

The Implementation of Guidelines for Cleaning, Health, Safety, and Environmental Sustainability of Homestay/Tourism's Pondok in Pandanrejo Village, Purwokerto, Central Java

Ratih Pitria Purnamasari¹, Nenden Dianawati², Ita Maemunah³, Dody Affandi⁴

^{1,2,3,4}Politeknik Pariwisata NHI Bandung, Indonesia

rap@stp-bandung.ac.id

Abstract

The development of tourist villages is one of the efforts to grow local entrepreneurial potential, diversify tourism products, support the local community's economy, and revitalize local culture. One of the tourist villages that can be developed into a tourist destination is Pandanrejo Village, Purwokerto, Central Java. Pandanrejo is one of the tourist villages that is included in the top 50 best tourist villages in Indonesia which is assessed by the Ministry of Tourism and Creative Economy. To support the sustainability of tourist villages, this research was carried out as a measuring tool as a reference for control in the application of health protocol standards Cleanliness, Health, Safety and Environmental Sustainability (CHSE) to prevent the spread of the COVID-19 outbreak, especially in Homestays located in Pandanrejo Tourism Village, Purwokerto Regency, Central Java. This health protocol standard refers to the book Guidelines for the Implementation of Hygiene, Health and Environmental Sustainability Homestay / Pondok Wisata issued and published by the Ministry of Tourism and Creative Economy. This guidebook is intended for the tourism industry in preparing products and services that are clean, healthy, safe, and environmentally friendly during the Covid-19 pandemic. The research method used is a survey method for the application of general and specific guidelines according to the CHSE health protocol. The research team also used interview and observation methods to obtain the necessary.

Keywords

implementation; tourism destination; homestay, covid-19



I. Introduction

Coronavirus or in the Indonesian term referred to as Corona Virus is a collection of viruses from the subfamilli Orthocoronavirinae in the Coronaviridae family and the order of Nidovirales. This group of viruses basically can cause disease in birds, including human mammals (id.wikipedia.org). In humans, this virus can cause respiratory infections from mild in nature such as colds to those of a severe and deadly nature such as SARS and MERS. Coronavirus is currently developing and experiencing changes in variation which is then referred to as Covid-19 (Corona Virus Disease in 2019). (Nazar, M. et al. 2020). COVID-19 in Indonesia has spread to all 34 provinces with the most cases being in the capital city of DKI Jakarta, which reached 25.8% of the total 33,076 confirmed cases of COVID-19 infection in 2020. Several large and surrounding areas have implemented social restrictions. large scale that urges the public to work and do activities at home, which has a negative impact on several sectors. Various health protocols have been issued by the government to allow limited activities. The tourism industry must be prepared to be able to guarantee high levels of cleanliness, health, safety and environmental sustainability for the

products and services provided to tourists. The world health agency (WHO) has also announced that the corona virus, also called COVID-19, is a global threat worldwide. The outbreak of this virus has an impact especially on the economy of a nation and globally. These unforeseen circumstances automatically revised a scenario that was arranged in predicting an increase in the global economy. (Ningrum, P. et al. 2020)

The preparation of the guidebook involved many related parties, namely hotel and restaurant business associations, professional associations related to the hotel and restaurant sector, and academics. The implementation of this health protocol is very important as an effort to encourage the movement of the creative tourism sector and increase public trust and productivity so that they feel safe from COVID-19.

Homestay is one of the priority programs of the Ministry of Tourism which is predicted to be able to maximize the three elements of sustainable tourism, namely economic, socio-cultural and environmental for the community through tourism. These 3 elements can have positive implications because this type of business model is carried out on a small scale but has such a large impact. The community no longer gets the trickle of tourism but directly benefits from the tourism.

Pandanrejo Tourism Village is one of the tourist villages that is included in the top 50 best tourist villages in Indonesia which is assessed by the Ministry of Tourism and Creative Economy. This Tourism Village has 15 (fifteen) homestay units which are being developed. 9 (nine) homestay units have been running and 6 (six) other homestay units are in the process of developing facilities and infrastructure.

