

INTISARI

Keberadaan sektor pariwisata yang kerap kali menjadi salah satu sumber peningkatan ekonomi masyarakat, daerah maupun negara, perlu dikelola dengan baik dan maksimal. Utamanya pada masa Pandemi Covid-19 yang memunculkan banyak kebijakan pembatasan aktivitas manusia, seperti kegiatan kepariwisataan yang mengakibatkan penurunan jumlah kunjungan wisata dan pendapatan asli daerah dari sektor pariwisata, seperti salah satunya di Kabupaten Sumenep. Penelitian ini menggunakan metode deskriptif kualitatif, dengan teknik pengumpulan data melalui wawancara, observasi dan dokumentasi. Penelitian ini dilakukan untuk mengetahui implementasi program *Cleanliness, Health, Safety, & Environmental Sustainability* (CHSE) yang merupakan program inovatif dari Kemenparekraf RI dalam rangka pemulihan sektor pariwisata di masa Pandemi Covid-19 yakni pada destinasi wisata di Kabupaten Sumenep. Berdasarkan data yang diperoleh, implementasi CHSE pada destinasi wisata yang ada di Kabupaten Sumenep mulai gencar dilaksanakan baik pada destinasi yang dikelola Pemerintah Kabupaten Sumenep maupun swasta, seperti di Pantai Lombang dan Goa Soekarno. Penerapan program CHSE tersebut berdasarkan pada indikator-indikator yang ada. Indikator *cleanliness* (kebersihan) yang telah diterapkan di Pantai Lombang dan Goa Soekarno seperti tersedianya sarana cuci tangan, tempat sampah yang cukup memadai, serta pembersihan dan kelengkapan toilet bersih. Indikator *health* (kesehatan) yang telah diterapkan seperti tersedianya termogan untuk cek suhu serta beberapa imbauan secara lisan maupun tulisan bagi para petugas maupun pengunjung untuk taat protokol kesehatan selama berada di lingkungan wisata. Indikator *safety* (keselamatan) untuk sementara hanya menerapkan ketersediaan titik kumpul dan jalur evakuasi serta media dan mekanisme komunikasi penanganan kondisi. Indikator *environmental sustainability* (kelestarian lingkungan) juga masih belum maksimal diterapkan sebab pengelolaan sampah masih dilakukan dengan cara membakar baik di Pantai Lombang maupun Goa Soekarno, namun dalam mempertahankan lingkungan yang asri dan nyaman telah diterapkan dengan baik termasuk adanya pemanfaatan air dan sumber energi secara efisien, serta pemantauan dan evaluasi terhadap penerapan SOP CHSE.

Kata kunci: Pariwisata, Covid-19, CHSE

ABSTRACT

The tourism sector, which is frequently one of the sources of economic growth for the community, region, and country, needs to be managed properly and optimally, particularly during the Covid-19 pandemic, which rise numerous policies to limit human activity, such as tourism activities which resulted in a decline in the number of tourist visits and local revenue from the tourism sector, such as in Sumenep Regency. This study employed a qualitative descriptive method, collecting data through interviews, observation, and documentation techniques. This research was conducted to determine the implementation of the Cleanliness, Health, Safety, & Environmental Sustainability (CHSE) program, which was an innovative program from the Indonesian Ministry of Tourism and Creative Economy, in the context of restoring the tourism sector during the Covid-19 pandemic, namely in Sumenep Regency's tourist destinations. Based on the data obtained, the CHSE implementation in Sumenep Regency tourist destinations has begun to be intensively carried out both at destinations managed by the Sumenep Regency Government and the private sector, such as Lombang Beach and Soekarno Cave. The CHSE program implementation was based on existing indicators. The cleanliness indicators applied at Lombang Beach and Soekarno Caves include the availability of hand-washing facilities, adequate trash cans, and clean and well-maintained restrooms. Health indicators have been implemented, including the availability of thermogenic to check the temperature and multiple verbal and written appeals for officers and visitors to adhere to health protocols while in the tourist environment. The safety indicator temporarily only applied to the availability of assembly points, evacuation routes, and media and communication mechanisms for managing conditions. Environmental sustainability indicators were also not optimally implemented since waste management continued to perform by burning at Lombang Beach and Soekarno Caves. However, in maintaining a beautiful and comfortable environment, Lombang Beach and Soekarno Caves have been appropriately implemented it, including the efficient use of water and energy sources and monitoring and evaluation of the CHSE SOP's implementation.

Keywords: *Tourism, Covid-19, the CHSE*