

## Qualitative Study: Compliance with the Implementation of Covid-19 Health Protocols at Jambi City Tourist Attractions

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Informasi Artikel	Abstract
E-ISSN : 3026-6874 Vol: 2 No: 8 August 2024 Page : 98-105  <b>Keywords:</b> Health Protocols Covid-19 Tourism	<p>The Corona Virus Disease 2019 (Covid-19) pandemic was first known to have appeared in Wuhan City, China in December 2019 and was declared a global pandemic by the World Health Organization (WHO) on March 12 2020. This virus has spread very quickly to several countries in the world, including Indonesia where the Covid-19 pandemic has been designated as a type of disease that causes a Public Health Emergency on March 31 2020. With this determination, mitigation efforts must be carried out in accordance with statutory regulations in emergency response period for handling Covid-19. Tourist attractions have the potential to become a locus for the spread of COVID-19 if there is a gathering of visitors while traveling, causing the need for health protocols in carrying out activities at that location. This research uses qualitative research which aims to gather information about the compliance of people at tourist attractions with the health protocols implemented in Jambi City. The results of this research show that the implementation of the health protocol, namely 5M (wearing a mask, washing hands, maintaining distance, staying away from crowds and reducing mobility) is carried out well and is carried out directly by the government and tourist attraction owners through CHSE (Clean Health Safety and Environment). And the community has good knowledge, attitudes and behavior in complying with the health protocols implemented. The conclusion of this research is that the implementation of health protocols at various tourist attractions in Jambi City has gone well with supervision carried out by the government and tourist owners.</p>

### Abstrak

Pandemi Corona Virus Disease 2019 (Covid-19) untuk pertama kalinya diketahui muncul di Kota Wuhan, China pada Desember 2019 dan telah dinyatakan pandemi global oleh World Health Organization (WHO) pada tanggal 12 Maret 2020. Virus ini telah menyebar sangat cepat ke beberapa negara di dunia, termasuk di Indonesia dimana pandemi Covid-19 telah ditetapkan sebagai jenis penyakit yang menimbulkan Kedaruratan Kesehatan Masyarakat pada 31 Maret 2020. Adanya penetapan tersebut, upaya penanggulangan wajib dilakukan sesuai dengan peraturan perundang-undangan dalam masa tanggap darurat penanganan Covid-19. Tempat wisata berpotensi menjadi locus penyebaran COVID-19 apabila terjadi perkumpulan pengunjung saat berwisata menyebabkan diperlukan protokol kesehatan dalam pelaksanaan kegiatan di tempat tersebut. Penelitian ini menggunakan jenis penelitian Kualitatif yang bertujuan untuk menggali informasi tentang kepatuhan masyarakat yang ada di tempat wisata terhadap protokol kesehatan yang diterapkan di Kota Jambi. Hasil penelitian ini menunjukkan bahwa penerapan protokol kesehatan yaitu 5M (Memakai Masker, Mencuci tangan, menjaga jarak, menjauhi krumunan dan mengurangi mobilitas) dilakukan dengan baik dan dilakukan pengawasan langsung oleh pemerintah dan pemilik tempat wisata melalui CHSE (*Clean Health Safety and Environment*). Serta masyarakat memiliki pengetahuan, sikap dan perilaku yang baik dalam mematuhi protokol kesehatan yang diterapkan. Kesimpulan penelitian ini adalah penerapan protokol kesehatan di berbagai tempat wisata di Kota Jambi sudah berjalan dengan baik dengan pengawasan yang dilakukan oleh pemerintah dan pemilik wisata.

