

## Analysis of Traveller Perceptions and Expectations on Staycation Activities in Cisaat Subang Tourist Village West Java in the *New Normal* Period

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Received on 12 June 2022	Revised on 20 June 2022	Accepted on 28 June 2022
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### ABSTRACT

**Purpose:** The purpose of this study is to analyze changes in tourist perceptions and expectations in *Staycation* activities in the Cisaat Subang tourist village, West Java in the *new normal period*.

**Research methods:** This study uses a descriptive qualitative approach to analyze changes in the perceptions and expectations of tourists in the Tourist Village of Cisaat Subang, from normal to post-pandemic or *the new normal* period. The respondents taken were 10 tourists who had visited the tourist village of Cisaat Subang, West Java.

**Results and discussion:** Through the analysis carried out, the results of the perceptions and expectations of tourists have changed along with the pandemic that occurs.

**Implication:** The tourists agree that they want improvements and additional facilities that support them to vacation there, especially after the *Covid-19* pandemic as a guarantee of safety and comfort for them vacationing in the tourist village of Cisaat Subang, West Java in this *new normal* period.

**Keywords:** perceptions and expectations of tourists, *staycation*, cisaat subang tourism village.

### INTRODUCTION

Tourism is one of the largest and strongest sectors in world economic activity. Because the tourism sector is able to provide benefits for a country, namely being able to provide a large enough foreign exchange for the country, besides that it can also open new jobs that can reduce the unemployment rate and can introduce the country's culture to the outside world. Tourism is the activity of traveling from one place to another that is carried out in a certain period of time with the aim not to settle down or make a living but rather just to fulfill curiosity, spend leisure time or vacations and other destinations (Meyers, 2009). Meanwhile, tourism according to Gamal (2002) is a process of temporary departure from a person, more towards

other places outside of his residence. According to Richardson and Fluker (2004), tourism is an activity or person, traveling and staying in an extraordinary place of their ordinary environment for no more than one year in a row for vacation, business and other purposes. So, the conclusion can be defined as tourism is the process of traveling from one place to another which is carried out in the usual environment they live in and a certain destination. Tourism activities today have become a worldwide phenomenon that is targeted by all circles to spend their free time either with family, friends or relatives.

One of the tourism sectors affected by this Pandemic Period is tourism villages, tourist villages are a form of integration between attractions, accommodation, and other supporting facilities that are presented in the form of a community life structure that is integrated with applicable procedures and traditions (Nuryanti, 1993). Based on the results of a survey at the research location, namely in Cisaat Subang Village, West Java on June 12, 2021, through an interview conducted with the village head in the village, namely with Mr. Suryana, he said that the consequences of the current pandemic period did have an effect on tourism activities in this tourist village, during the pandemic, the tourism village managers were forced to refrain from accepting tourists who wanted to visit this village or they closed themselves a little in terms of its operations. because based on the results of the review to the location, the tourist village in Cisaat Subang is one of the tourist villages whose implementation is well organized. Cisaat Subang tourism village is the number 3 best tourist village in Indonesia which is certainly one of the contributors to the country's foreign exchange and additional income for local residents. However, due to this pandemic period, tourism activities in this village were forced to be reduced and the number of incoming tourists was limited, the *impact* of which was a decrease in the number of tourists visiting the place and of course a decrease in income for the local community and a decrease in foreign exchange sources for the State.

The solution to attract tourists back is to hold a *staycation*. According to Vackova (2009), *staycation* is where travelers stay at home rather than travel to other destinations and use that time to explore local neighborhoods such as staying in hotels or exploring the countryside near their stay. The problem is due to the pandemic that has hit the world, life habits and demands for health are the main things for someone. Including tourists, with the conditions before and after the current pandemic, of course, the perception and expectations of tourists will change along with the conditions that occur. So there is a need for analysis to find out how the perceptions and expectations of tourists in traveling activities in a tourist village.

The determination of Cisaat Subang village, West Java as a place to be used as a research location, is motivated because Cisaat Subang village is a assisted village of State University of Jakarta. This is an effort by the University to help Cisaat village to return to existence and be in demand by tourists. Based on this background, two formulations of the problem emerged: first, is there a change in the perception of tourists who have done or will plan a *Staycation* activity in the tourist village of Cisaat Subang, West Java?. Secondly, what are the expectations of

tourists on *the Staycation* activity for all elements in the tourist village?.