To support the development of Homestay in Pandanrejo Tourism Village, the research team is interested in conducting research on the implementation of health protocols in Pandanrejo Village, especially in the management of Homestay/Tourism Lodges. This study was also carried out as a measuring tool as a reference for control in the implementation of the CHSE health protocol, especially in Homestays in the Pandanrejo Tourism Village. Therefore, the research team took the title of the study, namely "Implementation of Guidelines for the Implementation of Hygiene, Health, Safety, and Environmental Sustainability Homestay/Pondok Wisata in Pandanrejo Village, Purworejo Regency, Central Java".

The aims of this research are: (1) To know the implementation of general guidelines for the CHSE health protocol at homestays/tourist lodges in Pandanrejo Tourism Village, Purworejo Regency, Central Java, (2) To find out implementation of special guidelines for the CHSE health protocol at homestays/tourist lodges in Pandanrejo Tourism Village, Purworejo Regency, Central Java.

II. Review of Literature

2.1 Homestay

Homestay is one of the lodgings that is widely developed in various tourist objects/destinations. Homestay is a privately owned house that is rented out as a place to stay for those in need. There are various kinds of facilities offered and they are not inferior to other types of lodging, including the price of rent per night. Even so, a homestay will still offer a simple, comfortable and safe impression for guests who stay.

2.2 Operational Procedure Standard

Standard Operating Procedures are guidelines used to ensure that the operational activities of an organization or company run consistently, effectively, efficiently, systematically and well managed" (Airini T. Soemohadiwidjojo: 2004). SOP is a guide for

workers in carrying out their duties in an organization or organization. company. With the SOP, employee performance will be in accordance with what the company wants. This SOP makes the activities of a job fast, efficient, effective and precise with the steps listed in the SOP to complete an organization or company activity. In general, SOPs in the form of a written document that becomes the basic basis for employees in carrying out their duties. Every activity or activity carried out by a company or organization will have different SOPs to facilitate overall activities and the organization or company carries out its activities regularly.

In the hospitality industry, SOPs are guidelines that must be carried out accurately and, in some cases, employees or management must add modified instructions or directions according to the circumstances at hand because hotel services have diverse guests and different needs and expectations that each person has. visiting guests. In operating and making SOPs at the hotel, the human resources department is responsible for ensuring the SOPs that have been made work as expected or not. All activities in the hospitality industry will be included in the SOP and make it a guide to run it, the activities carried out can be in the form of how to carry out, order of pronunciation, writing or how to document,

The objectives of SOPs include: a) Provide guidelines in identifying, formulating, compiling, developing, monitoring and evaluating SOPs in accordance with the main tasks and functions they carry out, b) Creating commitments regarding procedures carried out by work units. (Tjipto: 2010). This goal explains that SOPs are the main guidelines to be carried out by members of the organization or company that are made and become the performance standards of their members that are easy to monitor and evaluate work results. While the functions of SOPs are: 1) as a guide in carrying out tasks, 2) as a legal basis, 3) as a discipline controller, and 4) as information on work barriers.

Making SOPs must meet the principles, including convenience and clarity, efficiency and effectiveness, measurability, alignment, user-oriented, dynamic, compliance with the law, and legal certainty (PERMENPAN PER/21/M-PAN/11/2008). In making standard operating procedures, a management must meet the principles in its preparation so as to make the SOPs that have been made to function optimally and can be understood well and easily by every individual in the organization or company.

2.3 Service

The definition of service is any action or activity that can be offered by a party to another party, which is basically intangible and does not result in any ownership "(Kotler: 2008). the needs of consumers with the services that have been offered. Meanwhile, based on the Big Indonesian Dictionary, service is an effort to serve the needs of others while serving can be interpreted to help what is needed by others. This service activity is related to the inner satisfaction of consumers who receive services, all treatment What is given by the waiter in serving guests is given verbally or by action to please.

