

## The Strategy of CHSE Implementation in Kampung Lauk Babakan, Bogor

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### Abstract

*The Ministry of Tourism and Creative Economy (Kemenparekraf) issued a program of cleanliness, health, safety, environment sustainability or better known as CHSE. The CHSE concept is considered to be one of the solutions for Kampung Lauk Babakan because its components support environmental sustainability and the comfort of the actors. The management and community of Kampung Lauk Babakan do not yet know the concept of CHSE. The problem of Kampung Lauk Babakan is also important to address considering that this area is planned to be integrated with the Situ Gede tourist area and broadly develop the area. The CHSE implementation strategy in Lauk Babakan Village is carried out by using a SWOT analysis approach. The strategy used to implement CHSE is to improve the quality of human resources, strengthen regional institutions, determine and disseminate policies and regulations, develop regional objects and increase marketing and promotion.*

### Keywords

CHSE programme; thematic village; strategy implementation



## I. Introduction

The Covid-19 pandemic that has hit the world has made humans have to and should be nimble in defending their lives. Humans must think to continue their lives independently without having to depend on others. Society as the smallest unit in a social group is also required to maintain social life and the environment without having to depend on the government. Moreover, the pandemic condition has made the government focus more on handling Covid 19 (health sector), the economic sector and fulfilling the population's food. This makes people with all their needs to develop in their environment, are required to create activities that encourage social independence so that the needs for safe, comfortable and healthy lives can be fully met.

As a fairly large city, Bogor City requires facilities for recreational and tourism activities for its people. The city of Bogor offers various types of recreational and tourist facilities and activities such as Sempur Field, Bogor Botanical Gardens, various tourist villages and so on. Currently, the Bogor City Government initiates the embryo of a tourist attraction created by the people who live in the village environment. The village is a unitary living environment inhabited by a group of people consisting of families. Kampung is the only type of settlement that can accommodate the population with the lowest level of economy and education, although it is not closed to people with high income and education. (Khudori, 2002).

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The term thematic village is pinned by the Bogor City Government to map the potential of the village that can be used as an embryo of tourist attraction. The government encourages village communities so that they can then develop and make their village areas as economic land in the tourism sector. This development is also expected to be able to realize community independence and better arrangement of the village environment. Lauk Babakan Village is one of the thematic villages that was inaugurated by the Mayor of Bogor and the Head of the Bogor Police on July 1, 2020. Lauk Babakan Village became popular because this area grows fish in environmental ditches and there is a hydroponic plant area. Visitors can feed the fish, take pictures or just look at the hydroponic plants. Problems arise when the area has been inaugurated but the management of thematic villages has not been fully controlled by the local community. Environmental management regarding environmental cleanliness is the main point for village managers. The location of the village which is the end of the area makes Lauk Babakan Village seem to be an estuary for the flow of water that carries garbage. Especially when the rainy season arrives, waste becomes a difficult problem to deal with.

In 2020, the Ministry of Tourism and Creative Economy (Kemenparekraf) issued a program of cleanliness, health, safety, environment sustainability or better known as CHSE. The program is carried out as an effort to support the opening of tourism for local and domestic tourists, so that these tourists feel safe and comfortable when traveling (Subadra, 2021). The CHSE concept is considered to be one of the solutions for Kampung Lauk Babakan because its components support environmental sustainability and the comfort of the actors. The management and community of Kampung Lauk Babakan do not yet know the concept of CHSE. The problem of Kampung Lauk Babakan is also important to address considering that this area is planned to be integrated with the Situ Gede tourist area and broadly develop the area. This study aims to formulate a strategy for implementing CHSE so that the management of the Kampung Lauk Babakan area is in accordance with the tourist attraction standards issued by the Ministry of Tourism and Creative Economy. The implementation of CHSE is expected to make the village area more suitable for recreational and tourism activities. The existence of recreational and tourism activities is expected to assist managers in improving the quality of the area and for the community, recreational activities can be used as a livelihood so that it is expected to have an effect on improving their welfare.

