

# CHAPTER I

## INTRODUCTION

### A. Background

On 31<sup>st</sup> December 2019, the World Health Organization (WHO) received reports of a cluster of viral pneumonia cases of unknown causes in Wuhan, China. An investigation was launched at the start of January 2020. On 30<sup>th</sup> January 2020, WHO declared the outbreak as a Public Health Emergency of International Concern (PHEIC). On 11<sup>th</sup> February 2020, WHO announced the virus's official name as severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2). The official name of the disease is coronavirus disease (COVID-19).

**TABLE 1.1**  
Covid-19 Active Cases in Global and Indonesia

Month	Global		Indonesia	
	New Cases	Total Cases	New Cases	Total Cases
January	11.959	11.959	0	0
February	76.463	88.422	0	0
March	852.636	941.058	1.528	1.528
April	2.329.036	3.270.094	8.590	10.118
May	2.946.644	6.216.738	16.355	26.473
June	4.323.616	10.540.354	29.912	56.385
July	7.194.340	17.734.694	51.991	108.376
August	7.935.128	25.669.822	66.420	174.796

Source: <https://www.worldometers.info/coronavirus/> (2020)

From the table above, we can see the total of cases that keep increasing every month. Globally, the average of cases added each month

since January is 3.667.117 cases. While in Indonesia, the average of cases added since March is 34.959 cases.

**TABLE 1.2**  
Covid-19 Cases in Indonesia

Month	Confirmed	Recover	Death	Hospitalized
March	1528	81	136	1311
April	10118	1522	792	7804
May	26473	7308	1613	17552
June	56385	24806	2876	28703
July	108376	65907	5131	37338
August	174796	125959	7417	41420
September	287008	214947	10740	61321
October	410088	337801	13869	58418
November	538883	450518	16945	71420
December	743198	611097	22138	109963

Source: <https://covid19.go.id/peta-sebaran> (2021)

On 2<sup>nd</sup> March 2020, Indonesia confirmed the first case of COVID - 19 with two people infected, and the early death is established on 11<sup>th</sup> March 2020. In mid – March, schools and many public places such as amusement parks, restaurants, and entertainment venues are started to close their operation. On 25<sup>th</sup> March 2020, the closed down of many shopping malls in Jakarta was announced. On 10<sup>th</sup> April 2020, the Jakarta government were enacting *Pembatasan Sosial Berskala Besar* (PSBB) or large – scale social restriction (LSSR) to minimize the virus spread, followed by *BoDeBek* (Bogor, Depok, Bekasi) on 15<sup>th</sup> April 2020, Banten on 18<sup>th</sup> April 2020, Greater Bandung on 22<sup>nd</sup> April 2020, East Java on 28<sup>th</sup> April 2020, Riau on 17<sup>th</sup> April 2020, South Sulawesi on 24<sup>th</sup> April 2020, Tegal on 23<sup>rd</sup> April 2020, West Sumatra on 22<sup>nd</sup> April 2020, and so on.

Large – scale social restriction (LSSR) is then applied all over the country. From the green zone provinces and districts to the black zone provinces and districts. Since then, all the public places such as malls and restaurants must be closed until the condition turn back to be normal as follow the government rules. Unfortunately, Indonesia's Covid-19 case keeps increasing while the hospitality business, including the food and beverage industry such as restaurants and coffee shops, was significantly impacted. No dine-in is allowed, and many establishments closed their business temporarily or even bankrupt, and many people lost their job. According to Sri Mulyani, the Minister of Finance (2020), LSSR amidst the COVID-19 pandemic is hitting the financial system and the country's economic defense. The expansion of the implementation of LSSR in various regions in the second quarter (Q2) of 2020 will cause an economic slowdown more than the first quarter (Q1). For the record, economic growth in the first quarter (Q1) fell to 2.97 percent from the previous rank in the fourth quarter (Q4) of 2019, which was 4.9 percent. Because of that, the government routinely evaluates policies on economic recovery from the impact of the coronavirus outbreak every week.

*Badan Pusat Statistik (BPS)* noted that Indonesia's economic growth in the second quarter (Q2) of 2020 contracted by 5.32 percent year on year (YoY). This figure worsened from Q1 2020, which reached 2.97 percent, and Q2 2019 reached 5.05 percent. According to Suhariyanto, the head of BPS (2020), the 5.32 percent contraction was the lowest since the first quarter (Q1) of 1999. At that time, the Indonesian economy contracted by

6.13 percent. Economic growth in Q2 2020 was also the worst since the 1998 crisis. At that time, Indonesia's growth was minus 16.5 percent [throughout 1998]. Meanwhile, in Q2 2008, Indonesia was still able to grow 2.4 percent when the global financial crisis hit. Then, throughout the year during the 2008 crisis, the Indonesian economy could still grow 6.1 percent. This BPS announcement confirmed that the Q2 2020 contraction was deeper than the Ministry of Finance's prediction in the range of minus 3.8 percent. This realization is also worse than the lower limit of the Ministry of Finance's prediction of minus 5.1 percent.

To avoid the coronavirus outbreak's economic impact, the government decided to relax the rules and regulations to help economic recovery. On 1<sup>st</sup> June 2020, New Normal was started to be applied phase by phase.

According to the Coordinating Ministry for Economic Affairs (2020), the New normal is Adapting to the environment to change self-behavior to be more disciplined, maintain cleanliness, and obeying health protocol regulations. Hence, people become more productive while staying safe from Covid-19.

