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THE APPLICATION OF CLEANLINESS, HEALTH, SAFETY (CHS) ON HOMESTAY IN THE NEW NORMAL ERA

Tuwuh Adhistyo Wijoyo, Ray Octafian, Aletta Dewi Maria*
STIEPARI Semarang, Indonesia
**aletta.dewimaria@gmail.com*

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ABSTRACT

Background: One of the countries that has also been affected by this pandemic is Indonesia. Having a large area, of course, makes the Indonesian government expected to move quickly in dealing with the pandemic that has caused turmoil in several sectors of the Indonesian economy, one of which is the tourism sector. The policies implemented by the government brought the community into a period called the New Normal era. Tourist villages are expected to be able to start opening tourism activities, one of which is homestays by implementing strict health protocol which are summarized in the Cleanliness, Health, and Safety (CHS) program, even by the CHS ministry this is used as a new competency in the hope of increasing public trust in the new normal era.
Aim: This study aims to discover the implementation of CHS in homestays in Sikasur Tourism Village during the New Normal period.
Method: This study uses a naturalistic method. This method is used to research in a natural place.
Findings: There is an answer finding in this study related to the application of CHS to homestays in this new normal period, namely the shadow of fear of the spread of covid must be eliminated through the readiness of each tourism actor, continue to obey the health protocols during the process of building tourism and eliminate first looking for as much profit as possible. Which actually worsened the situation and harmed many parties.

KEYWORDS *CHS, Homestay, New Normal*

INTRODUCTION

Coronavirus is a virus that can cause illness in humans and animals. This type of virus if it occurs in humans can cause respiratory tract infections, ranging from the common cold to serious diseases such as Middle East Respiratory Syndrome (MERS) and Severe Acute Respiratory Syndrome (SARS). An outbreak of a new type of corona virus appeared in Wuhan, China, in December 2019, later called Severe Acute Respiratory Syndrome Coronavirus 2 (SARS-COV2), which causes Coronavirus Disease 2019 (COVID-19). It is very rapid spread to several areas far from the center of the outbreak made the World Health Organization (WHO) set the outbreak to be a global pandemic in March 2020. WHO data shows the international distribution of COVID-19 as of December 31, 2020 is as follows:

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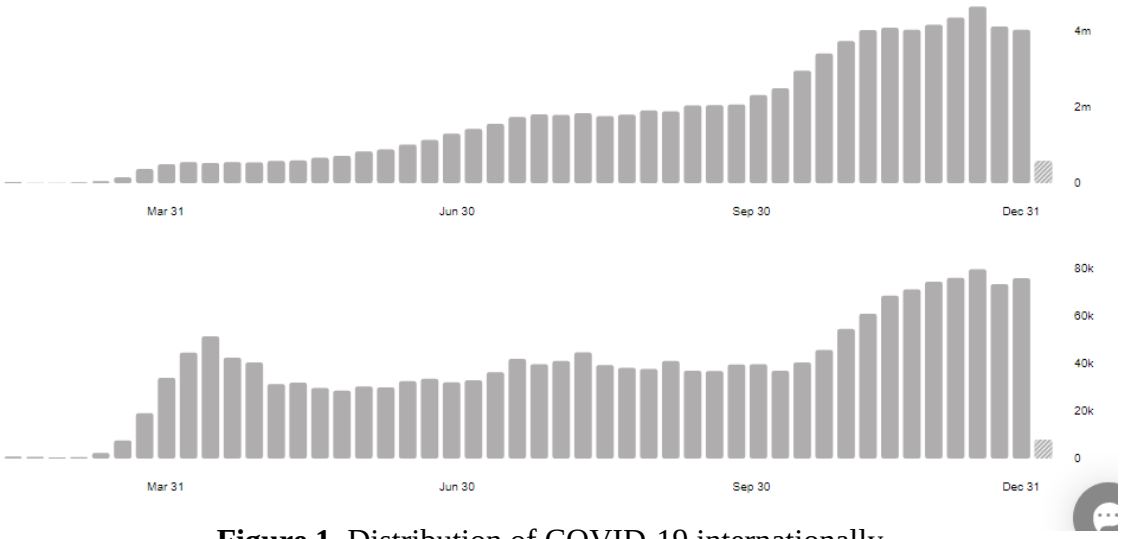