This study generally aims to analyze changes in tourist perceptions and expectations in *Staycation* activities in the Cisaat Subang tourist village, West Java in the *new normal period*, as well as an evaluation program for all tourism components in the Cisaat Subang tourism village in West Java.

### **Perception**

The definition of perception according to Simamora (2002) is defined as a process by which a person selects, organizes and interpretes a stimulus into a meaningful and comprehensive picture of the world. Meanwhile, according to Schiffman and Kanuk (2010), perception is essentially a complex psychological process and involves physiological aspects. The psychological process starts from the activity of choosing, organizing and interpreting so that consumers are able to give meaning to an object. Meanwhile, according to Tjiptono (2006) on service quality, perception is a good quality image not based on the point of view of the service provider, but based on the customer's point of view.

So, in general, it can be concluded that perception is a process of selection, organizing and interpreting stimuli in the form of information, objects, events and others that a person does in seeing and interpreting things.

### **Expectation**

In the opinion of Kartolo and Gulo (2006) states that expectation is a learned leaning, by which an organism can predict that a certain situation will arise by giving a certain response or response to a stimulus or stimulus. Then according to Synder (2004) expectation is the ability to plan a way out in an effort to achieve goals despite obstacles, and make motivation a way of achieving goals. Meanwhile, Fotiadis, et al. (2018) revealed the theory of customer expectations as a form of customer confidence before trying or buying a product, which is used as a standard or reference in assessing the performance of the product.

In general, it can be concluded that expectation is a person's leaning or belief in what they learn, expect planning as a way out in an effort to achieve his goal.

### **Dimensions of Perception and Expectation**

Based on the theory presented by Cooper (1999:84-86) and Pitana (2009:130) the components or dimensions used to measure the components or dimensions that exist in a tourist area or tourist attraction are as follows: According to Suryadana (2015:48) in tourist activities, there is a movement of people from their place of residence to a tourism destination or tourist destination, is a geographical area located in one or more administrative areas in which there are tourist attractions, public facilities, tourism facilities, accessibility and communities that are related and complement the realization of tourism.

Thus, the factor of tourist attraction is one of the elements that form and determine an area to become a tourism destination As for according to Pendifit Kurniansah (2016: 76) tourist attractions are everything that is interesting and valuable to be visited and seen, tourist attractions include:

## 1. Attractions

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### a. Types of attractions

#### 1) *Site Attractions*

According to Amirudin (20011) grouping tourist attractions into three types, namely 1). Natural tourist attractions, including the sea, beaches, mountains (volcanoes), climatic weather, flora-fauna, protected areas, nature reserves, natural landscapes. 2). Artificial tourist attractions include sports facilities and infrastructure, entertainment, recreational parks, national parks. 3). Cultural tourism attractions include cultural reserves, historical buildings, traditional music, traditional dances, folklore/legends, cultural festivals, traditional relics.

#### 2) *Event Attractions*

*Event attractions* are attractions that take place temporarily and their locations can be changed or moved easily such as festivals, exhibitions and regional performances. According to Morrison (2013) "*new or expanded events and festivals can create significant incremental economic benefits for destinations*". Events or festivals can create significant additional economic benefits for the destination.

## 2. Amenities

According to Sammeng (2015) one of the important things to develop tourism is through facilities (convenience). Not infrequently tourists visit a place or area because they are attracted by the conveniences that can be obtained through facilities. According to Yoeti (2015) tourist facilities 21 are all facilities whose function is to meet the needs of tourists who stay for a while in the area of tourist destinations they visit where they can casually enjoy and participate in activities available in the tourist destination area. According to Morrison (2013:168) tourist facilities include:

a. *Accommodations* According to Middleton (2013) accommodation includes star-rated hotels, budget hotels, *homestays*, *guest houses*, villas.

b. *Food and Beverage Facilities Asean Tourism Standars* (2007) put forward the standardization of food and beverage as follows: adequate supply of clean water, there are waste disposal sites, clean food storage areas are closed, the diversity of menus offered, there are landfills and the resulting waste is environmentally friendly, toilets are far from the reach of food.

c. *Retail* Outlets The availability of souvenir shops, souvenirs sold has uniqueness and peculiarities.

- d. *Asean Tourism Standars* (2007:10) added that in addition to *accommodation, food beverages and retail outlets*, namely *public restrooms for tourism* with the following standards: there are toilet signs located, separation between women's and men's toilets, availability of soap, tissue, availability of clean water, non-slippery and odorous floors, facilities are provided for people with disabilities and the elderly, toilets away from crowds and food outreach.

