

CHAPTER I

INTRODUCTION

A. Background

According to detiknews (2020) stated the appearance of the corona virus was first detected in China in early December 2019. At that time, a number of patients came to the hospital in Wuhan with symptoms of an unknown disease. Dr. Li Wenliang spread the news about the mysterious virus on social media. It is known that the first patients had access to the Huanan fish market which also sells wild animals.

The Corona Virus Pandemic, also known as Covid-19, has caused almost all countries in the world to experience difficulties, such as economic difficulties in providing health facilities that are able to accommodate citizens of countries affected by the Covid-19 virus. In this Covid-19 wave, there are also several variants which are mutations from this virus to become violent, such as the delta variant which transmits very quickly and some people experience fatal, namely death. The Indonesian government has implemented various policies to prevent the spread of Covid-19, as well as policies that are trying to help the Indonesian economy not to enter the brink of recession (detiknews, 2020).

Stated that in the beginning of 2020 strictly enforced PSBB (Large-scale Social Restrictions) was imposed until 2021 where the delta variant was found in Indonesia. PSBB was then replaced with PPKM (Regulation for Restricting Community Activities) Besides that, the government also always urges the public to carry out a health protocol called 5M (using masks, washing hands and maintaining distance, avoiding crowds and reducing mobility). The tourism sector

as well as the hotel industry is one of the sectors that has suffered the hardest hit as a result of the Covid-19 pandemic, because with the implementation of PSBB followed by PPKM, community mobility is limited, hotel occupancy automatically decreases so many hotels are forced to close (Kemenkes, 2020).

Various efforts were made by each business owner assisted by the government in order to increase public trust in this tourism destination. To welcome the new normal, in the hospitality and tourism industry, the Ministry of Tourism and Creative Economy has created a CHSE (Cleanliness, Health, Safety and Environment Sustainability) certification program which is believed to be a guarantee in terms of cleanliness, health, security and environment sustainability, which is everyone's focus during this pandemic. Without high discipline in its implementation, a hotel will not be easy to gain the trust of guests to decide to stay at the hotel.

Business owners who have implemented good health protocol standards, and passed the audit and assessment by the certification institution, will be given the Indonesian CARE (I Do Care) Label by the Ministry of Tourism and Creative Economy (Ministry of Tourism and Creative Economy/Tourism and Creative Economy Agency). This certification process is financed by the Ministry of Tourism and Creative Economy, so it does not become a burden for tourism business managers, which means this certification is free (Kemenparekraf, 2020).

The Ministry of Tourism handed over the certification process to PT. Sucofindo and the consortium (PT. Mutu Agung Lestari and PT. TUV Rheinland Indonesia).

CHSE Certification Process, according to Sucofindo as below:

PICTURE 1

What is CHSE Certificate?

APA ITU SERTIFIKASI CHSE ?

“ Sertifikasi CHSE adalah kegiatan penilaian untuk melihat tingkat kesiapan industri pariwisata dalam menerapkan protokol kesehatan COVID-19 berdasarkan aspek **Kebersihan, Kesehatan Keselamatan, dan Kelestarian Lingkungan.** ”

Sertifikasi CHSE tidak wajib dan dibiayai seluruhnya oleh KEMENPARREKRAF. Pelaku usaha mengajukan permohonan untuk pelaksanaan sertifikasi CHSE.

Sertifikat CHSE tidak sama dengan sertifikat usaha, sehingga tidak mempengaruhi sertifikat yang sudah dimiliki oleh pelaku usaha.

Logos: BUMI LINTAS INDONESIA, U/DO CARE, Kementerian Pariwisata dan Ekonomi Kreatif, Sucofindo, MUTU, TÜV Rheinland.

Source: Sucofindo (2021)

PICTURE 2

The rule of standard CHSE

Peraturan Menteri Pariwisata dan Ekonomi Kreatif No. 13 Tahun 2020 tentang **STANDAR DAN SERTIFIKASI KEBERSIHAN, KESEHATAN, KESELAMATAN, DAN KELESTARIAN LINGKUNGAN SEKTOR PARIWISATA DALAM MASA PENANGANAN PANDEMI CORONA VIRUS DISEASE 2019.**

Panduan Pelaksanaan Kebersihan, Kesehatan, Keselamatan, dan Kelestarian Lingkungan (hotel, restoran/ rumah makan, daya tarik wisata, homestay/pondok wisata, dst.)

KOMPONEN

DIMANSI, KRITERIA, DAN INDIKATOR	KEBERSIHAN	Manajemen/Tata Kelola Kesiapan Karyawan/ Sdm Partisipasi Pengunjung/Tamu
	KESEHATAN	
	KESELAMATAN	
	KELESTARIAN LINGKUNGAN	

Logos: BUMI LINTAS INDONESIA, U/DO CARE, Kementerian Pariwisata dan Ekonomi Kreatif, Sucofindo, MUTU, TÜV Rheinland.