Figure 1. Distribution of COVID-19 internationally
Source: https://covid19.who.int/

The picture above shows that this pandemic has 222 countries in the world that have found their people exposed to the virus and as of December 28, 2020, there were 83,326,479 confirmed cases of COVID-19 exposure, an increase of 4,035,226 from the previous weeks. This means there is still the possibility that more cases could be added given the vaccine has not yet been found and the spread is very fast.

One of the countries that has also been affected by this pandemic is Indonesia. Having a large area, of course, makes the Indonesian government expected to move quickly in dealing with the pandemic that has caused turmoil in several sectors of the Indonesian economy, one of which is the tourism sector. The tourism sector, which is still under the government's focus to be developed, has experienced a considerable impact, even this is supported by a survey conducted by the Tourism Village Institute regarding tourist villages affected by COVID-19 (Prabowo, Hamid, & Prasetya, 2016). The tourist village itself is one of the tourist attractions that is also being developed to attract tourists, it can be called a tourist village if it meets certain requirements. A survey from the Tourism Village Institute conducted in 2020 on 97 tourist villages in Indonesia found no less than 92.8% of villages (or around 90 villages) were affected by the COVID-19 pandemic (Fitriana, Simanjuntak, & Dewanti, 2020). From this, it can be interpreted that of the 97 villages that were almost completely affected, this impact was also caused by the policies implemented by the government to decide on the transmission of COVID-19, including large-scale social restrictions (PSBB), policies for the 3M movement (wearing a mask, washing hands and keeping a distance).

The policies implemented by the government brought the community into a period called the New Normal era. New Normal can be interpreted as a change in behavior in carrying out daily activities with the addition of several health protocols to prevent the spread of COVID-19. Health protocols have also begun to be implemented in several places, one of which is a tourist attraction in the hope that tourism will begin to recover slowly (Ibori, 2013; Wedatama & Mardiansjah, 2018). Tourist villages are expected to be able to start opening tourism activities, one of which is homestays by implementing strict Health Protocol which are summarized in the Cleanliness, Health, and Safety (CHS) program, even by the CHS ministry

this is used as a new competency in the hope of increasing public trust in the new normal era (Puspitasari, Ahimsa-Putra, & Wijono, 2019).

The Sikasur tourist village, located in Pemalang Regency, is also one of the villages affected by the pandemic and social restriction policies. Tourist activities such as clean water rafting had to be canceled, approximately 20 homestays that were prepared had to give up vacancies for a while. Some homestay managers stated that they did not know anything about the CHS program, what had to be prepared regarding the CHS program so that they as homestay managers had not been able to implement it. Along with community service related to the management of homestays in Sikasur Village by one of the universities, namely STIEPARI Semarang, this research was carried out, namely regarding the application of CHS to homestays in the new normal period in the Sikasur tourist village.

Based on the above background, the problem under study is how to apply CHS to homestays in the tourist village of Sikasur in the new normal period? The purpose of this study is to describe and explain the application of CHS to homestays in the tourist village of Sikasur in the new normal period.

METHOD

This study uses a naturalistic method which belongs to qualitative approach. This method is used to research in a natural place, the research does not make treatment because in data collection, the researcher is emic, which is based on the views of the data source not the view of the researcher (Sugiyono, 2019a).

In qualitative research, it does not use the term population, but is called "Social Situation" which is stated as the object of research that you want to know or what is happening in it (Sugiyono, 2019a). The social situation consists of three elements, namely place, actor and activity. In this study, the place itself is a homestay in the tourist village of Sikasur, people are homestay managers and the activity is the application of CHS in each homestay where the situation is the new normal era.

