Chse Based Information Technology Implementation Through We Love Bali Application

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Abstract
The We Love Bali program is a program created by the Ministry of Tourism and Creative Economy with the aim of inviting travel business actors in the Province of Bali to grow and develop in the midst of adapting to new habits while still paying attention to health protocols. This activity is supported by programs that can make tourists interested in the state of tourist destinations in Bali. It is hoped that this program will be something that can make tourism and the Bali economy recover which in the future can make people return to normal activities in the midst of the Covid 19 pandemic. What we use to measure the level of implementation of this program is by means of literature studies which we strengthen with qualitative methods (interview). By referring to the qualitative descriptive results which emphasize interviews with tourism actors and are supported by data from tourists visiting Bali. These results indicate that the We Love Bali program is able to restore the economic situation of the Balinese people to a better state. And also the We Love Bali program is one of the programs implemented to help tourism and creative economy businesses including hotels, travel businesses, transport businesses, tour guides, restaurants, tourist destinations, MSMEs, and others.
Keywords:CHSE; Implementation; We Love Bali

INTRODUCTION

Today's tourism has become a necessity for all levels of society. Therefore, tourism management must be carried out seriously by involving related parties. The tourism industry is competing to create tourism products in accordance with the goals of tourism development, namely to introduce natural beauty, culture and customs. In recent years, the growth of ecotourism has been very rapid. So that promotions are carried out on a large scale to gain profits and opportunities in the ecotourism market.

The basic idea of sustainable development is the preservation of natural and cultural resources. The idea was then translated into the concept of sustainable tourism (Damanik & Weber, 2006). This means the development of tourism resources (attractions, accessibility, amenities) that aims to provide optimal benefits for stakeholders and optimal satisfaction value for tourists in the long term. The increasing awareness of various parties towards the environment and issues regarding environmentally sound development has contributed to the view of the importance of the principles of sustainable tourism. The principle of tourism that is expected to maintain the quality of the environment, culture and provide economic benefits to the local community, region and government (Kurnianto, 2008).

Recognizing the huge potential of the tourism sector for the Indonesian economy, which has extraordinary natural and cultural potential, especially the Province of Bali. The Central Government also pays special attention to Bali because it has contributed a lot of foreign exchange to the country. The Central Government and Regional Government issued several policies to increase tourism development in the Province of Bali in order to be able to increase the number of visits by domestic and international tourists, as well as to make Bali the most favorite tourism

object on an international scale. However, the Covid-19 Pandemic that hit Indonesia since last March 2020, has had a negative impact on the economy of the Balinese people, especially from the tourism sector.

Tourism, which is the backbone of the economy in Bali, was immediately paralyzed and helpless in the face of the ferocious spread of Covid-19 in the Province of Bali. However, the government certainly does not want the slump and sluggishness of tourism to continue. Understanding these progressive efforts, the Ministry of Tourism and Creative Economy/Tourism and Creative Economy Agency (Kemenparekraf/Barekraf) together with the Provincial Government of Bali launched the We Love Bali program as a form of education, as well as a campaign to improve the quality of the implementation of health protocols based on CHSE (Cleanliness, Health, Safety, Environment).) for tourism businesses and the creative economy, as well as people in Bali.

There are several things that become benchmarks studied, including; first, regarding whether this program can help the tourism industry to survive and recover from the pandemic, and at the same time strengthen the implementation of health protocols. So that the tourism industry can return to being productive and remain safe from Covid-19, as well as increasing tourist confidence. In addition, the We Love Bali program also demands that all involved form a safety awareness mindset, especially for business people and tourists, as well as provide education in the implementation of new normal protocols. Based on the description of the background of the problem above, this problem is formulated as follows: How is the implementation of the "We Love Bali" Application related to the Implementation of the CHSE-Based Health Protocol (Clean, Health, Safety.

LITERATURE REVIEW
We Love Bali

We Love Bali is a travel program or trip around Bali for 3 days 2 nights and take turns staying in tourism areas in Bali. This program involved 409 tourism and creative economy industry players, 8,421 workers, and 4,800 participants from the community from the Province of Bali. All travel costs such as accommodation, transportation, tourist attractions, food and drink while participating in the program are borne by the Ministry of Tourism and Creative Economy. Participants were recruited by the Bali Province Tourism Recovery Acceleration Team by distributing invitations to various government and private agencies, universities and high schools. Through this activity the public will be able to see firsthand the implementation of the health protocol at the destination or the hotels where they stay.

