

# Impact The Covid 19 Pandemic on the Tourism Business Stakeholders Performance in Bogor City

*Pandemic and  
Tourism Business  
Performance*

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## ABSTRACT

*This study done with objective For know How impact covid 19 pandemic against performance of the perpetrators business restaurants and hotels . Deep sample this study are the perpetrators business restaurant and hotel located in the city of Bogor . Data collection was carried out with do interview direct with perpetrator business . Research result show application Policy Health Protocols in sectors tourist give impact positive form obedience public . Ownership CHSE certificate , provide impact positive on the entity industry supporter tourist Hotel and Destination category Tourism , and not give influence significant in the Restaurant category*

*Keywords: Covid 19 pandemic , activities business , CHSE.*

## INTRODUCTION

Covid 19 pandemic has occurred in Indonesia since March 2020 impact to activity industry including industry in the field tourist . Pressure on industry tourism is very visible in its occurrence big decline from arrival traveler abroad , via cancellation massiveness and decline booking activity tourist . There has also been a decline Because exists slowdown journey domestic , esp Because reluctance Indonesian people for do travel , worry with impact of Covid 19. Decline business tourism and travel Of course will impact on MSME businesses , and disruption field Work . Whereas during This tourist is sector congested absorbing work Lots power work , not yet including impact derivative or *the multiplier effect* that follows including industry derivatives formed beneath it .

The Covid 19 pandemic requires it government apply a number of policy For overcome this global pandemic , among others is implementation of social distancing , restrictions Social Large Scale (PSBB). Policy that , requires part company reduce working hours / activities his business . This matter Of course will caused happen decline performance employees and actors business in a way massively . Many people did at first own good performance , be down consequence happen coronavirus outbreak 19. For keep things active tourist can still walk in Century Covid 19 pandemic , since September 2020 the government implement CHSE for applied in the sector tourism and economy creative in Indonesia. CHSE is abbreviation from Cleanliness , Health , Safety and Environment . As for goals from this study is For know Impact Covid 19 Pandemic on Performance of Business Actors in Bogor City

## RESEARCH METHODS

Research conducted use method descriptive qualitative with the sample coverage area being the city of Bogor and its surroundings. Samples are part from the number and characteristics possessed by the population the ( Sugiyono , 2017) . Deep sample this study are the perpetrators business hotels and restaurants. The sampling technique used in this study is using snowball sampling. According to Sugiyono (2017) snowball sampling is is technique determination the initial sample the amount small , then grow . with find Key informant for obtain linkages connection in One network For find respondents next , for get sufficient information and quantity adequate sample For analyzed To use interesting

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conclusion . Data collection was carried out through in-depth interview techniques and observation of the respondent's business situation.

The number of respondents in this study is as many as 8 perpetrators with category hotel , restaurant and destination businesses tour . Study done in the month December - February 2022,.

**RESULTS AND DISCUSSION**

**a. Performance vs Covid 19 Era Policy**

Policy The Central Government of the Republic of Indonesia regarding PPKM ( Enforcement Restrictions Community activities ) begins at the beginning in 2021 as effort countermeasures expansion Covid-19 pandemic in Indonesia. Policy This is follow carry on policy restrictions social scale big (PSBB) which became milestone commencement return stretched economy for public However still in scale restrictions such as : operating hours , quantity visitors in room , length of visiting hours and so on . This PPKM policy is implemented in several regions point spread Covid-19 infection , such as on the islands of Java and Bali.

Although with various restrictions , via the PPKM policy , entity business especially in industry tourism , can return operate . A number enforced policy has provide restrictions on the way business every category object research that has been specified above .

In the table below This summarize results observations that describe an object's performance research at the moment before and after implementation of PPKM during the Covid 19 pandemic .