For the sampling of data sources in this research is purposive by determining the sample unit has reached the level of redundancy (Data is saturated and cannot provide new information) (Sugiyono, 2019b).

The data obtained were collected through interview and observation techniques and analyzed by steps, namely data reduction, data presentation, and drawing conclusions.

RESULTS AND DISCUSSION

To support the rise of tourism, several tourism actors have started implementing the 3M program, and each accommodation is expected to implement the Cleanliness, Health, and Safety (CHS) program to build the trust of tourists who want to stay.

The data that has been collected is then reduced, so that the following results are obtained.

Homestay Conditions Before the Pandemic

The question about the state of the homestay before this pandemic aims to find information about the homestays that the informants managed before the COVID-19 pandemic, some of the interviewed informants answered that the homestays that were managed on average were relatively new, lacked understanding of homestays, the state of the homestay still needed a lot

to be re-examined so that it deserves to be called a homestay, it is still necessary to learn elsewhere about homestays.

The following is an excerpt of an answer from an informant regarding the state of the homestay before the pandemic:

"*... when talking about before this pandemic, I personally as one of the homestay managers if you are honest, I am still learning to prepare homestays. In my opinion, the important thing is that homestay guests who come can sleep, can take a shower, in the morning I have to prepare them for breakfast, that's all but in reality, after there are activities from the STIEPARI Semarang campus I understand more what I have to prepare, the meaning of homestay what is it like. It was also time for some of our village tourism drivers to be assigned to attend homestay training, the last time was in Semarang in Kandri Village, from the results of that training I also learned to prepare for homestays, because when I was assigned, I was hindered by my main job. In the past, before the pandemic, this homestay had received several guests staying, only there were not many and the average stay was at least two days and one night.* ....(Informant 1)"

"*... if before the pandemic, my homestay only stayed 2-3 times, because I just opened my homestay a few months ago, when I attended training at a homestay in Semarang, I found several things that I had to provide, but after returning from Semarang, this pandemic happened. Luckily, there are activities from STIEPARI related to homestay management, especially during this pandemic, to be honest what we have applied so far is only 3M, we want to understand and understand about CHS so that we can apply it in our homestay..*(informant 4)"

Homestay Condition During Pandemic/New Normal

The next question regarding the state of the homestay during the pandemic/new normal aims to find information about the homestay that the informant manages during the COVID-19 pandemic or in the new normal, some informants stated that they were too focused on existing policies so they just waited and waited for other policies, health protocol it has been set but to open a homestay is still waiting to come back considering that several places are carried out by PSBB, besides that the pandemic is not included in their preparation because they are still preparing to become a true homestay so the homestay (Kemenparekraf, 2018, 2020).

The following is an excerpt of an answer from an informant regarding the state of the homestay during the pandemic or new normal:

"*...if during a pandemic? quiet, honestly quiet like there is no life, all scheduled tourist activities have to be cancelled, all activities are limited, tourist attractions before the health protocols were implemented had to be closed first... now for the current situation, what was said to be new normal is more or less the same like during the first pandemic, what made some tourist attractions different were starting to open with the implementation of health procedures or usually the 3M movement, keeping a distance, wearing masks and washing hands. It is hoped that with the opening of tourist attractions, homestays can begin to follow or be allowed to open according to the applicable health protocols…*(informant 2)"

Understanding of CHS

The question continues regarding the understanding of CHS in the new normal, this question aims to find out to what extent the managers who were selected as informants understand about the program as well as the guidelines that have been made to be applied in this new normal period.