The tourist destinations visited include The Blooms Garden which offers self-photo tours because it has a wide and beautiful expanse of flower gardens, Ulun Danu Beratan Temple which is unique because it is in the middle of a lake with an altitude of about 1,200 meters above sea level so the weather feels great. cool, Banyumala Waterfall in the Wanagiri area which is known as one of the most beautiful waterfalls in Bali, the old atmosphere of Singaraja history will be felt when visiting Singaraja Harbor, Soenda Ketjil Museum, Beji Sangsit Temple and Meduwe Karang Temple which have existed for several centuries , Batur Natural Geopark, Penglipuran Traditional Village in Bangli Regency and other tourist destinations that are no less interesting.This program involves 13 Professional Conference Organizers (PCO) and 26 Travel Agencies under the auspices of ASITA Bali (Association of Indonesian Travel Agents/Indonesian Travel Association), 30 guides under the auspices of HPI (Indonesian Tour Guide Association), a number of hotels and restaurants under the auspices of PHRI (Indonesian Hotel and Restaurant Association), a number of transportation companies under the auspices of PAWIBA (Balinese Tourism Transport Association) and tourist attractions under the auspices of PUTRI (Association of Tourism Object Managers).a number of transportation companies under the auspices of PAWIBA (Bali Tourism Transport Association) and tourist attractions under the auspices of PUTRI (Association of Tourism Object Managers).a number of transportation companies under the auspices of PAWIBA (Bali Tourism Transport Association) and tourist attractions under the auspices of PUTRI (Association of Tourism Object Managers).

CHSE

The Ministry of Tourism and Creative Economy (Kemenparekraf) is pushing for the implementation of the CHSE-based health protocol in tourism businesses and the creative economy, to revive this sector from the downturn due to the Covid-19 pandemic. CHSE stands for Cleanliness, Health, Safety and Environment. CHSE has been implemented in the tourism and creative economy sector in Indonesia since September 2020. CHSE Certification is the process of granting certificates to Tourism Businesses, Tourism Destinations and other Tourism Products to provide guarantees to tourists regarding the implementation of Cleanliness, Health, Safety and Environmental Preservation. So far there are 5. 901 certified tourism businesses spread across 34 provinces and 349 urban districts in Indonesia. CHSE was made based on the Decree of the Minister of Health concerning Health Protocols in Public Places and Facilities in the Context of Prevention and Control of Covid-19. the aim is to increase efforts to prevent and control Covid-19 for the community in public places and facilities in order to prevent new epicenters or clusters from occurring during the pandemic. CHSE certification serves as a guarantee to tourists and the public that the products and services provided comply with hygiene, health, safety and environmental sustainability protocols. the aim is to increase efforts to prevent and control Covid-19 for the community in public places and facilities in order to prevent new epicenters or clusters from occurring during the pandemic. CHSE certification serves as a guarantee to tourists and the public that the products and services provided comply with hygiene, health, safety and environmental sustainability protocols. the aim is to increase efforts to prevent and control Covid-19 for the community in public places and facilities in order to prevent new epicenters or clusters from occurring during the pandemic. CHSE certification serves as a guarantee to tourists and the public that the products and services provided comply with hygiene, health, safety and environmental sustainability protocols.

Tourist

Broadly speaking, the notion of tourism is a trip made by someone out of their area of origin with a period of more than 24 hours to relieve fatigue. When traveling and during activities in the tourist destination, he does not make a living. A similar statement was expressed by Richard Sihite in (Marpaung & Bahar, 2000) as follows: Tourism is a journey that people do for a while, which is held from one place to another leaving their original place, with a plan and with the intention not to try or earn a living in the places visited, but solely to enjoy sightseeing and recreational activities or to fulfill various desires. Tourism is a large industry that involves various parties in supporting every activity in it. This is in accordance with the understanding of tourism according to Law No. 10 of 2009 concerning Tourism, which is as follows: Tourism is a variety of tourist activities and is supported by various facilities and services provided by the community, businessmen, government and local governments. According to (Cooper, Fletcher, Fyall, Gilbert, & Wanhill, 1993) the success of tourism practices that are carried out refers to four basic aspects that are incorporated in 4A, namely attraction, amenities, access, and ancillary. services (tourism and promotion organizations). The four components have their respective portions in running the wheels of existing tourism activities,