There are some advice from WHO in preventing the spread of COVID-19, those are: performing hand hygiene frequently with an alcohol-based hand rub if your hands are not visibly dirty or with soap and water if hands are dirty, and avoid touching our eyes, nose, and mouth, practicing respiratory hygiene by coughing or sneezing into a bent elbow or tissue and then immediately disposing of the tissue, wearing a medical mask and

performing hand hygiene after disposing of the mask and maintaining social distance (a minimum of 1 meter) from persons with respiratory symptoms.

In the new normal era, public places such as malls, entertainment venues, offices, and food and beverage establishments could operate and have dine-in guests with obeying health protocol regulations. Wearing a mask is a must and still applying the physical distancing by reducing the restaurant sitting capacity.

On July 2020, the Ministry of Tourism and Creative Economy published a health protocol guideline for various hospitality and tourism business including the restaurant business known as *Cleanliness, Health, Safety, and Environmental Sustainability* (CHSE) in order to implementing health protocols for productive communities for prevention and control of corona virus disease 2019 (COVID-19).

A book is a source of knowledge. From books, we can learn many things such as ancient history, the development of the times, and planning strategies. According to Minister of National Education Regulation No. 2 Article 1 (2008), textbooks are mandatory reference books for use in primary and secondary education units or universities that contain learning material in the context of enhancing faith, holiness, noble character, personality, mastery of science and technology, enhancing sensitivity and aesthetic abilities, enhancing kinesthetic and health abilities arranged according to national education standards. Textbooks are learning tools used in schools and colleges to support a teaching program in the modern sense and commonly understood (Buckingham, 1958). By these definitions,

books can be interpreted as a guide for students finding knowledge sources to support and facilitate learning activities.

In general, the book is divided into four types, one of which is a handbook. According to the Cambridge Dictionary, the handbook is a book that contains instructions about how to do or use something or important information about a subject. A handbook is a book that can be used as a guide for teachers or instructors in carrying out the teaching process (Surahman, Fella, 2014). These definitions encourage us to create handbooks to help the teaching and learning process with the topic Food & Beverage Service Operational.

Food & Beverage is a business part of the industry, such as the hotel industry. It is responsible for its needs because, in its service, it provides food and beverages as well as in other related needs of a hotel or is managed commercially (Soekresno & Pendit, 1998: 4). According to Sampara in Sinambela (2011: 5), service is an activity or sequence of actions that occur indirect interaction between someone or machine physically and provides customer satisfaction. Based on the definitions above, we can conclude that Food & Beverage Service is an industry that, in its service, provides food and beverages and responsible for customer needs to achieve customer satisfaction.

Food & Beverage Service is becoming a promising endeavor. Its business is a broad industry in the hospitality industry. Nowadays, the Food & Beverage industry open broad employment opportunities. Starting from the small café to five-star hotels with fine-dining service, all the outlets seek



a passionate employee with extensive insight into the field of food and beverage service. Besides the practical skills, the theory about various kinds of service and operational procedures is critical to providing excellent service.

But as we mentioned earlier, in 2020, we were facing a nightmare because of the pandemic. So, the whole world must adjust the new protocol for the safety reason. The concept idea of *"Food & Beverage Service Operational in the New Normal Era"* as the main topic is to deliver strategies, knowledge, and information in the Food and Beverage Services operation in the new normal era. And to educate how important hygiene and sanitary is in preventing the spreading of contagious disease caused by SARS-CoV-2 or any other microorganism that will be useful not only for the COVID-19 outbreak but also for the other outbreak that maybe happen in the future. It consists of information about Food and Beverage operational from journals, news, interviews, official websites, and textbooks gathered in this book would be useful as a guide and reference in facing the new normal era.

There are many published books about food & beverage service. Still, this book will help readers understand the needed information in the food and beverage service in the new normal era and what makes it different from the normal service before the pandemic.

Making the book provides useful information about the food and beverage service in a new normal era. This book will contain the classification, including the SOP of some food and beverage businesses and

theory about sanitary and hygiene needed in the food and beverage industry. The vital knowledge about food and beverage service operational in new normal eras such as operational service procedure, hygiene, and sanitary standard and procedure, table set-up, staff grooming standard, guest waiting and seating arrangement, and handling customer procedure will be compiled in this book.

This book's target audience is those involved in the food and beverage industry. Hopefully, with engaging content and design, this book will help readers understand and apply the health protocol in the food and understanding beverage establishment to prevent the spreading of contagious disease in the new normal era.

Food & Beverage Service Operational in New Normal Era is needed to support the growth and better understanding of the hospitality industry's food and beverage service to keep providing excellent service by following the proper protocols in the new normal. For that same reason, it has been decided to make a book that will give them all the basic understanding required to become a professional and reliable business in the food and beverage service industry. This book can also witness how the hospitality industry, especially the food and beverage industry, continues to survive and rise from an unplanned season in 2020.



## **B. The Purpose of Making the Book Design**

There are 2's purposes of composing the Food & Beverage Service Operational in New Normal Era book as a work of professional competence which follows:

1. To be used as a guidebook for food and beverage stakeholders in the new normal era to improve hygiene and sanitation.
2. To provide useful information strategy in operating the food and beverage industry in the new normal era and how to adapt to the safest protocol.