## **II. Research Method**

The research was conducted in Lauk Babakan Village (-6.56912, 106.75090), Babakan Village, Bubulak Village, Bogor City. This location is close to the Dramaga Research Forest owned by the Forestry Research and Development Agency, the Center for International Forestry Research and the Situ Gede tourist attraction. The research uses qualitative methods. The type of data collected is related to the potential of tourism objects and the ability of managers and the community to apply the CHSE concept in Lauk Bubulak Village. Primary data collection was done by observation and interviews. Data analysis using the Kemenparekraf CHSE development concept approach (Kemenparekraf, 2021). The research was conducted in Kampung Lauk Babakan by taking into account previous research. The research of Mubarok and Putri (2022) states that thematic villages can overcome the problem of meeting basic needs in improving the quality of the housing environment for the poor and basic housing infrastructure. The application of CHSE should and should be carried out by each community component in the area (Ningsi dan Wibowo, 2022). The application of CHSE must and should be carried out by adequate human resources both in number and

understanding (Zaenab, Edison, & Kurnianingsih, 2022). Research by Nurrahma, Hakim dan Parmawati (2021) states that the application of CHSE can improve managers' understanding of environmental management and visitors and add facilities and infrastructure to support tourism activities. Arlinda dan Sulistyowati (2021) also emphasize that the correct implementation of the CHSE program can maximize visitor satisfaction. Hidayatullah et al. (2021) emphasized in their research that CHSE has an effect on the interest of returning tourists to tourist attractions. The Covid-19 pandemic raises public awareness of the importance of these components in every activity. The state of the art in this research is to prioritize the implementation of CHSE in every recreational activity at the research location and to focus on the design of area management so that the CHSE program is realized in accordance with existing guidelines.

### **III. Discussion**

#### **3.1 Existing Condition**

The Kampung Lauk Babakan area can be considered quite clean. This is because the surrounding community has realized the importance of clean living for their environment. The community has received training on cleanliness provided by the Bogor City Government. In addition, the community has also received visits from the Mayor of Bogor City and the Bogor City Police and their staff to inaugurate the Kampung Lauk Babakan area. So that people already have the experience to prepare the cleanliness of the area to receive guests. The problem of cleanliness in Lauk Babakan Village is usually encountered when the rainy season arrives. If it rains, the sewers of Kampung Lauk Babakan will be filled with various garbage that flows from the villages around the Kampung Lauk Babakan area. The flowing waste consists of organic and non-organic waste. At least 2-4 kg of garbage collected from 1 sewer flow in Lauk Babakan Village. People have tried to make nets in the gutters, but there is still a lot of garbage when the rainy season comes.

In the aspect of health, the manager of Kampung Lauk has received disease prevention facilities from the Environmental Service and the local Health Center, namely hand washing facilities, hand soap and disinfectants. This assistance was received in 2020 where the government began to prioritize the health aspect as one of the basics in tourism management. Kampung Lauk Babakan has a non-hazardous recreational attraction. This is because the activities offered are enjoying the area around while seeing a collection of large fish in the ditch of the area. The usual activities are feeding the fish and taking pictures. Aspects of environmental sustainability are carried out by applying area cleanliness. Garbage originating from the local area will be processed into small pieces and processed into multipurpose goods. Organic waste will be processed into organic fertilizer which is used for surrounding plants. Meanwhile, non-organic waste will be chopped into flakes and made multi-purpose items such as pots and chairs.