- Attraction is the main attraction for people to travel, attractions have two functions, namely as an allure, stimulating someone to travel, and as a giver of satisfaction to visitors.
- Amenities are services or facilities provided including restaurant facilities, travel agents, as well as shops that serve regional specialties.
- Access is an important component in the tourism system which does not only include accessibility but also includes available modes of transportation.
- Ancillary Services which include tourism organizations and promotional activities that can be carried out by the government or private sector to further develop the existing tourism industry. This promotional activity can be carried out by placing advertisements through public relations activities or providing incentives, for example, discounted entrance tickets.
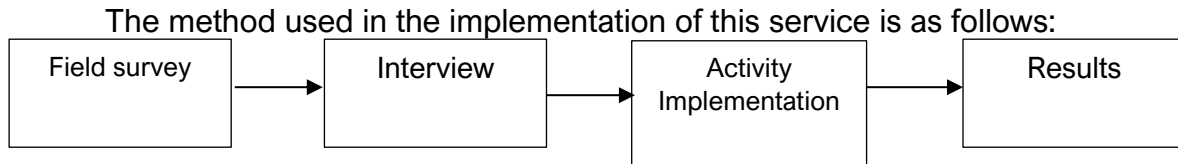
METHOD

The method used in the implementation of this service is as follows:

Field survey	→	Interview	→	Activity Implementation	→	Results

Figure 1. Community service activities

RESULTS AND DISCUSSION

The author inputs data, makes a Test Case to lovebali.baliprov.go.id/ as material for preparing program plans and activities for 2022. According to the official website, we love bali, is a tool to make it easier for tourism in Bali to make tourist visits to Bali in accordance with the information conveyed. This application also makes it easier for local or foreign tourists in the monitoring process, find out information on tourist attractions, travel agents, and accommodations. This application is very useful for tourists in finding information about tourism that is more objective and transparent. Technology has become a major factor in building resilience in tourism(Hall et al., 2017). The display of the web interface we love bali can be seen in the following:

Figure 1. Overview lovebali.baliprov.go.id

Problem Analysis

Regarding the We Love Bali program: The We Love Bali program was held as a form of implementation of the CHSE (Cleanliness, Health, Safety, Environment) protocol. The CHSE program has been implemented in the tourism and creative economy sector, and it is later expected to stimulate tourism activities in Bali in particular. The implementation of the CHSE implementation through the 'We Love Bali' program is a form of support for tourism and creative economy business actors including hotels, travel businesses, transport businesses, tour guides, restaurants, tourist destinations, MSMEs, and others. Apart from seeing the implementation of the CHSE, the "We Love Bali" program also has a "simakrama" activity which is an activity to invite all tourism actors from all over Bali.

Problem Solution

This activity was held to equalize perceptions about the steps that must be prepared and implemented in the adaptation and recovery of Bali tourism so that the Balinese economy can immediately revive. In addition to educating the CHSE protocol, the Government also invites the public to campaign for the importance of using non-cash transactions. This program is expected to help the industry survive and recover from the pandemic while strengthening the implementation of health protocols. So that the industry can return to productivity and remain safe from Covid-19 and the confidence of tourists will increase. Participants who are members of

this activity are also required to publish the activities carried out while participating in the activity in the form of photos, videos,