Here are some excerpts from answers from informants regarding the understanding of CHS in the new normal:

"*...before there was a dedication from STIEPARI Semarang regarding CHS homestay, what we knew was only limited to 3M, maintaining distance, wearing masks and washing hands. That's what we apply, we don't understand exactly what CHS looks like*....(informant 1)"

"*...I agree with the opinion that what we knew before there was the STIEPARI Semarang team, was only 3M. We just heard the term CHS, so far, we have applied it in front of the house, given tools to wash hands, ready hand sanitizer. So I'm very grateful that we got a new perspective in this new normal period, I hope that after we understand about CHS it can be immediately applied, so that guests who initially doubted or were afraid can now trust again and we can convince guests or tourists who at that time visited that this village is safe, strict in implementing health procedures and tourism is starting to grow again..*(informant 3)"

Application of CHS in the New Normal Period

The next question regarding the implementation of CHS in the new normal period is to find out whether the homestay they manage has implemented CHS or not, this is done to find out the difference in the level of visits during this pandemic.

Here are some excerpts from answers from informants regarding the understanding of CHS in the new normal:

"*... after knowing and understanding CHS, I will immediately apply it to my homestay, hopefully not only me but all managers can apply it, this CHS is not only for homestays, but restaurants must also implement it. For those who don't understand because they can't attend and participate in activities with STIEPARI yesterday, they will be assisted in preparation so that we can together make this tourist village come back to life, yesterday it was mentioned that CHS does not have to be certified first but it is better to be prepared according to the guidelines that have been provided. made, the aim is to foster guest trust first, and at least the homestay is also ready to receive guests in the midst of this new normal* .. (informant 4)"

"*...I don't really understand if we are too late to understand about CHS and its implementation, so far what we have implemented is only the 3M Healt Protocol, even homestays were forced to close first, only a few still want to open including the homestay you visited yesterday, With the existence of this CHS, we can then implement it, maybe this will be the first step for us to start opening up to limit visits, so that we will continue to implement the rules recommended by the government and tourism will start to rise.* .. (Informant 2)

"*...almost the same as other opinions, I just hope that this CHS is able to pave the way for tourism in our village to rise again, immediately apply CHS in each accommodation, continue to comply with Prokes, what I am personally afraid of is that each tourism actors who increase profits for themselves so as to make the situation worse and no longer pay attention to or tighten the process....*(Informant 1)"

In the pre-pandemic situation, the informant explained that although their homestay still needed to be reviewed regarding the facilities provided, it did not rule out the possibility that there were still guests who were interested in staying even though they did not have a long stay.

The pandemic period forced everyone to start changing behavior or what was called the new normal, the informant stated that this pandemic period was beyond their expectations when they were cleaning up to prepare a decent homestay that was in accordance with the homestay criteria. The new normal has finally become a hope for homestay managers since several tourist attractions were opened with the implementation of the health protocol, they hope that the established health protocol are able to awaken guest confidence so that they are interested in staying at Sikasur Tourism Village.

The health protocol with the term 3M is better known by the homestay managers in Sikasur village, thus making them not understand that the government has made guidelines and certification programs related to the steps that must be applied in the new normal, these steps are given with the aim of ensuring that the homestays that are managed already use health protocol standards and also apply CHS (Cleanliness, Health, and Safety) to foster guest trust and also attract interest to stay.

The CHS guidelines provided by the government have not been fully implemented by the homestay managers in Sikasur Tourism Village, they are still in the process of preparing a proper homestay, making the manager not prepare steps when the pandemic takes place. In the midst of this new normal period, the 3M Prokes is a step for each tourist attraction to start opening and through the readiness of homestays that have implemented CHS will be a step to attract visiting guests and foster guest confidence that homestays that are managed are safe.

It is hoped that from the results of this research, it is still necessary to provide assistance from academics, especially regarding CHS in this new normal period, so that the results of a survey from the Tourism Village Institute which states that several tourist villages affected by COVID-19 which require their activities to be stopped can restart their operations and contribute to improve the welfare of the people in the village.

CONCLUSION

The final conclusion of this study is that guests' trust during the pandemic is influenced by several things, including a later appeal for fear. To foster this trust, each tourism actor should implement the procedures recommended by the government. For accommodation, it is expected that they will start implementing the CHS program so that tourism that was initially slumped will rise again.

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