Service activities are invisible because there are interactions between consumers and service providers or other things provided by the company that are intended to solve problems.

In service there are four types of services, namely: 1) internal services, 2) external services, 3) customer-based services, and 4) form-based services. Meanwhile, the service characteristics consist of intangibility, inseparability, variability or heterogeneity, perishability and lack of ownership (Kotler 2014).

2.4 Guidelines for the Implementation of Hygiene, Health, Safety, and Environmental Sustainability Homestay/Pondok Wisata (Kemenparekraf RI)

Guidelines for the Implementation of Cleanliness, Health, Safety and Environmental Sustainability (CHSE) or hereinafter referred to as Guidelines for the Implementation of Cleanliness, Health, Safety and Environmental Sustainability in Homestays/Pondok Wisata is an operational guideline from the Decree of the Minister of Health Number HK.01.07/Menkes/382/2020 concerning the Health Protocol for the Community in Public Places and Facilities in the Context of Prevention and Control of Corona Virus Disease 2019 (Covid-19). This guide is intended for owners/managers, including people who help manage homestays/tourist lodges, and the surrounding community, in meeting the needs of guests for clean, healthy, safe, and environmentally friendly tourism products and services during the Covid-19 pandemic. This guide can also be a reference for the Provincial Government, Regency/City Governments.

In this book, there are two main guiding materials, namely general and specific guidelines. General guidelines include management/governance, owners and the community around the homestay/tourist lodge. Meanwhile, specific guidelines include 5 (five) homestay/tourist lodge service lines, starting from the reception room, bedroom, bathroom/toilet, kitchen, and other rooms around the homestay/tourist lodge.

III. Research Method

In this study, the type of research used is descriptive qualitative research. Where research is intended to understand the phenomena of what is experienced by research subjects such as behavior, perception, motivation, action, and others holistically and descriptively in the form of words and language in a special natural context and by utilizing various scientific methods.

The methods and types of data collection in case studies are very diverse, and can be adapted to the research objectives and the research object being studied. Yin (2014) said that collecting data from a case study approach with 4 (four) sources of evidence, including: a) Interviews, b) Observations, c) Literature Studies, and d) Documentation.

This study uses in-depth data analysis techniques or called in-depth analysis. The definition of in-depth analysis technique itself is to explore a phenomenon by looking at it step by step. The purpose of this in-depth analysis technique is to explore a case as well as to understand deeply about the problem itself. In this in-depth data analysis technique, it is trusted to examine problems on a case-by-case basis because qualitative methodologies believe that the nature of a problem will be different from the nature of other problems. Researchers must find strong evidence at this stage because at the beginning the conclusions are not absolute. If no such evidence is found, then at this stage the problem formulation will be answered. If the conclusions presented have been supported by appropriate and consistent information and evidence, then the conclusion can be said to be credible. Meanwhile, if the data held is not appropriate, a comparison of data must be carried out or commonly called triangulation in order to measure the truth of the data so that the data is not mistaken. In this stage, the researcher triangulates and compares each data by means of observation, interviews and documentation through resource persons.

IV. Discussion

Based on the survey of researchers to the Pandanrejo Tourism Village, there were 9 (nine) homestay units/tourist lodges that were observed by the researchers. The list of homestays is as follows:

Table 1. Homestay List of Pandanrejo Tourism Village 2021

NO.	Homestay name	Information
1	Oemah Cool	Active
2	Difa Homestay	Active
3	Fael Homestay	Active
4	Lia Homestay	Active
5	Holis Homestay	Active
6	Suwarto Homestay	Active
7	homestay 736	Active
8	Nugroho Homestay	Active
9	Panggih Aji Homestay	Active

Source: Researcher Processed Data, 2021.