Table 1. Influence Covid 19 Policy on the Performance of Tourism Business Entities

<b>No</b>	<b>Object Study</b>	<b>Performance Before PPKM policy</b>	<b>Performance after PPKM policy</b>
<b>Hotel Category</b>			
1	Hotel Sahira Boutique Paledang	100% Stay Meeting	50% Stay Meeting With Implementation of Prokes
2	The Sahira	100% Stay Meeting	50 % Stay Meeting With Implementation of Prokes
3	Semeru Hotel	100% Stay & restaurant	50 % Stay With Implementation of Prokes
<b>Category Restaurant</b>			
4	Tutug Restaurant Oncom	100% Dine in Wrap	50% eat on site Wrap With Implementation of Prokes
5	Fatmawati Restaurant	100% Dine in Wrap With Implementation of Prokes	Wrap , Catering between Implementation of Prokes
<b>Category Destination Tour</b>			
6	Sentul Cultural Park Tourist Destination	tourism , outbound groups , Golf Culinary	50% Outdoor meetings , golf, Culinary With Implementation of Prokes
7	Tourist destination Devoyage Mulyaharja	tourism 100% capacity Culinary , Photo Studio,	Tour 30% capacity , online booking With Implementation of Prokes

		Reservations direct & online tickets	
8	Tourist destination Organic Mulyaharja	Tour group , Tour independent , local culinary , Booking online & direct tickets	Tour group with online orders 10% No dine - in With Implementation of Prokes

Based on table above , visible that after PPKM policy is in effect , starting seen exists increased performance of business tourist .

**b. Influence Covid 19 Policy Against Visit**

In accordance with Policy Bogor City Government refers to the instructions Minister of Home Affairs number 03 of 2022 dated January 17 2022 - about Enforcement Restrictions Community Activities level 3, 2 and level 1 Corona Virus Disease 19 in the Java Bali Region, then start January 18 – 24 2022 Bogor City is determined is at PPKM level 2 .

On the document policy government local said , stated that happen restrictions on supermarket operations , operations business hotels and activities at the center shopping with restrictions only until 21.00 time local with amount capacity visitors are allowed is as much as 75 percent .

Research result get data that states participation visits to entities category business tourist the is like pictured below This .

Table 2. Influence Covid 19 Policy Against Amount Visit in Tourism Business Entities

No	Object Study	Amount Visit during PPKM 2021	Amount Visit during PPKM 2022
1	Hotel Sahira Boutique Paledang	n't any meeting 30 % stay With implementation of Prokes	Meeting Not yet there are 50% staying with application prokes
2	The Sahira	Meeting 3-5 days a week There is n't any stay the night With implementation prokes	Meetings 3-5 days / week 50 % Stay With application prokes
3	Semeru Hotel	30 % Stay restaurant No operate With implementation of Prokes	50 % Stay Restaurant No operate With Implementation of Health Protocols
4	Tutug Restaurant Oncom	20% Eat on site Wrap 20% Wrap With Implementation of Prokes	50% Dine in 20 % pack With Implementation of Prokes
5	Fatmawati Restaurant	n't any dine - in Only catering delivery 30% With Application prokes	Only catering between 50%
6	Sentul Cultural Park Tourist Destination	meetings 30%, Golf, Culinary With Implementation of Prokes	50% Outdoor meetings , Golf, Culinary With Implementation of Prokes
7	Tourist destination Devoyage Mulyaharja	Selfie Tourism There are no	Tour 30% capacity , online booking

		online bookings yet Implementation of Prokes	With Implementation of Prokes
8	Tourist destination Organic Mulyaharja	Tour group with online order yet There is n't any dine - in Implementation of Prokes	Tour group with online orders 10% No dine - in With Implementation of Prokes

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From table on seen that amount visit traveler moment its implementation local policy already start increase .

### c. Influence Ownership Certificate Chse To Visit

The CHSE ( *Cleanliness, Healthy, Safety, and Environmental Sustainability* ) policy is application protocol mandatory health applied in hotel and restaurant entities with objective increase return trust traveler so that Want to visit to destination tourism in the era of the current Covid 19 pandemic spread . Policy This implemented by Kemetrian Tourism and Creative Economy / Tourism and Creative Economy Agency ( Kemenparekraf / Baparekraf ). Through audit mechanisms , policies This applied to 13 ( three twelve ) tourism industry entities , which when declared passed, will get right For embed the *IDO CARE* label on its tourism industry entities which is a safe guarantee label For health , security and safety public when travel .