#### **3.2 SWOT Analyze**

The implementation of CHSE in Kampung Lauk Babakan has a vision, namely "Kampung Lauk Babakan as the Best Recreational Facility in Bogor City". The promotion of thematic villages in the city of Bogor gives people the opportunity to make their area better. By focusing on a clean area with potential for recreational activities, Kampung Lauk Babakan can be used as a recreational facility with educational properties for the people of Bogor City. Activities that previously existed can be reactivated and used as a further recreational attraction. With the vision created, several things that need to be prioritized to achieve the vision are the activation of pre-existing recreational activities. Improvements to existing programs, materials and management of recreational activities. Socialization and training

regarding previous program activations as well as meeting the needs for facilities and infrastructure to support the activation of recreational programs in Kampung Lauk Babakan. Some of the strengths, weaknesses, opportunities and threats obtained from the observations can be seen in Table 1. This analysis was made to see a description of the existing conditions and then determine the strategy for implementing the CHSE program in accordance with the capabilities and needs of the environment and community of Kampung Lauk Babakan.

**Table 1.** SWOT Analyze

No	Analyze	Description
1	Strength	a. The only village that puts fish as an attraction b. There are already visitors c. People feel proud of their village
2	Weakness	a. Lack of public knowledge about tourism management b. Lack of facilities and infrastructure to support recreational activities c. Not yet widely known KLB in the city of Bogor
3	Opportunities	a. People need recreational facilities b. The development of thematic villages is being promoted by the government c. KLB products that are not owned by the people of Bogor City
4	Threats	a. Garbage from nearby locations b. The same leisure products from competitors c. Another thematic village that has developed

### 3.3 Strategy Implementation

Clean, Health, Sustainable Environment program is adjusted to the indicators issued by the Ministry of Tourism and Creative Economy of the Republic of Indonesia. As a relatively new thematic village, Kampung Lauk Babakan is still pioneering and developing all potential objects to be used as recreational attractions. However, the community has determined one characteristic that can be used as the main attraction, namely the fish displayed in the ditch along the Kampung Lauk Babakan area. Thus, the community can focus on recreational development in the Kampung Lauk Babakan area by basing it on developing fish objects and making innovations on other objects that are able to support the existing main attraction. The results of interviews and discussions found that in order to achieve public trust, it is necessary to disseminate information about the CHSE program. However, in order to disseminate this program, other forms of training were made that are more attractive to the community and then the needs for the CHSE program were also conveyed. Dissemination of information about the CHSE program is aimed at each component of the community (Wibowo and Ningsi 2022) and can be conveyed in several community outreach activities such as training on food processing and packaging, the practice of making fish-based food and tourism awareness training.

### 3.4 The Increasing of Human Resources Quality

Improving community knowledge and skills is considered important to support the CHSE program. The application of CHSE must and should be carried out by adequate human resources both in number and understanding (Zainab, Edison and Kurnianingsih 2022). Communities as managers and hosts in tourism activities are required to be more skilled in dealing with changes in the tourism atmosphere during the pandemic transition. Prospective tourists who are also affected by the pandemic will change both their characteristics, motives and behavior. Thus, human resources are needed that are able to adapt to these changes. The

people of Kampung Lauk Babakan have more or less realized that cleanliness is important to be implemented in their daily life.

### **3.5 Regional Institutions**

Institutional formation is needed to regulate the governance of the CHSE Program in Kampung Lauk Babakan. Community institutions can be used as a means of exchanging information for members of the institution. Institution members can also take part in training, socialization and certification to increase their knowledge and improve members' skills. In addition, certification of members as tourism actors can be used as support for members of the Institute to provide professional tourism services to tourists. Kampung Lauk Babakan already has a thematic village institution, namely the Tourism Observer Group (Kompepar). Kompepar can serve as a medium and initiator to design and develop tourism products that can be introduced to the wider community in order to move the village economy from the potential that the village has.

### **3.6 Determination and Dissemination of Policies and Regulations**

Policies in the CHSE Program can be used as a measure of implementation performance to determine achievement according to predetermined standards (Zainab, Edison and Kurnianingsih 2022). covid-19 in each region. Determination and dissemination of operational standards for cleanliness, health, safety and environmental sustainability in each element of society and other parties carrying out activities in Lauk Babakan Village can be carried out directly or indirectly. Standard operating procedures are prepared by taking into account the characteristics and focus of development of Kampung Lauk Babakan.