Researchers collected data through surveys by conducting interviews with each homestay manager sourced from the Cleanliness, Health, Safety and Environmental Sustainability (CHSE) health protocol manual from the Ministry of Tourism and Creative Economy / Tourism and Creative Economy Agency (Kemenparekraf) which was then outlined in the form of a checklist as a data collection tool.

After the researchers made the results of the checklist for implementing health protocols according to the CHSE guidelines for homestays based on the Guidebook for the Implementation of Hygiene, Health, Safety, and Environmental Sustainability Homestay/Tourism Lodge from the Ministry of Tourism and Creative Economy/Tourism and Creative Economy Agency (Kemenparekraf/Baparekraf) in above, the researcher outlines the assessment as follows:

Table 2. The Implementation of General Guide of CHSE

NO	GENERAL GUIDE	IMPLEMENTED	
		YES	NO
1	General guidelines for management/governance	59.3%	40.7%
2	General guidelines for owners/managers and family members who live in homestays/tourist lodges, people who help manage homestays/tourist lodges, guests, and other parties who are active in homestays/tourist lodges.	48.5%	51.5%
3	General guidelines for guest interaction with the public	58.7%	41.3%
AVERAGE		55.5%	44.5%

Based on the results of the processed checklist data for the implementation of the CHSE protocol at homestays in the Pandanrejo Tourism Village, it was obtained that an average of 55.5% of general guidelines had been implemented, while 44.5% had not been implemented.

Table 3. The Implementation Special Guide of CHSE

NO	SPECIAL GUIDE	IMPLEMENTED	
		YES	NO
1	Specific guidelines for facilities in reception rooms	21.0%	79.0%
2	A special guide for guests in the reception room	30.6%	69.4%
3	A special guide for the owner/manager in the reception room	26.4%	73.6%
4	Specific guidelines for amenities in the bedroom	49.2%	50.8%
5	A special guide for guests in the bedroom	82.2%	17.8%
6	A special guide for owners/managers in the bedroom	46.7%	53.3%
7	Specific guidelines for facilities in the bathroom/toilet	58.7%	41.3%
8	Special guide for guests in the bathroom/toilet	70.4%	29.6%
9	Special guide for owner/manager in bathroom/toilet	75.0%	25.0%
10	Specific guidelines for facilities in the kitchen	35.2%	64.8%
11	A special guide for guests in the kitchen	83.3%	16.7%
12	A special guide for owners/managers in the kitchen	74.1%	25.9%
13	Specific guidelines for facilities in other rooms and the area around the homestay/tourist lodge	51.9%	48.1%
14	Special guidance for guests in other rooms and the area around the homestay/tourist lodge	70.4%	29.6%
15	A special guide for owners/managers in other rooms and the area around the homestay/tourist lodge	77.8%	22.2%
AVERAGE		56.9%	43.1%

Based on the results of the processed checklist data on the implementation of the CHSE protocol at homestays in the Pandanrejo Tourism Village, it was obtained that an average of 56.9% of the special guidelines had been implemented, while 43.1% had not been implemented.

Based on a number of research results that have been described above, it is known that the homestays/tourist lodges in the Pandanrejo Tourism Village, Purworejo Regency, Central Java, have not all implemented health protocols properly in accordance with the Guidebook for the Implementation of Hygiene, Health, Safety, and Environmental Sustainability Homestay. /Pondok Wisata from the Ministry of Tourism and Creative Economy/Tourism and Creative Economy Agency (Kemenparekraf/Baparekraf).

From the results of the percentage assessment, as many as 55.5% General Guide in The implementation of Hygiene, Health, Safety, and Environmental Sustainability in Homestays / Pondok Wisata has been implemented by homestays in Pandanrejo Tourism Village. This can be seen in the written warning regarding the Covid-19 protocol in several homestays, there are facilities for washing hands in the front area of the homestay, there is a guest book to collect guest data, and so on.