Based on results interviews and observations , obtained information that all over category object study has get CHSE certificate and eligible pin sign *IDO CARE* at the location entity tour form stickers and banners placed on the door enter object tour the .

From the information obtained during interview with party management , influence ownership CHSE certificate against amount visitat tourism industry entities is varies like illustrated by the Table below This .

Table 3. Influence CHSE Certificate Against Amount Visit

No	Object Study	Ownership Certificate Chse	Influence Visit
1	Sahira Boutique Hotel	✓	Give influence significant in number visit
2	The Sahira Bogor Hotel	✓	Give influence significant in number visit
3	Semeru Hotel	✓	Doesn't give influence significant in number visit
4	Tutug Restaurant Oncom	✓	Doesn't give influence significant in number visit
5	Fatmawati Restaurant	✓	Doesn't give influence significant in number visit
6	Sentul Cultural Park Tourist Destination	✓	Give influence significant in number visit
7	De Voyage Mulyaharja Tourist Destination	✓	Give influence significant in number visit
8	Tourist destination Organic Mulyaharja	✓	Give influence significant in number visit

Table above show that ownership CHSE certificate provides significant influence on the number visit tourists .

## DISCUSSION

Based on data that has been obtained , obtained said that there is relatively significant relationship between company performance , participation society and implementation policies by the government Good government center or government area related with

situation the covid19 pandemic that has taking place for 2 years final this. Discussion will done in three sub chapters based on existing policy parameters gauge on performance and participation public to third category entity object The research chosen is :

### **1. Influence Policy Central Government on Company Performance and Community Participation**

In an attempt cope covid 19 pandemic at once give chance to businessman For still Can do activity his business , then government center The Republic of Indonesia has emit stated policy can protect activity business the although in the condition the current Covid 19 pandemic spread . Therefore problem health is the domain of Ministry of Health, As for regulations the is as following :

1. Decree of the Minister of Health Number HK.01.07/Menkes 328/2020 concerning Guidelines for Preventing and Controlling Corona Virus Disease 2019 (Covid-19) in Places Work Office and Industry in Support Business Sustainability in Situations Pandemic
2. Decree of the Minister of Health Number HK.01.07/Menkes 382/2020 concerning Health Protocols for the Community in Public Places and Facilities in the Context of Preventing and Controlling Corona Virus Disease 2019 (Covid-19).
3. PPKM is implemented For follow up Instruction of the Minister of Home Affairs ( Mendagri ) Number 01 of 2021 concerning Enforcement Restrictions Activity For Control Spread of Covid-19.
4. Instructions Minister of Home Affairs number 03 of 2022 concerning Enforcement Restrictions Community Activities level 3, 2 and level 1 Corona Virus Disease 19 in the Java Bali Region published on January 17 2022.

As consequence he took it out wise by the government center Republic of Indonesia, then based on results research in Table 1 above , is visible that policy government center the implemented by the entity business supporter activity tourism , so that the wheels economy can quick moves and visits can quick happen . From interviews with party management entity business is obtained information that based on implementation policies that have been applied happen participation community in the field business tourist form amount appropriate visit with policy the .

Can seen that policy government center responded in a way positive by the company and participation public . This matter is indicator that Good public nor entity business tourism in the city of Bogor, comply policy government center Republic of Indonesia because policy policy the is regulations issued at the beginning of the pandemic so considered as reference main as well as become derivative from regulation regulation related another covid 19 pandemic in period furthermore .

Obedience to Policy Government center this , make entity business tourist give birth to policy restrictions amount visit to location business . Whereas obedience public related policy government center This realized with limit activity visit to outside home and be more Lots stay at home . This matter Of course just impact on numbers income from entity business tourism , while on the side public impact on reduction amount shopping outside house and as much Possible do inside activities home and focus more on online/digital activities .

