EFEKTIFITAS DAN EVALUASI PENERAPAN PROTOKOL CHSE (CLEANLINESS, HEALTH, SAFETY, ENVIRONMENTAL SUSTAINABILITY) PADA DESTINASI WISATA TERHADAP PENURUNAN KASUS COVID-19 DI KABUPATEN BULELENG

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ABSTRAK

Lebih dari 1 tahun dunia dilanda pandemi COVID-19. Wabah *pneumonia-like* yang awalnya muncul di pasar ikan Huanan, Wuhan, Hubei, Cina berkembang semakin mengkhawatirkan. Berdasarkan lini masa COVID-19 yang dirilis (WHO, 2020d), Thailand menjadi negara pertama yang melaporkan kasus COVID-19 di luar China yang kemudian disusul oleh negara lain di sekitar Cina. Penyebaran tak luput juga terjadi di Indonesia, yang di mana ketika memasuki bulan ketiga Pemerintah akhirnya mencoba untuk mengembalikan kehidupan secara normal dengan beberapa penyesuaian melalui tatanan kehidupan baru dan melalui Kementerian Pariwisata dan Ekonomi Kreatif dikeluarkan Protokol CHSE (*Cleanliness, Health, Safety, Environmental Sustainability*). Bali dipilih menjadi *pilot Project* (proyek percontohan) untuk mengembalikan citra pariwisata yang terpuruk akibat COVID-19. Penelitian ini bertujuan untuk mengetahui efektivitas penerapan CHSE pada Destinasi Wisata terhadap Penurunan Jumlah Pertambahan Kasus COVID-19 di Kabupaten Buleleng. Jenis Penelitian ini adalah *Observasional Analitik* serta deskriptif dengan menganalisis data tes diagnostik COVID-19 di Kabupaten Buleleng pada periode 1 Januari – 28 September 2021 dengan disertai pengambilan data melalui daftar periksa (*checklist*) untuk mengetahui seberapa baik protokol diterapkan pada destinasi wisata yang kemudian akan dilakukan analisis menggunakan *Chi-Square* melalui IBM *Statistics* SPSS 26. Hasil penelitian ini secara umum tidak ditemukannya hubungan bermakna antara penerapan CHSE terhadap jumlah kasus positif COVID-19 di Kabupaten Buleleng, namun ketika dilakukan tes diagnostik PCR pada klasifikasi paparan CHSE didapatkan hubungan bermakna antara penerapan CHSE terhadap jumlah kasus positif COVID-19 di Kabupaten Buleleng dengan *p-value* 0,014 ($p<0,05$). Hasil ini dipengaruhi oleh berbagai faktor perancu diantaranya pelaksanaan 3T (*Testing, Tracing, Treatment*), Vaksinasi, PPKM, Perilaku Masyarakat, serta Riwayat penyintas COVID-19.

Kata Kunci: COVID-19, Protokol CHSE, Destinasi Wisata

EFFECTIVENESS AND EVALUATION OF CHSE (CLEANLINESS, HEALTH, SAFETY, ENVIRONMENTAL SUSTAINABILITY) PROTOCOL PRACTICE AT TOURIST ATTRACTION IN DECLINING COVID-19 CASES IN BULELENG REGENCY

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ABSTRACT

More than a year, the world engulfed with COVID-19 Pandemic. Pneumonia-like outbreak started at Huanan Fish Market, Wuhan City, Hubei Province in China and growing rapidly into a severe state. Based on the timeline of COVID-19 released by WHO, Thailand become the first nation that reported COVID-19 cases outside of China and followed by another nations around China. The spread also occurs in Indonesia that entering the third month of the first cases in China, Government of Indonesia announced the first cases in Indonesia. The Local Government at last tried to restore people's lives normally with some adjustment to adapt with COVID-19 Protocol through a New Normal Protocol and through Ministry of Tourism and Creative Economy, government issued CHSE (*Cleanliness, Health, Safety, Environmental Sustainability) Protocol*. Bali is elected as the pilot project to recover the tourism image as the consequences of COVID-19 Pandemic. This research purposed to find out how the CHSE Protocol Practice at Tourist Attraction can declining COVID-19 cases in Buleleng Regency. This research type is Analytic Observational with Descriptive by analyzing COVID-19 diagnostic tests in Buleleng Regency coupled by data capture through checklist of CHSE Protocol issued by Department of Tourism of Buleleng Regency to figured out how the CHSE Protocol practiced at Tourist Attraction and the analysis will be conducted using chi-square method through IBMM Statistics SPSS 26. The result of this research is no meaningful relationships were found between practice of CHSE Protocol against COVID-19 Cases in Buleleng Regency but when the PCR Diagnostic Test is performed against classified exposure of CHSE Protocol, there is a meaningful relationship founded between CHSE Protocol Practice against COVID-19 cases in Buleleng Regency with a p-value 0,014 ($p<0.05$). This result is influenced by various confounding factors including 3T (Testing, Tracing, and Treatment), Vaccination, PPKM, Community Behaviors, and COVID-19 Patients History.

Keyword: COVID-19, CHSE Protocol, Tourist Attraction.