### 3. Accessibility

According to Black (2004) said that accessibility is a concept that combines a geographical land use system with a transportation network system that connects it accessibility also means ease of reaching tourist attractions, ease of achievement and quality of accessibility is one of the main factors to attract tourists.

According to Sugiyanto (2011) the factors that affect accessibility are as follows:

- a. Distance from the highway Highway is a parameter of the affordability of a place. Tourist attractions that have a closer distance to the highway show that the attraction is easier to reach by tourists both from inside and from outside the area. The distance assessment is divided into three, namely  $\leq 1$  km, 2-3 km and  $\geq 4$  km.
- b. Road Conditions Road conditions (dirt, rocky, asphalt roads) support the smooth passage to tourist attractions. The quality of the road is judged by the village road passed towards the attraction. The assumption is that good road conditions in the sense of asphalt road conditions and width will be able to facilitate the journey to tourist attractions, on the contrary, the path shows obstacles for means of transportation to the tourist attraction.
- c. Vehicles to the attraction The available means of transportation to the tourist attraction are used to measure the ease of tourists to each attraction, on the contrary, the absence of public transportation means that it is more difficult to get to the attraction. According to the *Asean Tourism Forum Standards* (2007:13) added that good accessibility in tourism includes; proper and adequate access, sufficient signage, and safe for tourists to visit.

### 4. Ancillary (Tourist Organization)

According to Inskeep (2016) *ancillary service* is a service provided by destinations to tourists and industry, in the form of marketing, development and coordination between destination components. As for them:

- a. Ease of obtaining information
- b. Completeness of information through *travel agents*
- c. Completeness of information through brochures
- d. Completeness of information via the internet / social media
- e. Completeness of information through *tour information*

### 5. Human Resources

According to Pitana and Diarta (2009) human resources are one of the important components in tourism development. Meanwhile, according to Hasibuan (2006) said human resources are science and art that regulates the

hub of relations and the role and role of labor to be effective and efficient in helping the realization of the goals of the company, employees and the community / tourists.

#### 6. Image

According to Pitana and Diarta (2009), imagery is an idea or trust that tourists have about the product or service they buy or are going to buy. Medium according to Kotler (2009) image is a public perception of the company or its products, which is aimed at identifying the goods and services offered by a company or tourist attraction.

#### 7. Price

According to Pitana and Diarta (2009), price is the total amount of costs during a tourist trip which includes accommodation, food and drink, travel expenses, and participation in services consumed while in the intended tourist destination.

#### 8. Safety and comfort

According to Mahagangga (2013), Security and Comfort is a condition that is expected to be stable, causing a feeling of calm without being accompanied by worries when carrying out tourist activities at a destination and staying for several times.

### **Staycation**

Menurut Wixon (2009) *Staycation* is defined as a vacation in which tourists stay at home, or near the house, while creating a traditional holiday environment. According to Vackova (2009) gives a similar definition that states that a *staycation* is a place where travelers stay at home rather than travel to other destinations and use that time to explore local environments such as staying in a city hotel or exploring the countryside near their homes. According to (Sharma, 2009) *Staycation* is an activity that refers to vacationing outside the home. From the three statements above, it can be concluded that a *staycation* is a holiday activity that is carried out around the place where we live by enjoying the traditional environment in our environment.

### **Tourism Village**

According to Priasukmana and Mulyadin (2001) a tourist village is a rural area that offers a whole atmosphere that reflects the authenticity of pedesaan both from socio-economic life, socio-culture, customs, daily life, has a distinctive architectural and village spatial structure, or unique and interesting economic activities. Then according to Nuryanti (1993) argued that a tourist village is a form of integration of attractions, accommodation, and supporting facilities presented in a structure of community life that is integrated with applicable procedures and traditions. According to the Directorate General of Tourism (1999) defines a tourist village as a rural area that offers an overall atmosphere that reflects the authenticity of the countryside, the architecture of buildings and the layout of the village, and has the potential to be developed. Thus, it can be concluded that a tourist village is a rural area that offers an overall atmosphere that reflects the

authenticity of the countryside that integrates with attractions, accommodation and other supporting facilities packaged through a structure that blends with the prevailing ordinances and traditions.

