

# CHAPTER I

## INTRODUCTION

### A. Situation Analysis

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).

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.

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.

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).

## **B. Partner problem**

As a part of hospitality industry that require the interaction between humans, food and beverage industry are also greatly impacted by the COVID-19 outbreak, with many different people gathering in the restaurant, the possibility of virus spread is high.

Not only that, a few months ago, in March until May, food and beverage establishment need to close down their business, some are even needed to face bankruptcy, as the government forbidding dine-in to reduce the possibility of virus spread.

For economic reasons, on 1<sup>st</sup> June the government started to apply new normal and finally restaurant can operate and provide dine-in, but with obeying the health protocol and LSSR rules, if not they, can be fined or even forced closure.

Food and beverage establishment need to understand the standard operational health procedure and standard grooming in a restaurant during

the new normal era to prevent the virus spread and become a COVID-19 cluster and to make the guest feel safe when visiting their establishment, so, their business can run smoothly without getting fined or facing forced closure for not obeying the health protocol.

This webinar is important for the food and beverage establishment such as restaurant (Jakarta, Manado, Tangerang), café (Tangerang), and hospitality and management student (UPH, Binus University, Kwik Kian Gie) to decrease the possibility of COVID-19 virus spread. According to the CHSE, published by the ministry of Tourism and Creative Economy there are guidelines to standardize the restaurant operation in the New Normal Era. Hopefully this webinar will help the food and beverage establishment to survive during the pandemic, without facing bankruptcy.