Policies and regulations regarding CHSE for Kampung Lauk Babakan can be found in the CHSE Implementation Guide at tourist attractions. This is because thematic villages are considered as embryos of tourist destinations so that they can then be approached as tourist attractions. In addition, Kampung Lauk Babakan has also received visits from tourists both as recreational actors and as tourists with this type of educational tour. Panduan Pelaksanaan Cleanliness, Health, Safety and Environmental Sustainability (CHSE) or hereinafter referred to as Panduan Pelaksanaan Kebersihan, Kesehatan, Keselamatan, dan Kelestarian Lingkungan di Daya Tarik Wisata is the operational guide of Keputusan Menteri Kesehatan Nomor HK.01.07/Menkes/382/2020 tentang Protokol Kesehatan bagi Masyarakat di Tempat dan Fasilitas Umum dalam Rangka Pencegahan dan Pengendalian Corona Virus Disease 2019 (Covid-19). The establishment of policies and regulations related to CHSE in Lauk Babakan Village is carried out for socialization, learning and assistance in the application of cleanliness, health, safety, and environmental sustainability in order to increase the confidence of the parties as well as the reputation of businesses and tourism destinations. The provisions contained in this guide refer to the protocols and other provisions that have been established by the Government of Indonesia, World Health Organization (WHO), and World Travel & Tourism Council (WTTC) in the context of preventing and handling Covid-19. Sihombing (2020) state that Covid-19 pandemic caused everyone to behave beyond normal limits as usual. The outbreak of this virus has an impact especially on the economy of a nation and Globally (Ningrum, 2020). The problems posed by the Covid-19 pandemic which have become a global problem have the potential to trigger a new social order or reconstruction (Bara, 2021).

### **3.7 Regional Object Development**

Thematic village is one of the innovations to overcome problems at the village level, especially in improving the quality of the environment and basic housing facilities (Mubarok and Putri, 2022). The establishment of Kampung Lauk Babakan is the implementation of the

thematic village program which aims to change the location that is not useful to be more useful, improve the cleanliness of the area, increase community participation and increase the social and economic potential of the community. Product innovations offered in tourist areas are also important to do during the recovery period so that tourists can enjoy something new in tourist attractions compared to before the pandemic. Kampung Lauk Babakan can develop outputs in the form of benefits from the attractiveness of fish that are of interest to the community and then sold to visitors. Food products that can be sold such as nuggets or shredded fish.

### **3.8 Marketing and Promotion**

Digitization in the tourism sector is a demand for tourism actors. Optimizing the use of digital media can be used to promote and market tourism objects in an area. Even some characteristics of tourists such as millennial tourists are always looking for travel information digitally. Socialization of the CHSE concept needs to be carried out in response to the new era of tourism in the transition to the Covid-19 pandemic. Currently, Kampung Lauk Babakan has not done any direct marketing and promotion at all. Dissemination of information about Kampung Lauk Babakan is carried out spontaneously by visitors who have come to the area before or from the mass media who have covered the opening of the area as a thematic village in 2020. Thus, area managers can create media that can connect Kampung Lauk Babakan with prospective future visitors. Managers can use social media to inform all forms of potential and activities that exist and are carried out in Kampung Lauk Babakan.

## **IV. Conclusion**

Kampung Lauk Babakan is included in the thematic village in the city of Bogor. The village area is made in such a way as to be able to utilize and develop the existing potential. The CHSE program is a standard for implementing tourism activities that can be implemented in Kampung Lauk Babakan. The strategy for implementing CHSE in Kampung Lauk Babakan is carried out by analyzing the strengths, weaknesses, opportunities and threats. The implementation strategy that can be done is by improving the quality of human resources, strengthening regional institutions, determining and socializing policies and regulations, developing regional objects and increasing marketing and promotions.

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