**Kata Kunci:** Protokol Kesehatan, Covid-19, Wisata

### INTRODUCTION

The Corona Virus Disease 2019 (Covid-19) pandemic was first known to have emerged in the city of Wuhan, China in December 2019 and was declared a global pandemic by the World Health

Organization (WHO) on March 12 2020.(WHO, 2021),(Kiswantoro, 2020). This virus has spread very quickly to several countries in the world, including Indonesia where the Covid-19 pandemic has been designated as a type of disease that causes a Public Health Emergency on March 31 2020. With this determination, mitigation efforts must be carried out in accordance with statutory regulations in emergency response period for handling Covid-19.(Larasaty, Putri., 2020)

The number of confirmed cases in Indonesia as of September 2021 was 4,178,164 cases with 139,682 deaths (CFR 3.3%).(COVID-19 Management Task Force, 2021)Based on Corona Diseases data and information as of November 15 2021, in Jambi province there were reports of 29,756 confirmed cases with 778 deaths. Covid-19 data per district/city where the highest cases were in Jambi City with 9,727 people and 254 people died with a recovery rate of 9,468 people as of November 2021, there are 5 cases remaining in process.(Jambi Province Communication and Information Service, 2021)

The problem of the Covid-19 disease is an important concern for the government, so the government needs to take policies to improve Indonesia's conditions to remain productive, but still comply with health protocols. Currently, Indonesia has entered a new phase in handling COVID-19, namely the new normal. New normal is a condition where people can return to their activities, work and worship as usual, but with a new design(Armata Syaputra. Rif'atunnisa. Marlin Brigita L., 2021).

A tourist attraction is a characteristic of any place or nature with tourism resources that is maintained as a place visited by tourists and built and developed to make it attractive.(Farachtus S, 2020)Tourist attractions have the potential to become a locus for the spread of COVID-19 if there is a gathering of visitors while traveling, causing the need for health protocols in carrying out activities at that location.(Indonesian Ministry of Health, nd)

To determine compliance with the implementation of health protocols in preventing Covid-19, a deeper study is needed regarding compliance with the implementation of health protocols, especially at the Taman Rimba Jambi Zoo tourist attraction. Based on the description above, the author is interested in conducting research on "Analysis of Compliance with the Implementation of Health Protocols During the Covid-19 Pandemic at Tourist Attractions in Jambi City Using a Sequential Explanatory Approach".

## METHOD

This study employs a qualitative research method to explore visitor compliance with COVID-19 protocols. The qualitative approach was chosen for its ability to provide in-depth understanding of individual experiences and perceptions regarding the implementation of health protocols. Data are collected through in-depth interviews with visitors, which allows the researcher to explore various aspects such as knowledge, attitudes, beliefs, facilities, and government commitment. These interviews are conducted using a semi-structured guide, providing flexibility to delve into relevant and contextual information(Ramadhan. M, 2021). Data analysis is performed using thematic analysis to identify patterns and key themes from the participants' responses( Soendari. T, 2012). Through this approach, the research aims to gain comprehensive insights into the factors influencing visitor adherence to health protocols during the pandemic.

## RESULTS AND DISCUSSION

### Implementation of Health Protocols

In 2020, the Tourism Department held a health protocol socialization activity for tourism managers to explain what health protocols must be implemented at tourist attractions, such as wearing masks, washing hands, maintaining distance, staying away from crowds and reducing mobility, which is referred to as 5M. The activities carried out are called CHSE, which is an abbreviation for Clean Health Safety and Environment which is carried out in several tourism destinations and then socializes it to tourism actors and tourism business owners in the Regency/City of Jambi Province, as well as providing training for managers regarding health protocols and how to implement health protocols at tourist attractions properly and correctly in accordance with government recommendations.

*"In 2020 we got a budget and created activities to help tourism destinations to implement health protocols which we usually know are called CHSE... CHSE stands for clean health safety and environment, so we have done that in several tourist destinations, we provide CHSE. "Just like that 5M, we will also continue to socialize it to what are called tourism actors and tourism business owners in city districts, so in*

*Jambi province, we at the Jambi provincial tourism office are carrying out outreach to 11 city districts so it's not just Jambi province" (Informant 04.MAR.Lk/40th)*

Several managers and officers at tourist attractions that we interviewed admitted to implementing health protocols at tourist attractions following government directions or applicable government regulations related to health protocols during the pandemic. As admitted by Informant 02.N.Pr/44th "because we provide health protocols that follow government regulations accordingly to maintain health." The management requires every visitor to wear a mask every time they enter the tourist area they manage and they provide a place to wash their hands or provide hand sanitizer. and there are also managers who have implemented Peduli Protect barcode scanning at tourist entrances.

