Hayes (2013)]. With such large social media users, it is certainly a promising thing in promoting tourism.

Community participation here can be done in two ways, the first by involving various
elements of the community in the area to participate in promoting tourism through their respective social media. As a first step, it is considered more effective than creating social media from scratch. Local governments can facilitate to create a community to attract social media users in their area, so that local governments can easily control and manage these social media users in promoting tourism in their respective regions. While the second method is if the people in the area are still unfamiliar with social media, then this is done by providing counseling and training on the potential of social media to promote their respective tourist areas.

Usually social media in a tourism promotion is also integrated with conventional media such as television, radio and newspapers. What if a region does not have large funds to integrate it with conventional media? This can be overcome with community participation. Many studies, for example, [Fons, et al (2011), Xiang, et al (2010)] state that SNS has a great influence on tourist behavior, but there are not enough papers on the influence of SNS on sustainable tourism.

Currently the world is being rocked by cases of the spread of the COVID-19 virus outbreak from China, which is spreading and expanding rapidly and is becoming the biggest global polemic for now. The World Health Organization (WHO) has announced a global pandemic status for the Corona virus disease 2019 or also called corona virus disease 2019 (Covid-19) on March 11, 2020. This action was taken as a form of global concern over the spread of the virus and its worrying impact, and remind all countries to activate and improve emergency response mechanisms. At the same time, all citizens of the world have the potential to be infected with the Covid-19 disease. Its massive spread and resulting in high mortality rates have made some parts of the world paralyzed from all activities. Several countries have locked down their territory and disabled all community activities by prohibiting leaving the house (social distancing).

Since the central government gave directions to close tourist destinations throughout Indonesia and the enactment of the Micro PPKM (Enforce Restrictions on Community Activities) has made many activities stagnant, including tourism activities in North Sumatra Province. Micro PPKM is enforced from March 9 to March 22, 2021 due to an increase in Covid-19 cases since the first case was found in North Sumatra. The chain impact is estimated to occur in tourism supporting sectors due to restrictions on activities, travel and physical distancing.

Regarding the impact that the pandemic has had on the global world, as well as nationally in Indonesia, it is necessary to conduct local-scale research, especially in North Sumatra to see if the same or different results are found. Based on these conditions, this research was conducted with the aim of describing the initial impact of the COVID-19 pandemic on the tourism sector in North Sumatra in general and trying to provide recommendations to help policy makers to formulate future tourism policies and planning.

2. PREVIOUS RESEARCH

Previous research is an attempt by researchers to find comparisons and then to find new inspiration for further research. In addition, previous studies help research in positioning research and show the originality of the research. In this section, the researcher lists the results of previous studies related to the research to be carried out, then summarizes them, both published and unpublished studies (thesis, thesis, dissertation and so on). By doing this step, it will be seen how far the originality and position of the research to be carried out will be. Studies that have a relationship or connection with this study include:
1. Yeajin Joo, Hwayoon Seok and Yoonjae Nam (2020)

This research is entitled “The Moderate Effect of Social Media Use on Sustainable Rural Tourism: Theory of Planned Behavior Models”. The results of the research presented are by using the theory of planned behavior (TPB) model, this study aims to determine what important factors influence the behavior of potential tourist village tourists. This study also identifies the effect of using social networking services (SNS) on tourist villages using the TPB model. For the analysis, the partial least squares structural equation model (PLS-SEM) was used. The results showed that tourists are influenced by subjective norms and perceived behavioral control, where the influence of subjective norms is greater. The use of SNS by consumers plays an important role in contributing to the strength of the relationship between intention to visit and subjective norms. Promoters and marketers of sustainable tourism can use the results to make more effective decisions in their business.

