

IMPLEMENTATION OF STALL HEALTH PROTOCOLS IN TOURIST AREA

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ABSTRACT

At the beginning of 2020, the world was shocked by the emergence of the Covid-19 virus, which spreads so massively and quickly and has fatal consequences for the human body. This has forced the world to make many changes, including in making contact with humans to avoid the wider spread of the virus. These social restrictions have a significant impact on people's lives, one of the most felt impacts is the increasingly sluggish economic and business activities in Indonesia, including the tourism sector. As one element of a tourist location, stalls in tourist attractions must participate in implementing the CHSE (Cleanliness, Health, Safety, Environment Sustainability) protocol which was initiated by the Ministry of Tourism and Creative Economy to ensure the safety of tourists who want to explore Indonesia. Therefore, an idea was made as a problem solver for stall business actors to be able to understand and apply health protocols in every business activity. This activity provides guidance in the form of counseling and assistance regarding the application of standard health protocols in business activities during the transition period of the Covid-19 pandemic. This is intended to reduce the risk of spreading the Covid-19 virus. In addition, this service activity can be one of the activities that provide practical benefits for stall business actors so that they can continue to carry out business activities during the transition period of the Covid-19 pandemic.

Keywords: health protocols; stall; tourism

INTRODUCTION

At the beginning of 2020, the world was shocked by the emergence of the Covid-19 virus which was first discovered in the city of Wuhan, China. The Covid-19 virus can cause respiratory problems and pneumonia. The clinical symptoms that appear vary, ranging from symptoms of the common cold (cough, runny nose, sore throat, muscle pain, headache) to severe complications (pneumonia or sepsis) (DKI Jakarta

Government, 2020). Total infections of the Corona COVID-19 Virus worldwide on Friday as of May 7, have reached 155,623,871 cases (Amani, 2021). Meanwhile, Covid-19 cases in Indonesia as of May 6, have reached 1,697,305 positive cases with the death toll reaching 46,496 (Supriatin, 2021).

The spread of the virus is so massive and fast and has fatal consequences for the human body, forcing the world to make many changes,

including making contact with humans to avoid a wider spread of the virus. Governments around the world have acted quickly by issuing policies that restrict their citizens from having direct human contact. The Indonesian government chose to adopt the PSBB or Large-Scale Social Restrictions policy. The existence of this policy has had a significant impact on people's lives, one of the most felt impacts is the increasingly sluggish economic and business activities in Indonesia

The Central Statistics Agency (BPS) announced that Indonesia's economic growth in the second quarter of 2020 decreased by 5.32% or the lowest since 1999. Many businesses experienced losses due to reduced people's buying power, one of the business sectors affected was the tourism sector. The Indonesian Chamber of Commerce and Industry (Kadin) noted that until the end of 2020 the total loss to the tourism sector due to the Covid-19 pandemic coupled with the PSBB policy reached more than Rp. 10 trillion. In addition, Sandiaga Uno as the Minister of Creative Economy said around 30 million jobs in the tourism and creative economy sectors were affected by the Covid-19 pandemic (Bisnis.com, 2021). To overcome these problems and to ensure

the safety of tourists who want to explore Indonesia, since 2020 the Ministry of Tourism and Creative Economy has introduced Indonesia CARE. Indonesia CARE is an initiative for Indonesian tourism companies to implement hygiene, health, safety, and environmental sustainability measures, or CHSE (Thejakartapost.com, 2020).

During the Covid-19 pandemic, many natural attractions were developed by the community. One of these natural attractions is Bukit Nangela which is located in Urug Village, Tasikmalaya City. One of the initiators of nature tourism in Bukit Nangela, Hery Sulihudin, said that at first Bukit Nangela was only a place for selfies to create content because Bukit Nangela offered views of forest areas belonging to Perhutani, but now it continues to be developed with the construction of stalls (Rukanda, 2020). As one of the elements of a tourist location, stalls in Bukit Nangela must support the I DO CARE program so that they must implement the CHSE protocol. In addition, to ensure all tourist destinations implement the CHSE protocol, Menparekraf Sandiaga Uno will take firm action against tourist destinations that violate the application of health protocols at tourist sites (Safitri, 2021). Therefore,

the higher the level of urgency for the shopkeepers in Bukit Nangela to implement the health protocol.

Based on the problems above, a program for shopkeepers is needed, especially for stall business actors in Bukit Nangela so that they can understand and apply standard health protocols in each of their business activities. The program is guiding the form of counseling and assistance regarding health protocol standards in business activities during the transition period of the Covid-19 pandemic. This program is intended to reduce the risk of spreading the Covid-19 virus. In addition, through this service activity, it is hoped that it can be one of the activities that provide practical benefits for stall business actors so that they can continue to carry out business activities during the transition period during the Covid-19 pandemic.

IMPLEMENTATION METHOD

This service program uses the community education method. Community education includes training activities such as in-house training, counseling aimed at increasing understanding and awareness, and so on. (Morelli, 2015). Community education was carried out in the form of counseling

and assistance regarding the application of standard health protocols in business activities during the Covid-19 pandemic with the aim that partners are truly able to adapt and be able to maintain their businesses.