*"...we also remind every visitor who enters to always wear a mask..." (Informant 01.EA.Pr/53th)*

*"From the entrance we always provide hand washing, you have to wear a mask, you can't crowd too much, so until the rides have prepared health protocols for washing hands" (Informant 02.N.Pr/44th)*

*"The standards apply throughout Indonesia, come on, come on, we have barcode scans, care, protect them at the front, and what sanitizer is there at the front of each ride, and what's the average?" (Informant 03.YS.Pr/40th)*

Implementing the above protocol certainly requires cooperation between the management and officers at the tourist attraction to help remind visitors to always implement the health protocol or 5M, as stated by several informants below:

*"Every morning we do a morning briefing, we do this morning briefing as a medium for all the vehicles to convey several things that become obstacles in the work process every day, well that's also the place that I always use to remember you or warn my friends from management to always carry out health procedures like that" (Informant 01.EA.Pr/53th)*

*"...at each ride we have ordered the management in charge of each ride to remind you why you are not wearing a mask like that" (Informant 03.YS.Pr/40th)*

Megaku managers always remind officers to always remind visitors to implement health protocols and reprimand visitors who do not implement health protocols properly. Apart from that, workers must also apply the same health protocols as visitors without discrimination, everyone who is in the environment or tourist area is obliged to implement health protocols.

*"Yes, just like we apply to visitors, if we apply it, we have to use it like that" (Informant 02.N.Pr/44th)*

## Knowledge

Breaking the chain of transmission of Covid in society requires a good understanding and level of knowledge. Knowledge is the result of a person's curiosity through the five senses regarding an object/object. Knowledge is the result of curiosity through sensory processes, especially the eyes and ears regarding certain objects (Putra & Novita Verayanti Manalu, 2020)..

The research results prove that good knowledge of Health protocols influences the level of compliance with the implementation of Health protocols by informants. The public believes that the Covid protocol is applied only to people who are more at risk, so wearing masks is not necessary if we do not come into contact with people with Covid symptoms. Most people are currently implementing health protocols because there are policies that require them to implement these health protocols in public places. There are still many people who believe that health protocols are only implemented when they are near people who are at risk of Covid, and masks are also worn only when they are sick, unless they want to go to a tourist spot where the Covid protocol regulations are strict, they only then apply them.

People's behavior like this is a risk factor for Covid transmission, and good knowledge is the basis for people not being infected with the Covid disease if they follow actions that are in accordance with that knowledge. However, many people already know about the dangers of Covid and how to prevent it, but it is difficult to do so. is practiced in everyday life, therefore the knowledge obtained must be based on the awareness of the community itself to apply it.

## Attitude

Based on interviews with informants who are visitors to tourist attractions, there are still many informants who do not wear masks in public places because they are uncomfortable and feel short of

breath when wearing them for too long. Informants also said that they wash their hands without using soap, and do this if there are only facilities available.

Attitude plays a role in how a person behaves and makes decisions. Apart from that, a positive attitude that a person has towards a regulation will also lead to positive habits so that it is hoped that this positive attitude will further encourage a person in his efforts to complete a program.

Good knowledge will encourage positive behavior and attitudes, so it is not surprising that by having good knowledge, sufferers will respond in good behavior and attitudes or at least in sufficient capacity to efforts to prevent and transmit Covid-19.

### Facilities or Facilities/Infrastructure

When the Covid-19 pandemic occurred in 2020 and 2021, the tourism department's funding was focused on every central government activity in dealing with Covid-19, which they called refocusing, which resulted in all funds being cut for all needs and activities facing pandemic such as assistance for the community, vaccinations and other activities. Due to the refocusing of funds, Informant 04.MAR.Lk/40th admitted that he could not help too much in facilitating health facilities at each tourist spot in implementing health protocols for tourist spots.