2. Feng Ming Tsai & Tat-Dat Bui (2020)

This study is entitled "The impact of word of mouth through social media on consumer intentions to buy cruise travel products". Social media has changed the way tourists get and value information about travel products and destinations. Travelers can now easily share their travel experiences through text-based posts, photos and real-time videos on social media. Such word of mouth (WOM) allows tourists to focus and develop interest in diverse tourism experiences and eFFI interacts efficiently with other tourists as a reliable source of information. However, studies on the shipping industry are still scarce on this issue. Therefore, This study examines the impact of travel information sourced from social media on consumer purchase intentions with WOM (WOM praise and WOM activity) as a mediating factor. This analysis uses a value-based adoption model derived from prospect theory and mental accounting theory from the perspective of benefit maximization (reliability and enjoyment of information). Empirical data were collected (n = 305) using a survey. Structural equation modeling reveals that the WOM significance of social media users strongly influences consumers' purchase intentions. That is, WOM increases the usefulness of sources of information about travel. This analysis uses a value-based adoption model derived from prospect theory and mental accounting theory from the perspective of benefit maximization (reliability and enjoyment of information). Empirical data were collected (n = 305) using a survey. Structural equation modeling reveals that the WOM significance of social media users strongly influences consumers' purchase intentions. That is, WOM increases the usefulness of sources of information about travel. This analysis uses a value-based adoption model derived from prospect theory and mental accounting theory from the perspective of benefit maximization (reliability and enjoyment of information). Empirical data were collected (n = 305) using a survey. Structural equation modeling reveals that the WOM significance of social media users strongly influences consumers' purchase intentions. That is, WOM increases the usefulness of sources of information about travel.

3. Xu Xu (Rinka) & Stephen Pratt (2018)

This research is entitled “Social media influencers as supporters to promote travel destinations: application of self-congruence theory for Chinese Generation Y”. The prevalence of online social networks has given rise to the emergence of social media influencers (SMIs), called “internet celebrities”. Celebrity endorsements which can be an effective marketing strategy are also popular in the tourism sector. This study uses the theory of self-congruity, which originally referred to the suitability between consumers and brands or products, to the
suitability between endorsers and potential tourists to evaluate the effectiveness of endorsements. The results show that SMI endorser-consumer suitability contributes positively to the intention to visit the supported destination as well as endorser-destination suitability.


This research is entitled “DMO online platform: Images and intention to visit”. The online platforms (i.e., websites and social media) of the Destination Management Organization (DMO) are one of the most useful tools for building and promoting a destination image (DI). However, the associated effects on DI have not been sufficiently studied and previous studies have not assessed the effect of involvement on the DI formation process. The aim of this study was to explore the moderating effect of the online DMO platform on DI through a conceptual model. The proposed model was verified empirically through experiments and tested using the PLS-SEM method. The findings suggest that tourist involvement has a positive impact on cognitive imagery and affective imagery, establishing DI as an antecedent of intention to visit.

5. Wiwik Suprihatin (2020)

This research is entitled "Analysis of Tourist Consumer Behavior in the Era of the Covid-19 Pandemic (Case Study of Tourism in West Nusa Tenggara)". This study aims to analyze the consumer behavior of tourists in the era of the Covid-19 pandemic, by taking the case of West Nusa Tenggara tourism, as one of Indonesia's ten priority tourist destinations. Concerns about being exposed and the imposition of Large-Scale Social Restrictions have made both domestic and foreign tourists cancel their trips. The economic downturn in the midst of the threat of the spread of the pandemic, which is not yet known when it will end, is a challenge for the community to adjust to existing conditions. Now, economic activities are reopening by implementing health protocols to prevent and control the spread of the virus. Restoring the trust of tourists is needed, amid anxiety and the need to travel. This research was conducted using a qualitative approach to analyze consumer behavior, identify behaviors that can change the tourism industry to understand its needs. The process of recording tourist behavior patterns as consumers during the Covid-19 pandemic is carried out using content analysis sourced from several relevant documents. Through an analysis of tourist consumer behavior in the Covid-19 pandemic era, the results obtained that by having a good understanding and sensitivity to the motivations of tourist consumers, it will be easier for producers to identify tourist needs as indicated by purchasing decisions as a reflection of consumer behavior.