For the smooth running of this service activity, it is necessary to prepare and plan properly before carrying out activities. First, it is necessary to conduct field observations and analyze the knowledge of stall business actors in Bukit Nangela regarding the Covid-19 pandemic and the health protocol standards that need to be applied.

Then draft a standard health protocol for shopkeepers in Bukit Nangela. After that, coordinate with partners to determine the technical installation of health protocol equipment at stalls in Bukit Nangela. In addition, preparing tools and materials used in implementing standard health protocols install business activities during the Covid-19 pandemic.

Technically, the implementation of the activities of the PbM program began with providing additional knowledge about the Covid-19 pandemic and standard health protocols. After that, install the tools and materials used for

assistance regarding standard health protocols in business activities during the Covid-19 pandemic. Counseling on health protocol standards that need to be applied to stall is carried out using media in the form of a poster.

RESULTS AND DISCUSSION

This community service activity begins with conducting a site survey to find out the location of the stalls in Bukit Nangela and to identify the layout of each shop. Based on the survey results, the stalls in Bukit Nangela are located close together and are positioned on the side of the main road of tourist sites. Most of the stalls in Bukit Nangela still carry the concept of “lesehan”, but some combine “lesehan” with seating. The following are some of the layouts used by the stalls in Bukit Nangela.



Figure 1. Some Stall Layouts

The standard of health protocols that need to be applied by the place of business will depend on the type of business. Therefore, the team consulted with health workers to find out what health protocols the stalls needed to implement, especially those that sell food. In addition, the results of this consultation will also be material that will be included in the poster as a medium for socializing health protocols that need to be implemented by shops during the transition period of the Covid-19 pandemic.

During this Covid-19 pandemic, all forms of direct interaction need to be limited. Therefore, the team will conduct counseling regarding the application of standard health protocols for stalls through poster media. Furthermore, each point contained in the poster will be explained to representatives of the stall business actors in Bukit Nangela.

Before making the counseling poster, the team looked for information on standard health protocols that could be applied by stall businesses. After the materials for the poster content had been collected, the team designed a poster for the socialization of health protocols for the shopkeepers. The following is a poster given to shopkeepers in Bukit Nangela.



Figure 2. Socialization Poster

During the initial survey, there were still many shops that were closed due to the implementation of the Emergency PPKM (Enforcement of Community Activity Restrictions) policy since July 3. Therefore, the team encountered problems in collecting data so the team only collected data on the shops on August 20. The things that are recorded are the name of the shop and the size of the plastic barrier that will be installed as a barrier between the seller and the buyer. In addition to collecting data, the team also coordinates with partners regarding the timing and technical implementation. The results of discussions with partners, it was agreed that the implementation of the activity would be carried out 2 times and the technical installation of health protocol equipment would be assisted by several residents.

This community service activity was carried out 2 times. On the first day, the team provided personal protection to shop business actors in Bukit Nangela such as masks, gloves, hand sanitizers, and aprons. In addition, the team installed plastic barriers at each stall as a barrier when sellers transacted with buyers. The team also placed hand washing stations at several points around tourist sites close to the shop business. On the second day, the

team provided counseling using poster media.



Figure 3. Health Protocols Installation Activity

To see the implementation of the health protocols carried out by the shopkeepers in Bukit Nangela after the installation of personal protective equipment and counseling, monitoring was carried out several times. During monitoring, several stalls did not consistently apply health protocols such as not using masks and gloves.

However, the presence of plastic barriers can make them keep their distance and handwashing stations to make it easier for sellers and buyers to keep their hands clean before eating. In addition, posters posted in every stall can always remind them of the health protocols they need to implement. To maintain consistency in the application of health protocols, we

discussed with the coordinator of the stall business in Bukit Nangela to form a supervisory team. Based on the results of these discussions, a supervisory team was formed consisting of stall business actors and members of "Karang Taruna". The members of the supervisory team are Hery Sulihudin, Apud, Hasan Supardi, and Giyar Satya.



Figure 4. Monitoring Activities

CONCLUSION

Broadly speaking, the activities of implementation only encountered obstacles from government policies by imposing PPKM. With the

implementation of the PPKM, it is difficult for the team to collect data and provide counseling in groups. However, the community's response was quite enthusiastic, as evidenced by several residents who helped the team in installing health protocol equipment that needed to be applied by stall business actors such as plastic barriers, hand washing stations, and socialization posters.

During monitoring activities, most shops still apply health protocols, only a few stalls have not been consistent in implementing health protocols. However, the presence of plastic barriers, handwashing stations, and socialization posters can make it easier and continue to remind them to apply health protocols. However, to maintain consistency in the application of health protocols at shops in Bukit Nangela, a supervisory team was formed consisting of stall business actors and members of "Karang Taruna".

Even though a supervisory team and posters have been formed to remind the shopkeepers in Bukit Nangela, this implementation still needs the role of various parties, especially the local government and the shopkeepers themselves. The local government needs to realize that implementing health

protocols in Bukit Nangela can maintain the security of the area and can increase its tourist attraction. When Bukit Nangela consistently applies the health protocol, then the manager of Bukit Nangela can apply for a CHSE certificate issued by the Ministry of Tourism and Creative Economy. This CHSE is a certificate given to Tourism Businesses, Tourism Destinations, and other Tourism Products to provide guarantees to tourists for the implementation of Hygiene, Health, Safety, and Environmental Sustainability.

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