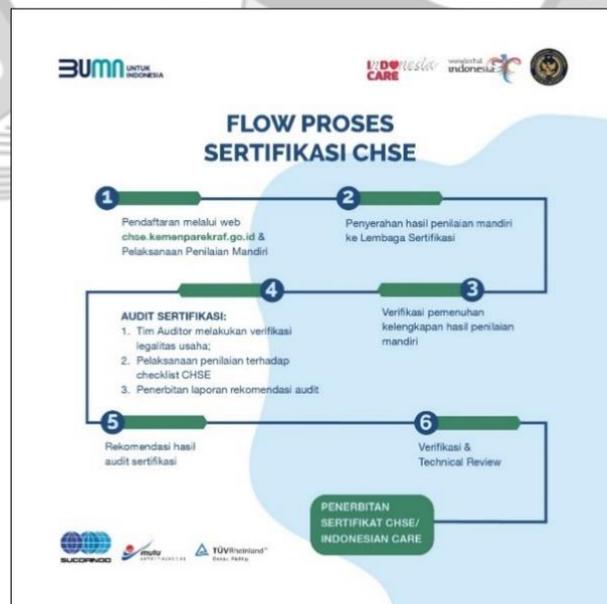
Source: Sucofindo (2021)

PICTURE 3
Certificate CHSE



Source: Sucofindo (2021)

PICTURE 4
Flow Process CHSE Certificate



Source: Sucofindo (2021)

PICTURE 5

Registration Process of Business Owners



Source: Sucofindo (2021)

PICTURE 6

Contact US



Source: Sucofindo (2021)

The tourism sector has begun to tighten the implementation of protocols and standards for hygiene, health and safety by using the CHSE guidelines. CHSE is a Ministry of Tourism and Creative Economy program in the form of implementing health protocols based on Cleanliness, Health, Safety, and Environment Sustainability. The implementation of this program is to carry out CHSE certification for business owners in the tourism industry and creative economy, including the following: tourism businesses include tourist transportation services, hotels/homestays, restaurants/restaurants, to Meetings, Incentives, Conferencing, Exhibitions (Suara.com, 2021).

Other related businesses/facilities include tourist information centers, places for selling souvenirs, public toilets, and other tourism-related businesses or facilities. The community environment includes an administrative scope such as the Neighbourhood Association, Village, which is part of a tourist area or close by to a tourist site. Tourist destinations include all destinations that are within the scope of the province: city/district or village.

Hotels that implement a good CHSE (Cleanliness, Health, Safety and Environmental Sustainability) protocol are expected to be an attraction for guests and create public trust in the service quality of a hotel. With maintained cleanliness and CHSE certification, it is hoped that the hotel industry will be better at maintaining Hygiene and Sanitation, and can implement health protocols in preventing the transmission of Covid-19.

Qubika Boutique Hotel is a three-star hotel with a location in Gading Serpong Tangerang. According to Accademia (2002) A Boutique Hotel offers interesting,

unique theme designed throughout the hotel, with exceptional high Quality in-house products, with services to suit the customer's need and desires. Qubika Boutique Hotel has a unique building concept made of used containers. This hotel started its business in June 2020, where the covid-19 pandemic is still ongoing, these two things are the main attraction of researchers to research this hotel, how good CHSE implementation will be one component of increasing the attractiveness of guests in deciding to stay in this new normal, so that in the end it increases hotel occupancy and can compete with other hotels.

With the government regulation regarding the implementation of the Health protocol to the new normal using the CHSE protocol, business owners must make adjustments to their operational activities. One of the hotels that implement the CHSE health protocol is the Qubika Boutique hotel. Seeing a change in service during this new normal, the implementation of the CHSE protocol is something that must be considered in order to regain guest trust.

This research was inspired by Nelisye Lumanauw- Bali International Polytechnic. The objects and samples used are different from those used in previous studies so that it is possible to get different results. This study uses the Qubika hotel as the object of research. The general objective of this research is to find out how the implementation of health protocols during the Covid-19 pandemic at the Qubika boutique hotel.

B. The Formulation of The Problem

In research at the Qubika hotel, researchers will use the following problem formulation:

1. How is the implementation of the CHSE during Covid-19 Pandemic at Qubika Boutique hotel?
2. How is the implementation of CHSE increase the trust of hotel guests in deciding to stay at Qubika Boutique Hotel?

C. Purpose of the Research

The purpose of this research are as follows:

1. Analyse whether the implementation of CHSE standards in rooms, public areas and other hotel facilities has implemented CHSE properly.
2. Analyse how the CHSE implementation will affect guest trust to stay Qubika Boutique Hotel.

D. Benefit of the Research

It is hoped that the output will be in the form of a conclusion whether implementing CHSE correctly has a positive or negative impact on the management of a hotel, especially the Qubika Boutique hotel, so that it can be a future reference.

1, Theoretical benefits

This research is expected to provide benefits in order to increase knowledge in the hospitality sector and understanding of the application of health protocols during the Covid-19 pandemic.

2. Practical Benefits

It is hoped that the results of this study can be used by hotel management in implementing health protocols during the Covid19 pandemic at Qubika Boutique hotel.

E. Systematic Writing

1. CHAPTER I – INTRODUCTION

Contains the background of the author choosing this topic, the formulation of the problems that arise, the research objectives and what are the benefits of this research.

2. CHAPTER II – LITERATURE REVIEW

Discussion of the theory used, standards used in research and comparison from which sources determine a decision to be made and regulations from government regulations that require parties to comply with the rules in implementing the CHSE.

3. CHAPTER III – RESEARCH METHOD

This chapter discusses the methods used how to collect data, analyse the data that has been collected, analyse and compare from the standards that have been applied.

4. CHAPTER IV – RESULTS OF ANALYSIS AND DISCUSSION

This chapter describes the results of the data analysis that has been collected and its discussion

5. CHAPTER V – CONCLUSION AND SUGGESTION

This chapter contains conclusions that can be drawn from the results of the previous chapter's discussion and suggests which one is the best from the available data set.