### **Terms and Main Components of Tourism Village**

According to Priasukmana and Mulyadin (2001) the determination of a village to be used as a tourist village must meet the requirements, including good accessibility, having interesting objects, the community and their village officials receiving and providing high support for the tourist village and tourists who come to the village, security in the village is guaranteed, accommodation, telecommunications, and adequate labor available, with a cool or cold climate, related to other tourist attractions that are well known by the wider community.

According to Nuryanti (1993) there are three main concepts in the tourism village component including, accommodation where some local residents and units develop on the concept of residents' residences, attractions, namely all the daily life of local residents along with the physical setting of the village location that allows the integration of tourists as active participants such as dance courses, languages and others that are specific, as well as the natural beauty, uniqueness and rarity of the tourist village itself.

### ***New Normal***

According to the head of the expert team for the acceleration of handling *Covid-19*, Mr. Wiku Adisasmita (2020) *the new normal* is a change in behavior to continue carrying out normal activities with the addition of implementing health protocols to prevent the transmission of *Covid-19*. Meanwhile, according to Achmad Yurianto (2020) *the new normal* is a new order, habits and behaviors based on adaptation to cultivate clean and healthy living behaviors. Dicky Budiman (2020) *new normal*, namely the pattern of behavior that exists in individuals, whether there is large-scale social restrictions (PSBB) or not must be done because we are facing a disease for which there is still no definitive cure and also a vaccine. Therefore, it can be concluded that *the new normal* is a habit or order of the community in carrying out their normal activities by implementing health protocols, through clean and healthy living behaviors in an effort to prevent the spread of the *Covid-19* virus.

### **RESEARCH METHODS**

This research is an activity that is carried out in a planned and systematic manner to get problem-solving answers to certain phenomena that have been determined, so this type of research is qualitative descriptive research. The qualitative research method was chosen because the researcher wanted to get a description of tourists' perceptions and expectations of *staycation* activities in the tourist village of Cisaat Subang, West Java in the *new normal era*. The data types in this study used Primary Data and Secondary Data. Primary data is data obtained from the results of observations by interviewing and providing or distributing questionnaires to tourists who have done a *staycation* in the Cisaat tourist village, Subang regency, West Java. Meanwhile, secondary data is data

obtained from written reports and information about the situation in the tourist village of Cisaat, Subang, West Java.

The data source used in this study also used the *Snowball sampling* technique where the technique of determining samples that were initially small in number, then enlarged. In addition, in this study, data collection techniques used observation, documentation, and interviews for the data collection process. The data analysis process used in this qualitative research method is in the form of data reduction and data presentation by classifying and presenting data according to the subject matter which begins with sorting based on the code at each source of the subject matter. Then, in the examination of the validity of the data using the persistence and accuracy of observations and triangulation.

## RESULTS AND DISCUSSION

Cisaat Tourism Village is a village assisted by The State University of Jakarta, Cisaat Village is located in the Mountainous area of Subang Regency, West Java, the potential that Cisaat village has to become a famous tourist village is so visible from its natural beauty that is still natural, interesting, beautiful tea plantations, pineapple plantations that are very developed and famous, and other produce owned by Cisaat Village which is the peculiarity of Cisaat. However, from the results of interviews with visitors, there are many shortcomings owned by the Cisaat Subang tourist village such as incomplete facilities in the form of no public toilet facilities, parking lots, poor accommodation, unavailable health facilities, no brochures, provision of transportation facilities, no souvenirs and restaurants, then there is no introduction to traditional culture and traditions from Cisaat village which makes an obstacle to Cisaat village to develop and attract tourists to visit Cisaat village. Then tourists also agreed that there is a need for health insurance in Cisaat village, be it the cleanliness of tourist attractions, employees who have been tested for security and places that have been sterilized by the management. Therefore, there are many tourists' expectations for Cisaat village to continue to improve and make breakthroughs to attract tourists both related to accommodation, completeness of facilities and other entertainment activities needed in accordance with tourist expectations.

### 1. *Attraction*

Based on the results of research with 10 informants / tourists through interviews, from all respondents regarding their perceptions and expectations related to Attractions in Cisaat Tourism Village and researchers' observations when taking data in Cisaat Tourism Village, the average respondent answered that the natural beauty there was already very good, beautiful and cool, but during their visit, they never saw or introduced from the tourist village related to tourist attractions, both in the form of performances and introduction to the culture owned by the Cisaat tourist village. In addition, the average respondent expects that in the future the management of the Cisaat tourism village will introduce their culture or typical performances from Cisaat village, and the need for the development of artificial tourist attractions in the form of photo spots in tea gardens. Then from the results of the interview, it can also be concluded that



there is a change in health standards according to tourists visiting rural tourism, namely tourists expect the implementation of health protocols that must be implemented in Cisaat village during this pandemic or *new normal* period, as stated by what was conveyed. namely the importance of carrying out health protocols there to ensure the health and safety of tourists who come there. according to Kuswoyo Therefore, if the natural or artificial attractions in Cisaat Tourism Village are in accordance with tourism expectations, then they can enjoy all the tourist attractions there without having to leave the tourist village.