This research is entitled "The Role of Social Media in Promoting Tourism in West Sumatra (Study on Public Relations of the Provincial Government of West Sumatra)". One of the public relations activities is promotion, in this case public relations must promote tourism potential spread throughout the province of West Sumatra. The West Sumatra region is very rich in tourist destinations, it is very unfortunate if the promotion is carried out by certain parties who have high awareness of the tourism potential of West Sumatra. But nowadays new media is not only used in the fields of journalism, politics, marketing, but has also penetrated the world of public relations.
7. Vivi Ukhwatul KMasbiran (2020)

This research is entitled "The Impact of the Covid-19 Pandemic on Tourism in West Sumatra". This study aims to obtain an overview of the initial impact of the COVID-19 pandemic on West Sumatra tourism on a macro and micro basis using primary and secondary data. Primary data was obtained from the results of a survey of 31 tourist destinations using online surveys and secondary data from publications of BPS and West Sumatra Provincial Government Agencies, official websites of government and non-government and other institutions. By using quantitative methods and descriptive analysis, it was found that the COVID-19 pandemic had a significant impact on the decline in the number of tourist visits and the income of the transportation and warehousing sector as well as the provision of accommodation and food and drink, labor, losses and a decrease in business income.

3. IMPLEMENTATION METHOD

The research method is the whole way of thinking used by researchers to find answers to research questions, including the approach used, scientific procedures (methods taken) including collecting data, analyzing data and drawing conclusions (Pawito, 2008). The method used is a qualitative method. Qualitative methods do not prioritize the size of the population or sample, however, how data can be extracted in depth from the informants even though the number of samples is very limited. This study uses a qualitative approach to describe social events or realities that cannot be achieved using statistical procedures or other quantitative methods. This type of research will be able to capture a variety of descriptive qualitative information thoroughly and full of nuances, which is more valuable than just a statement of the number or frequency in the form of numbers (Sutopo, 2002). Furthermore, to understand the meaning of events, phenomena that arise in everyday life and to interpret their experiences and knowledge with others, the approach.

This type of research is descriptive. The purpose of descriptive research is to make descriptions, pictures, or paintings in a systematic, factual and accurate manner regarding the facts, characteristics and relationships between the phenomena being investigated. So in descriptive qualitative research, researchers will describe how the role of social media as a promotional medium used by the Public Relations of the Secretariat of North Sumatra in promoting tourism in North Sumatra. It is important for researchers to determine the time and location of the research to achieve the target output of the research carried out. This research is planned to be carried out from January 2021 to December 2021. The research will be carried out at the North Sumatra Provincial Government Public Relations Office. The object of this research is social media in promoting North Sumatra tourism. The subject of this research is Public Relations of the Medan Provincial Secretariat. The most important stage in the research process is the collection of research data. This is because the answer to the formulation of the problem that has been determined is only if the researcher gets the right data and is in accordance with the research objectives. The data collected in this study are primary data and secondary data.

The primary data source in this research is data obtained from informants. Primary data collection using interviews with research informants. The collection method is structured and open, meaning that respondents are informed about the research objectives so that they can provide answers in accordance with the research objectives and do not deviate which can result in biased research results. Secondary data collection is done by identifying the need for secondary data in this study. The secondary data intended is information that supports the profile of the research area, as well as data related to research.
4. RESULTS AND DISCUSSION

4.1 Social Media

Social media is an online media that supports social interaction. Social media uses web-based technologies that turn communication into interactive dialogue. Some of the most popular social media sites today include: Blogs, Twitter, Facebook, Instagram and Wikipedia. Another definition of social media is also explained by (Antony, 2008) according to him, social media is media where users can easily participate in it, share and create messages, including blogs, social networks, online wikis/encyclopedias, virtual forums, including virtual worlds (with 3D avatars/characters).