Situation This is relatively difficult situation bring together between supply from product entity tour with requests from public .

### **2. Influence Policy Government Local On Company Performance And Society participation**

In order to application policy government center Republic of Indonesia, based on situation specific movements of the Covid 19 pandemic in each area so government local emit his policy related matter the . Policy policy issued by the Bogor Municipal Government Of course referring to regulations government center , only that's all customized with situation and condition development of the Covid 19 pandemic in the Municipality of Bogor

Special For Bogor city , has published policy related handling Covid 19, including :

1. Circular letter Number 440/729/ Huk.HAM January 31 2022 regarding PPKM level 2 Covid-19 in Bogor City.
2. Bogor Mayor Circular Number 440 /122-Huk.HAM dated January 4 2022 concerning PPKM Level 2 Covid-19 in Bogor City, there is a number of necessary conditions fulfilled perpetrator hotel and restaurant business moment operational
3. Mayor's Circular ( SE) Number 440/111-Huk.HAM concerning Enforcement Restrictions Activity For Control The spread of Covid-19 in Bogor City which took effect from 11-25 January 2021.
4. Bogor Mayor Circular Number 003.2 /4743-Huk.HAM concerning Application restrictions social scale micro and community (PSBMK) at night year new 2020-2021
5. Bogor Mayor Regulation Number 57 of 2020 concerning Covid-19 Prevention Health Protocol
6. Bogor Mayor Regulation Number 110 of 2020 concerning PSBMK in Bogor City.

Regulation the relevant Bogor Municipality government with this study is related with sector business hospitality . Based on the Circular Letter of the Mayor of Bogor Number 440/122-Huk.HAM regarding PPKM Level 2 Covid-19 in the City of Bogor, there are a number of necessary conditions fulfilled perpetrator hotel and restaurant business moment operational . Among them , non- handling hospitality Covid-19 quarantine can operate up to 50 percent . Then , restaurant / home eat , cafe with existing location in building / shop or open area good at the location separately or those located in the center shopping /malls are permitted open with provision .

In Table 2 can seen that entity business supporting the tourism sector and society participate in policy yeah has made by the government local city Bogor middle school . This matter seen from No violated it provisions restrictions amount guests are allowed visit the location entity business supporter tourist the . And like on the side society , giving response positive to the local policy with No go out House If No important .

From the information obtained at the time interview with management from entity business supporter tourism in third sector , p the happen Because exists level controls are also strict from party government local in form the existing Covid 19 task force evenly distributed throughout the city Bogor middle school . Even part from party management from third category entity business tourism , also became part from Covid 19 task force in the region . This matter make Genre information related policy latest in maintenance activities in society become always renewable , which is in the billions become part from implementation management policy is not Possible put aside inside entity their respective businesses .

In accordance with the information contained in Table 2 above , was obtained information that happen limitation revenue in the Hotel and Destination sector Tour Because exists policy subtraction amount visit become only 50% in the Hotel sector and 10% - 30% in the Destination sector Tour . Decreased value revenue at the hotel is limited only 50% of normal situation while at the Destination Tour income only limited to 10 – 30% of normal situation . For Resto sector though happen change policy related restrictions dine- in ( 50% capacity ) , however with exists service message delivery and catering, then acquisition income Still relatively helped .

Situation limited income this , still burdened with exists obligation For provide facility Health protocols such as tool purifier temperature , mask, hand sanitizer and others of course just add burden shopping company . However matter This need done Because influential to trust visitors / community For visit .

With thereby happen contradiction between obedience to policies that mean company performance in the eyes local government becomes positive , however from facet income only can reach the appropriate maximum provision policy (50 % of capacity ) which means the performance of income is decrease when compared to normal situation . This matter experienced with more low for destination tour Because participation public For doing activities outside House Still low . In terms of This influence positive policy in matter application give relatively negative impact on income .