## 2. *Amenities*

Tourist facilities are one of the important components that must be present in a tourist attraction to support the needs of guests while staying there. On average, from the results of the interview, they agreed about the facilities in Cisaat Tourism Village and the researchers' observations when taking data in Cisaat Tourism Village saw that there were facilities such as lodging places (*Homestays*), villas, stalls, the existence of village halls, in addition to the availability of supporting facilities, such as, souvenirs, typical goods from cisaat and parking lots. Although there are facilities available in Cisaat Tourism Village, but the conditions are no longer feasible and some are not even available, for example, the condition of the inn as it is still leaking and then cracked walls and others, then there are no public toilet facilities, places to eat together such as restaurants and there are no outlets to buy goods or specialties from Cisaat Village. Therefore, tourists expect that there is a need for improvements to the facilities there such as accommodation facilities that need to be improved, and expect the need to add other supporting facilities such as public toilets, then restaurants for family gatherings, and there is a special place in the form of a shop to buy souvenirs typical of Cisaat Subang Village, West Java. And based on the results of interviews related to the conditions where the virus is currently hitting, the perceptions and expectations of tourists related to tourist attractions have also changed, for example, the average tourist said that there is a need for health insurance for us, such as whether all these places are sterile yet, both buildings, facilities and others that are there

## 3. *Accessibility*

Accessibility is all that can make it easier for tourists to come to visit a tourist destination. From the results of the interview, it was found that the condition of the road to get there has been said to be feasible to walk, there is already lighting and the location of Cisaat Village is far from the center of the crowd. However, some respondents also said that there was no rental in the form of transportation to explore the natural beauty there, then there was no road direction to go to Cisaat Village, because some of them had lost their way because there were no road directions. In addition, the availability of vehicles there is not adequate, meaning that the availability of vehicles there has not been managed properly by the manager. Thus, tourists expect improvements related to pothole conditions, as well as the absence of road guardrails, and the addition of other facilities such as road directions that direct tourists to reach Cisaat Village and there are transportation facilities for tourists to enjoy the

natural beauty there.

#### 4. *Ancillary*

*Ancillary* is a service provided by tourist destinations aimed at their tourists, both in the form of marketing, then destination development and coordination with other destination components. Most of the information obtained by tourists is related to the Cisaat Subang Tourism Village, West Java, they know about the Cisaat Subang tourist village from their colleagues and family and some are searching through the internet, but the information provided on the website is not complete and cannot provide clear and accurate information about the Cisaat Subang West Java tourist village. In addition, they are never managed by any Travel, so they are coordinated by a committee that is in charge of them there. Then there was never a brochure about the promotion of Cisaat Subang village to them, so the average of them did not know information about the development of Cisaat Village. This indicates that there are aspects that are lacking in the tourist village of Cisaat Subang, West Java as a destination tourist destination, namely *Ancillar*. Then from the results of the interview, it is said that tourists expect not only good service to tourists, there are also other aspects that tourists expectation for, namely the guarantee of employees who are healthy and have complied with government recommendations related to vaccines, then sterile, sterile, the means that has been recorded and health checks have been carried out according to existing procedures. Thus, great expectations from tourists expect better management from the Cisaat village in marketing Cisaat village to the public, both in terms of providing *travel agents*, then providing brochures, and other breakthroughs.

#### 5. Human Resources

Human resources are an important aspect in the tourism industry because they are the ones who will serve as well as meet all the needs needed by tourists during a vacation or *staycation* in a tourist spot. From the results of interviews conducted by researchers to respondents, that human resources in Cisaat Subang Tourism Village, West Java, provide good service, they are friendly to all tourists, then the preparedness and sensitivity of the employees there are good. However, it was also found that they had never been explained about the history there by the management, then the activities that are usually there can be in the form of culture, performing arts and others related to Cisaat Village. It can be concluded that there is a sense of shortcoming felt by tourists, namely the lack of information provided by employees to tourists related to the Cisaat tourist village itself even though in terms of service it is good. Then from the results of the interview, it is said that tourists expect not only good service to tourists, there are also other aspects that tourists expectation for, namely the guarantee of employees who are healthy and have complied with government recommendations related to vaccines, then sterile, sterile, the means that has been recorded and health checks have been carried out according to existing procedures. That way, tourists expect employees there to maintain their services and if possible they improve the quality of their services so that tourists feel more satisfaction with the services provided there. As well as the fulfillment of the

health of employees who work in Cisaat village as an effort to provide a sense of security to tourists who visit.