*"So we don't have facilities and infrastructure from 2020 to 2021 because there are budget cuts called refocusing, refocusing means all funds are cut to help the central government deal with the pandemic, for example salaries or The regional allowance was cut by several months to buy vaccines"* (Informant 04.MAR.Lk/40th)

He also mentioned that the tourist attractions that were given assistance in the form of hand sanitizers, masks and hand washing stations were only prioritized for tourist attractions that still had high levels of visits, as well as street vendors who were still selling during the pandemic. This was done to optimize the implementation of health protocols at tourist attractions, due to limited funds due to the refocusing of these funds, so the tourism office made a policy by prioritizing tourist attractions that have high visits because they are places with the highest risk of the spread of Covid-19. 19, for this reason it is necessary to implement good and optimal health protocols.

*"...so because of what I said earlier, in 2020-2021, due to budget cuts, we only chose 1 to curate tourist attractions. We assessed how many visits there would be at that time, for example, temples, many of which suddenly closed. Well, of course we don't help, but like Gental Arasy, it's closed, is it still open, but there are lots of visits, visits are still there while the pandemic is still going on? Come, the first thing we help with is hand sanitizer, hand washing, masks. So, the street vendors are also quiet, but we can help those who are there too"* (Informant 04.MAR.Lk/40th)

Apart from that, he also explained that paid tourist attractions and private tourist attractions provide infrastructure or health protocol facilities independently because it is outside the responsibility of the government, especially the tourism office. "Well, for the private sector, we are outside, because the private sector doesn't know..." (Informant 04.MAR.Lk/40th)

Researchers interviewed several tourist attraction managers regarding the provision of infrastructure or health protocol facilities at the tourist attractions they manage. Several informants explained that they provide hand washing stations, hand sanitizers, free masks for visitors who do not wear masks when they want to enter tourist attractions, and at certain events they also provide temperature measuring devices or thermoguns. They provide these facilities on every ride in the tourist area they manage to maximize the implementation of health protocols at tourist attractions.

*"...from the entrance we always provide hand washing, you have to wear a mask, you can't have too many crowds, so until the rides have prepared health protocols for washing hands"* (Informant 02.N.Pr/44th)

*"...we usually provide medical equipment" hand sanitizer... we will definitely provide hand sanitizer in every area... if necessary, we will give free masks to every visitor... masks are also available at the entrance... for large events we usually also provide thermometers for measuring body temperature"* (Informant 01.EA.Pr/53th)

The management does this well and continues to remind visitors to continue to apply health protocols when in tourist areas, such as wearing masks, washing hands or using hand sanitizer when entering tourist areas and not crowding.



## Government Commitment

Commitment government there it means a policy and information provided by the government to the public to prevent the spread of the Covid-19 disease in tourist attractions, for example, requiring people to wear masks, wash their hands with soap, provide information in public places and if anyone violates them they will be subject to sanctions. Apart from that, another form of effort that the government can make is by conducting outreach to the public regarding how to use masks properly and correctly, posting information such as banners and billboards regarding Covid prevention messages.

To maximize the implementation of health protocols among the community and application to tourist visitors, good promotional media and socialization are needed so that people can comply with government regulations regarding the Covid-19 health protocol. Through CHSE which has been explained by Informant 04.MAR.Lk/40th above, the government through the tourism office is aggressively conducting socialization on the implementation of 5M in accordance with the instructions of the President of the Republic of Indonesia and the Ministry of Tourism to help socialize health protocols to the public, especially to tourism business owners or managers of tourist attractions in districts/cities in Jambi Province.