Meanwhile (Kotler & Keller, 2012) states that social media is a means for consumers to share text, image, audio, and video information with each other and with companies and vice versa. Furthermore, Dailey in (Helpiastuti, 2017) states that social media is online content created using publishing technology that is very easy and scalable, the most important thing from this technology is the shift in the way people know, read and share stories and find information and content. From the several definitions of social media, it can be concluded that social media is a means of exchanging information between individuals and companies.

4.2 Tourism

Etymologically the word tourism which comes from Sanskrit, actually does not mean "tourism" (Dutch) or "tourism" (English). The word tourism, according to this understanding, is synonymous with the notion of "tour". This opinion is based on the following idea: the word tourism consists of two syllables, namely the words "pari" and "tourism". Pari, means many, many times, round and round, complete (remember the word plenary) while tourism means travel, traveling which in this case is synonymous with the word "travel" in English. On that basis, the word "tourism" should be interpreted as a trip that is carried out many times or in circles, from one place to another, which in English is called the word "tour", while for the plural sense, the word "tourism" can be used the word "tourism" or "tourism". According to Herman V. Schulalard in (Yoeti, 2010) provides the following limits on tourism: tourism is a number of activities, especially those related to economic activities that are directly related to the entry, residence and movement of foreigners in and out of a city, region or State.

4.3 Tourism Sensitivity

The characteristics of tourism which tend to be sensitive to issues that are spread around or through social media, make tourism easily affected in its development, bring positive impacts or even lead to a downturn/negative. The case of the Covid-19 pandemic, which is happening globally at this time, has a very big impact on the economy and socio-cultural community. According to Chebli (2020) there have been five major events in the last 20 years that have resulted in the decline of world tourism as indicated by the low acceptance of the tourism sector, namely Terrorism in 2001, the SARS Epidemic, the Global Economic Crisis in 2009, and what is currently underway in 2020 is the spread of Covid-19. As shown in the data, The Covid-19 pandemic had the most significant impact on tourism sector revenues, which was below the level of -30%, a very large gap when compared to the impact caused during the outbreak of the SARS virus, which was in the range of -1.4%, also when compared to the time of the Global Economic Crisis, the decline in world tourism sector revenues was at -5%. The data shows that the Covid-19 pandemic has greatly affected global economic developments.
Similar to Indonesia, the performance of Indonesia's tourism sector has deteriorated, including the political unrest in May 1998, the Bali Bombings and several other terrorist attacks in several areas, and the great disaster of the Aceh Tsunami in 2014. As the examples of the previous cases, show the sensitivity of tourism which is easily influenced. by various phenomena, but this case is influenced by the issue of covid 19 which can threaten the lives of consumers if it is contaminated with other individuals. Chebli data (2020) shows that there is no tourist motivation to make a decision to purchase tourism products, because producers have not activated the needs of tourists (producers do not carry out bidding activities).

Social media and mass media play an important role in conveying positive or negative news related to pandemic conditions as a motivation for travel, the need for flexibility in booking accommodation and transportation as well as the level of hygiene for accommodation and tourist facilities and planning focus on local destinations (Ghosh, 2020) and (Ranasinghe, 2020). et al., 2020).

5. CONCLUSION

Based on the results and discussion, it can be concluded that the impact of Covid-19 on West Sumatra tourism has caused a decrease in foreign tourists and foreign tourists visiting, a decline in the transportation sector and the provision of accommodation and food and drink. This in turn also has an impact on the poor condition of employment in the tourism sector in West Sumatra. Entrepreneurs generally find it difficult to finance operations business, experienced a decrease in income and losses due to no business income. The impact caused by the COVID-19 pandemic shows that tourism, which has links with many supporting sectors, is a sector that is very vulnerable to disasters such as disease outbreaks or pandemics.

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