However, this has not been done optimally in several other homestays. There are still 45.5% of the general guidelines for CHSE management that have not been implemented by

homestays in Pandanrejo Tourism Village. Such as written information regarding procedures for self-rescue from natural disasters and fires, procurement of body temperature checks in each homestay, as well as the consistent use of masks by the owner and the community around the homestay, and so on.



In terms of implementationspecial guideThe implementation of Hygiene, Health, Safety, and Environmental Sustainability at Homestays / Pondok Wisata has been implemented by homestays in Pandanrejo Tourism Village,as much as 56.9% have been implemented in homestays.This can be seen from the facilities of the reception area, guest rooms, bathroom/toilet, kitchen and other room areas whose cleanliness conditions are well maintained by each homestay owner, community, and guests staying at the homestay.



In addition to cleanliness, sustainability in the homestay area and also from the environment around the homestay has been well maintained. This is evidenced by the absence of garbage scattered both in the homestay area and around the homestay which was found during the observations made by the research team.



However, there are still as many as 43.1% who have not implemented according to the standards in the guidebook. This can be seen from the lack of completeness of bathroom/toilet facilities in some homestays, separation of linen used for guests from linen used for owners/families, cleaning equipment and CHSE owned by each homestay, first aid provided at homestays, and so on.



The application of good health protocols and according to the CHSE health protocol standard in each homestay will make guests feel safer and more comfortable in it when resting or enjoying the food and drinks provided. In addition to guests, residents around the homestay will feel safe and calm. When the management/owner/manager implements good and standard health protocols, it is also a very good form of support for the Indonesian government's program to stop the spread of the COVID-19 virus in this country.

V. Conclusion

1. In the general assessment group with 3 assessment criteria obtained an average value of 55.5% has been carried out. Based on this general assessment, it can be concluded that the homestay currently operating in Dewa Pandan has not been optimal in implementing health protocols according to the CHSE guidelines for homestays.
2. In the special assessment group with 5 assessment areas, the average score was 56.9%. Based on a special assessment, it can be concluded that the homestay currently operating in Dewa Pandan has not been optimal in implementing health protocols according to the CHSE guidelines for homestays.

Recommendation

Referring to the results of research on implementation of the CHSE health protocol, the researcher will reveal several recommendations that are expected to be used as input for the parties concerned. As for the recommendations can be an aspect of improvement in improving the quality of service and comfort to guests. These recommendations include:

1. CHSE training for homestay
2. Excellent service training for homestay
3. Providing assistance for the improvement of homestay facilities
4. Conducting comparative studies to independent tourist villages to add insight, for example Panglipuran Tourism Village, Bali.

References

- Arini T. Soemohadiwidjojo. (2014). Mudah Menyusun SOP. Jakarta: Peneba Pila
- Kememparekraf. (2020). Guidelines for the Implementation of Hygiene, Health, Safety, and Environmental Sustainability Homestay/Pondok Wisata.
- Mertha, I Wayan & Putu Diah Sastri Pitanatri. (2018). Homestay-Mosaic of People-Based Tourism. Center for Research and Community Service, Nusa Dua-Bali Tourism College.
- Nazar, M. et al. (2020). Critical Discourse in Online News of Nadim Makarim's Statement in Covid-19 Case (Model Teun A. van Dijk). Budapest International Research and Critics Institute-Journal (BIRCI-Journal). P.5623-5631

- Ningrum, P. et al. (2020). The Potential of Poverty in the City of Palangka Raya: Study SMIs Affected Pandemic Covid 19. Budapest International Research and Critics Institute Journal (BIRCI-Journal). P. 1626-1634
- PERMENPAN PER/21/M-PAN/11/2008 <https://www.amesbostonhotel.com/pengertian-homestay/>
- Sugiyono. (2015). Easy Ways to Compose: Thesis, Thesis, and Dissertation. Bandung: CV. Alfabet.