*"...so this CHSE exists because of the pandemic, so during the president's instructions the Ministry of Tourism also helped, continued to socialize it to us and we also included it in the budget planning" (Informant 04.MAR.Lk/40th)*

*"... we will continue to socialize to aaaa what tourism actors are called and "tourism business owners in city districts, so in Jambi province, we at the Jambi provincial tourism office are carrying out outreach to 11 city districts so it's not just in Jambi province" (Informant 04.MAR.Lk/40th)*

He also said that the government, through the tourism department, was conducting outreach CHSE is spread evenly across all districts/cities in Jambi province, however, they still have priority in carrying out this socialization.

*"... judging by the fact that during this pandemic there are a lot of visitors here, that's what we are pursuing to socialize and also implement health protocols there with managers and the local community" (Informant 04.MAR.Lk/40th)*

Tourist attractions that are prioritized for socializing the implementation of health protocols at tourist attractions are tourist attractions that have a high number of visits. Just like the assistance provided with health facilities, tourist attractions that have a high number of visits are also prioritized for outreach to managers and workers regarding the implementation of health protocols. . This is deemed necessary to be prioritized and maximized because it poses a higher risk of Covid-19 transmission compared to other tourist attractions that have few visitors. Apart from that, he also admitted that the government only serves the community by socializing the prevention of Covid-19 through the implementation of Covid-19 in accordance with the regulations of the central government, then it is left to the managers of each tourist attraction to implement health protocols in the places they manage. , while being supervised by the government in maximizing the implementation of these health protocols.

*"Our job is only to continue to socialize and our job is to serve the community, apart from serving the community we also socialize according to the applicable regulations" (Informant 04.MAR.Lk/40th)*

Researchers explored further information regarding the implementation of socialization on the implementation of health protocols as revealed by Informant 04.MAR.Lk/40th. Several other informants who came from workers and managers of tourist attractions admitted that they had never received socialization on the implementation of health protocols at their place. It has only been visited a few times by the Covid-19 Task Force who were on patrol monitoring visitors and giving directions to continue implementing health protocols.

*"P: That's right, have you ever received socialization about health protocols from the task force here?*

*I: nothing" (Informant 01.EA.Pr/53th)*

*"In order to enter X, recently the task force gave instructions that if you want to enter*

*"Just come to check it out, but if you don't understand the socialization of the concept, maybe it's the same as Sunday" (Informant 03.YS.Pr/40th)*

Although several informants admitted that they had never received socialization regarding the implementation of health protocols, they still implemented health protocols at the tourist attractions

they managed, by providing information related to health protocols in the form of posters, billboards, banners and other information or appeals.

*"Yes, we have a design like that, a board design like that is on the e or something like a banner like that, there are also some, there are several points at our place" (Informant 01.EA.Pr/53th)*

*"P: If there is any provision of information here regarding health protocols, ma'am*

*I: "There is that at the entrance" (Informant 02.N.Pr/44th)*

This is the information that researchers got from several informants from the regional government, namely the tourism office and several workers and managers of tourist attractions who are working together to implement or follow the direction of the central government to implement health protocols at tourist attractions so that people can avoid transmission of Covid-19 at the site. tourism, by providing health protocol facilities and conducting regular outreach and appeals so that people are aware of and comply with applicable health protocols.

## Obstacle

Implementing the health protocols above will of course mean that the government and managers will face obstacles in various aspects, such as funding and community compliance in implementing health protocols. Of course, this is not easy to implement, especially at the beginning of the pandemic by forcing people to adopt new habits with 5M. Apart from facilitating health protocols at every tourist attraction, the government also has the task of socializing the implementation of health protocols to every tourist attraction manager and also the public so that they are aware and want to implement these health protocols.

*Informant 04.MAR.Lk/40th* explained that the obstacle they experienced was that they could not go directly to provide direct outreach or advice to the public regarding health protocols because this was related to several sectors directly for the community. According to Informant 04.MAR.Lk/40th, many sectors are involved in this, therefore, the tourism office can only make an appeal to tourist attraction managers to implement health protocols at the tourist attractions they manage while supervising the implementation.