In addition to reviving tourism, We Love Bali is also expected to form a safety awareness mindset for business people and tourists, as well as provide education in implementing new normal protocols. Regarding the clarity and consistency of objectives, according to the participants of the We Love Bali Program, this program prioritizes education and compliance regarding the implementation of health protocols. And also according to them, this activity is very likely to be very capable of returning the Balinese economy to a better state. For human resources who are included in this program, all of them get good feedback for themselves.
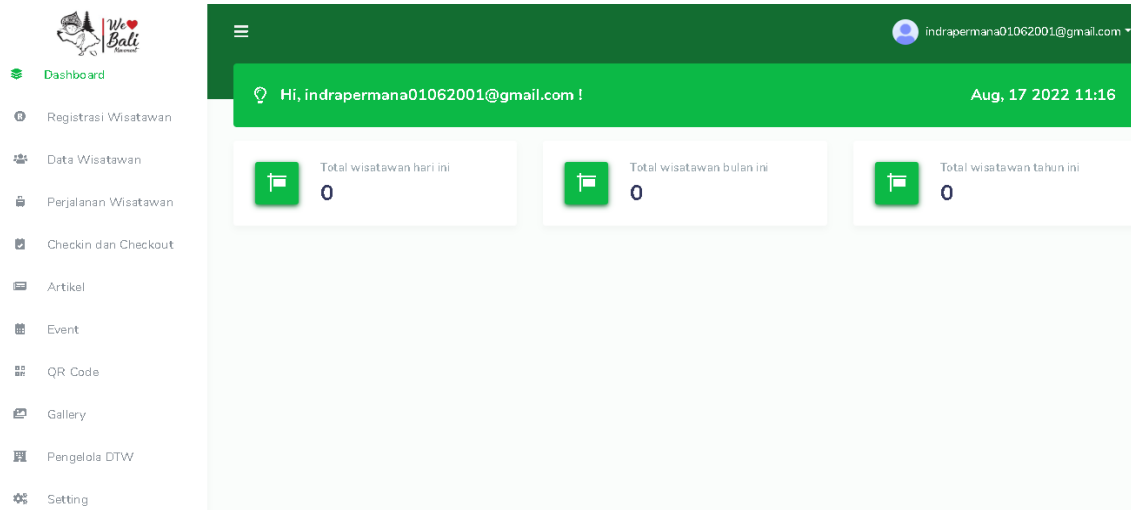

Figure2. Appearance dashboard menus

Second, there is something called the tourist registration feature where this feature can register when doing tours
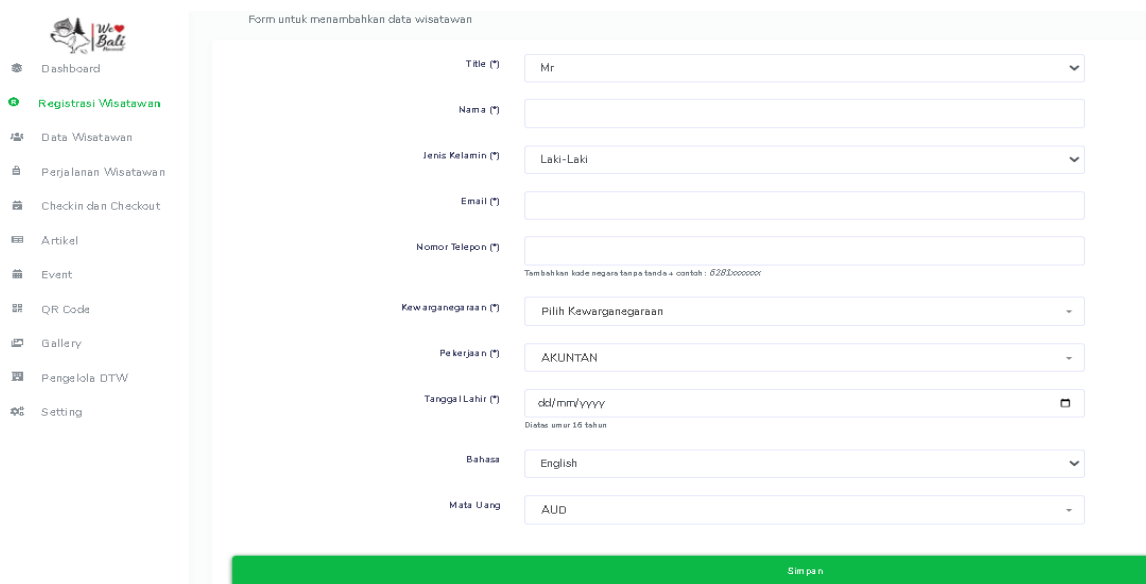