### **3. Influence Policy CHSE Certification on Company Performance and Community Participation .**

CHSE standards are outlined in Regulation of the Minister of Tourism and Creative Economy Number 13 of 2020 was determined on October 26 2020 , namely trying policy return enterprising actability economics in the business sector supporter tourist . In accordance with regulation In this section , the CHSE standards are presented as following :

- a. that For return trust public domestic and international For travel with safe , comfortable and healthy as impact from Corona Virus Disease 2019 pandemic , necessary guarantee to tourists and the public that products and services provided Already fulfil dimensions cleanliness , health , safety and sustainability environment ;
- b. that For ensure products and services provided Already fulfil dimensions cleanliness , health , safety and sustainability environment , necessary arranged standards and certification cleanliness , health , safety and sustainability environment sector tourist ;
- c. that For give certainty law on implementation standards and certification cleanliness , health , safety and sustainability environment sector tourist during treatment Corona Virus Disease 2019 pandemic , necessary arrangement about standards and certification cleanliness , health , safety and sustainability environment sector tourist during treatment 2019 Corona Virus Disease pandemic
- d. that based on consideration as intended in letter a, letter b, and letter c, necessary set Regulation of the Minister of Tourism and Creative Economy / Head of the Tourism and Creative Economy Agency about Standards and Certification Cleanliness , Health, Safety and Sustainability Tourism Sector Environment in the Handling Period 2019 Corona Virus Disease Pandemic ;

According to Ministry data Tourism and Creative Economy Policy CHSE certification (2020), has audited as many as 6,776 perpetrators efforts and those who have CHSE certified as many as 5,865 businesses . For year this (2021), has audited as many as 6,300 perpetrators businesses and 6,121 are CHSE certified .

From the results interview with party management and results observation at location object study from third category , obtained information like seen in Table 3. where stated that ownership CHSE certificate does not give significant influence on the number visit in the Restaurant category however give significant influence on hotel and destination categories tour . .

This matter Can just happen Because product in the object study category of restaurant used in this study , got it accessed in a way direct or eat on the spot , or not direct or through message between . On the contrary For object study Hotel and Destination category Tourism , the product must accessed in a way directly by visitors , so ownership CHSE certificate as sign security products and protection location to transmission of Covid 19 inside the area , becomes a parameter for public . As for participation entity business This is on policy CHSE certification for the tourism industry sector get subsidy form cost certification from Ministry Tourism and Industry Creative as well as want to get trust from that market entity his business has certified in implementation of standard health protocols , so that potential increase amount visits and revenue

With ownership CHSE certificate , according to results interview with management at the object business sector research supporter tourism , adding to relative performance positive Good in the eyes government Because assessed obedient and always follow change policy latest . Meanwhile in the eyes business sector society supporter tourism , also has mark positive Because own commitment protect public in maintenance business his .

### **CLOSING**

Based on results and discussion , research This conclude that : Policy Health Protocols in sectors tourist well that comes from from The Central Government of the Republic of

Indonesia and Bogor Municipality Local government , provided *impact positive* form *obedience society* , which means more Lots stay home , as well do visit to location industry supporter tourist with specified restrictions government

Application habit new form policy originating Health protocols from The Central Government of the Republic of Indonesia and Bogor Municipality Local government , provided *impact positive* on sectors industry supporter tourist form *evaluation positive from party government* that has obey policies that have been issued , in the form of implementation of Health protocols in the entity area his business as well as limit visit in accordance with decision government .

Application habit new form policy originating Health protocols from The Central Government of the Republic of Indonesia and Bogor Municipality Local government , provided negative *impact on performance* entity business supporter tourism is becoming object study *Because income earned No Possible exceed from amount visits determined* by policies issued by the government the center of the Republic of Indonesia and by the government local Bogor City

Amount income entity industry supporter tourist during period this study (January elementary school February 2022) is : 50% of income normal situation for Hotel category , 10-30% of income normal situation for category Destination Tourism , and for category House Eat income dine - in is 50% plus 20% catering and services between .

Ownership CHSE certificate , provide impact positive on the entity industry supporter tourist Hotel and Destination category Tourism , and not give influence significant in the Restaurant category because amount income Still is at the top restrictions amount visit .

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