#### 6. Image

Image is a view or level of confidence of tourists about the product or service they will buy or that they will feel later when on vacation to the place. From the level of popularity of cisaat village is not too famous like the surrounding tourism such as Ciater hot springs and others, then for the infrastructure is already quite good, but there needs to be improvements that need to be made. In addition, there are no reflexation facilities, entertainment or outdoor activities other than looking at the scenery there. From the results of the analysis of interviews with tourists, it can be concluded that on average, they expect the latest breakthrough from the relevant Cisaat Village to increase the popularity of Cisaat village, so that this tourist attraction is better known to the public and more tourists visit here.

#### 7. Price

The price for tourism in the sense is the range of costs that must be incurred by tourists, whether it is classified as affordable or not. The average respondent replied that they agreed with the suitability of the price with what they got when they were there. Then the respondents agreed that the price of tour packages in the Cisaat Subang tourist village was affordable. In addition, there are respondents who expect some additional tourist attractions available in Cisaat village, although they have to pay more respondents agreed that it does not matter as long as there are additional tourist attraction facilities there. Therefore, the range of costs for a tour package is needed, of course, by paying attention to the compatibility between the facilities and tourist services that will be sold at a predetermined cost, from the results of interviews with tourists for the cost of traveling in Cisaat village, it found the suitability of one party and the two agreed without any objections from any party.

#### 8. Safety and Comfort

The safety of tourist comfort is a condition that avoids things that can endanger tourists and situations that can make us feel calm, safe and there is no burden of calm mind around us. The form of security and comfort provided by Cisaat Subang Tourism Village, West Java, has been said to be good by the respondents as the tourist. This can be proven by the availability of parking guards, then the presence of security officers who always travel during the day and at night. In addition, the level of cleanliness there is guaranteed by the cleaners so that tourists feel comfortable for tourism in Cisaat Village. With this, respondents did not feel excessive concern for their safety during the *Staycation* in the Cisaat Subang tourist village, and felt comfortable with the service and the level of cleanliness in the tourist attractions was already very good. And tourists expect the implementation of good health protocols from the management of all aspects, both to the manager, tourists and sterilization of places in Cisaat village.

### CONCLUSIONS

Based on the results of the study using a qualitative descriptive method with

interviews conducted by researchers and research respondents on "Analysis of Tourist Perceptions and Expectations on *Staycation* Activities in Cisaat Subang Tourism Village, West Java during the *new normal* period it can be concluded that 'tourist perceptions have changed along with the pandemic that occurs, tourists agree to want improvements and the addition of facilities that support them to vacation there, especially after the Covid-19 pandemic, they agreed to want adequate health facilities and tourists also agreed to want improvements and additional facilities that support them to vacation there, especially after the Covid-19 pandemic, they agreed to want health insurance there such as clinics, medicines, then guarantees such as they are safe on vacation there, for example tourist attractions that have been sterilized, then there is vaccination data on tourists who visit there, as well as employees who have been guaranteed safety and the implementation of good health protocols in the Cisaat tourist village. For example, there is a place to wash hands, then the use of masks for both employees and tourists who visit and others who support and ensure the security and health of employees in the tourist village of Cisaat Subang, West Java.

As for the advice in this study, it is necessary to improve facilities that are still not good and add facilities that support the needs of tourists while visiting the Tourist Village of Cisaat Subang, West Java. Then, there is a need for health insurance for tourists who visit such as implementing health protocols, both tourists and employees / managers in the Cisaat tourist village, then health facilities such as hand washing stations and, clinics and others that support tourism activities in this *new normal* period. In addition, it is necessary to introduce the culture in the tourist village of Cisaat Subang, West Java, for example such as performing arts, customs or historical buildings. The suggestion for the next study is that the researcher suggests measuring the satisfaction of tourists who visit the Cisaat Subang tourism village after an evaluation carried out by the management of the Cisaat Subang west Java tourism village.

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