Figure 3. AppearanceTourist Registration

After registering tourists, the data that has been saved will be stored in this feature, once saved, it will continue to the tourist travel feature
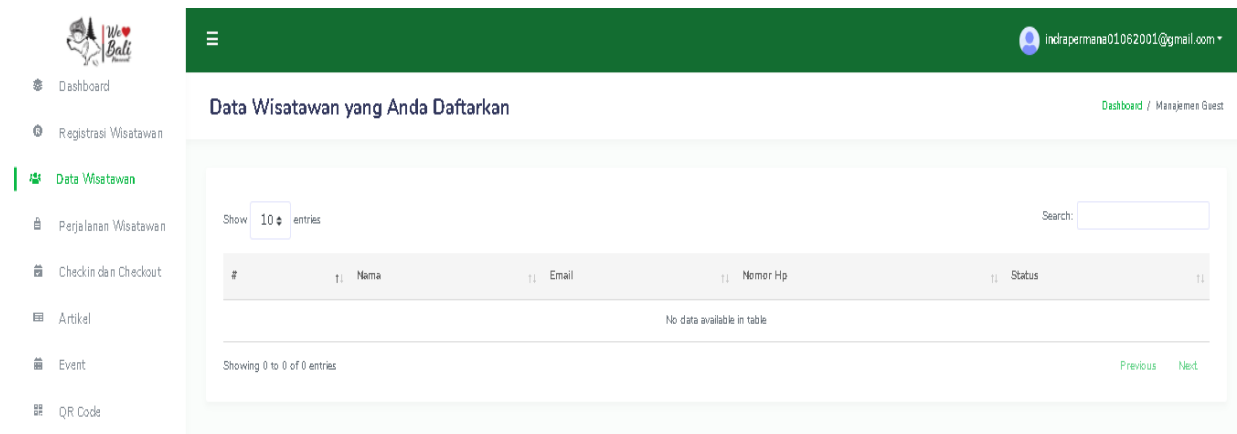
Figure 4. AppearanceTraveler Data

In this feature, tourists can choose tourist attractions or tourist trips that will be addressed and liked by tourists visiting Bali.
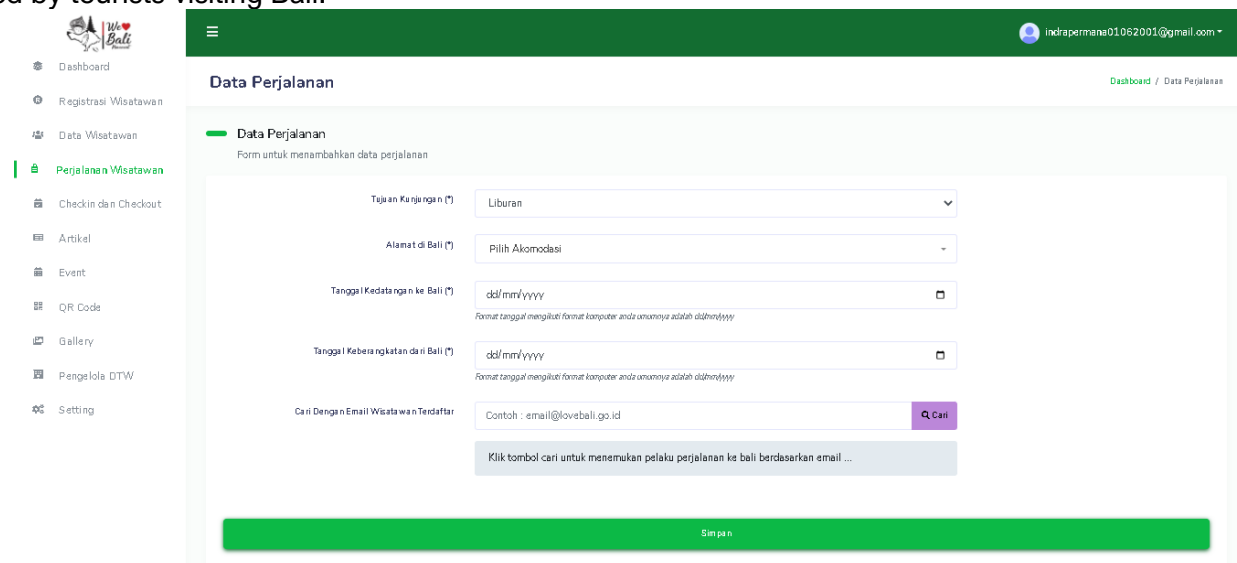

Figure 5. AppearanceTourist Travel

There is a Check in and check out feature for tourists visiting Bali and this feature also has a QR barcode feature.

CONCLUSION

Based on the results above, the following conclusions can be drawn to answer the formulation of the problem in this paper, including: The We Love Bali program is expected to be able to restore the economic situation of the Balinese people to a better condition. And also the We Love Bali program is one of the programs implemented to help tourism and creative economy businesses including hotels, travel businesses, transport businesses, tour guides, restaurants, tourist destinations, MSMEs, and others. In addition to educating the CHSE protocol, the Government also invites the public to campaign for the importance of using non-cash transactions so that later the public and business actors can follow the movement of an increasingly modern economic system. This program is very good and maybe it will make the pace of the economy in Bali better.

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