

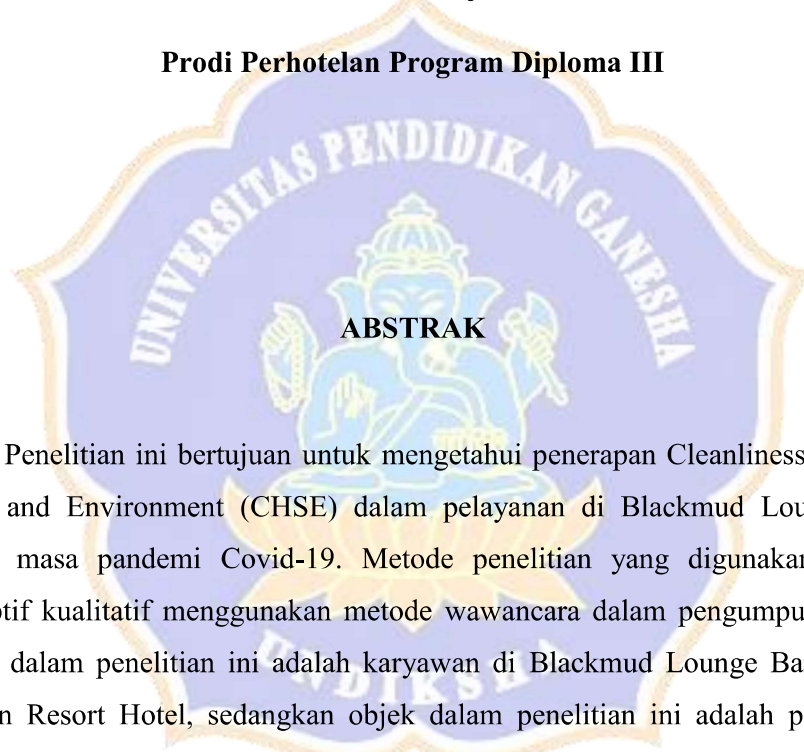
**PENERAPAN CHSE DALAM PELAYANAN
DI BLACKMUD LOUNGE BAR SELAMA MASA PANDEMI COVID-19**

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Penelitian ini bertujuan untuk mengetahui penerapan Cleanliness, Health, Safety and Environment (CHSE) dalam pelayanan di Blackmud Lounge Bar selama masa pandemi Covid-19. Metode penelitian yang digunakan adalah deskriptif kualitatif menggunakan metode wawancara dalam pengumpulan data. Subjek dalam penelitian ini adalah karyawan di Blackmud Lounge Bar di Bali Paragon Resort Hotel, sedangkan objek dalam penelitian ini adalah penerapan CHSE dalam pelayanan di restoran tersebut. Hasil penelitian menunjukkan bahwa CHSE dalam pelayanan di Blackmud Lounge Bar telah dilaksanakan sesuai dengan peraturan dan pedoman dari Kementerian Pariwisata dan Ekonomi Kreatif. Penerapan tersebut menyangkut lima indikator kualitas jasa yaitu *Responsiveness, Tangible, Empathy, Reliability, Assurance*. Dengan demikian tamu merasa telah diproteksi kebersihannya, kesehatan dan keselamatannya selama tinggal di hotel.

Kata Kunci : CHSE, Kualitas Pelayanan, Pandemi Covid-19, Protokol Kesehatan

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ABSTRACT

This research aimed to determine the application of Cleanliness, Health, safety and Environment (CHSE) in services at the Blackmud Lounge Bar during the Covid-19 pandemic. The research method used descriptive qualitative with interviews employed as data collection method. The subjects in this study were staff of Blackmud Lounge Bar staff at the Bali Paragon Resort Hotel, while the object in this study was the application of CHSE in that restaurant. The results of the study indicate that CHSE in service at the Blackmud Lounge Bar has been implemented in accordance with the guidance provided by the Ministry of Tourism and Creative Economy. The CHSE is applied within the five service quality dimensions which are Responsiveness, Tangible, Empathy, Reliability, Assurance. Therefore, the hotel guests feel their cleanliness, health, and safety are protected.

Key words : CHSE, Health Protocol, Pandemic Covid-19, Service Quality