*"Well, this is the problem with the community, it's hard for them to convey it, even though they're not in industry, it's hard to give understanding because we are divided, sis, in the industrial sector, later on social issues, social services, for farmers, the agricultural service is divided like that, so "We're the ones who do it if it's difficult for visitors" (Informant 04.MAR.Lk/40th)*

*"If the community can't intervene, it's the tourism actors and managers, if only the community can meet and patrol, because it's been more than a year so I've forgotten" (Informant 04.MAR.Lk/40th)*

Lack of public awareness is also an obstacle in implementing health protocols, some visitors to tourist attractions do not implement health protocols properly, especially the use of masks. Managers can only remind visitors to continue wearing masks when in tourist areas.

*"Well, sometimes there are masks but visitors don't wear masks, we suggest that we give them to wear masks" (Informant 02.N.Pr/44th)*

People who visit tourist attractions mostly ignore the advice given by tourist attraction managers, according to Informant 01.EA.Pr/53th, even though the management has reminded or urged the public to continue to comply with health protocols, people or visitors still argue that they forgot to bring their masks. left behind. So the management is just trying to provide as much advice as they can.

*"Our advice is often ignored, even though we remind them at the beginning when they come in, they still get in the car and claim they already have masks but see for themselves it's like that, so we always remind them as much as possible" (Informant 01.EA.Pr/53th)*

He also admitted that another obstacle in implementing health protocols at tourist attractions is that the reach of tourist attractions is too wide, so it is difficult to carry out optimal supervision of the implementation of health protocols, they can only supervise visitors who are on rides that have guards there, so that visitors those in open areas are difficult for them to reach. He also said that some of the health protocol facilities they provide are often missing, such as hand sanitizer in several places.

*"If we go out, yes, if we go out, that's true, because we have difficulty monitoring the existence of prokes facilities, right? Well, that's how many hectares of open space we have here, so the bottles of hand sanitizer are often lost and we buy them many times, but we still buy them. e and we charge it to the vehicle for*

supervision. "However, we can't monitor the points outside the vehicle because the place for washing hands is out of reach of the vehicle itself" (Informant 01.EA.Pr/53th)

The obstacles experienced by the above commands and managers are caused by a lack of public awareness of the importance of preventing the transmission of Covid-19 through implementing health protocols that have been established by the government. Lack of public knowledge about the dangers of Covid-19 and knowledge about prevention measures is also the cause of low public compliance and awareness in implementing health protocols so that there is a need for cooperation from the government and management to carry out more outreach and appeals to increase public knowledge and awareness about the importance implementation of health protocols for the community.

"It's just a lack of awareness, there's a lack of awareness among the people of Jambi, it's a habit, it might be less visible in Jambi for people who are directly affected..." (Informant 01.EA.Pr/53th)

## CONCLUSIONS

The implementation of health protocols is carried out by managers assisted by workers at tourist attractions by implementing the obligation to wear masks, wash hands and maintain distance when in tourist areas, which are implemented referring to central government regulations or advice regarding health protocols during the Covid-19 pandemic, namely 5M (Wearing masks, washing hands, maintaining distance, staying away from crowds and reducing mobility), the implementation of these health protocols is facilitated by the management, such as providing free hand washing stations, hand sanitizers and masks for visitors who do not bring masks when visiting the tourist attractions they manage.

The implementation of health protocols is socialized by the local government through CHSE or Clean Health Safety and Environment which is socialized to tourist attraction managers, then the managers implement it and appeal to visitors to comply with health protocol rules. The obstacle faced is that there are still many people who do not comply with the health protocols set at tourist attractions, so managers and workers need to increase cooperation in supervising visitors and continue to urge the public to continue to comply with health protocols at tourist attractions.

**Suggestion** It is hoped that the relevant agencies will often carry out outreach to visitors at tourist attractions in Jambi City regarding the prevention of Covid-19 and that each tourist attraction can provide health protocol facilities to prevent Covid-19.

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