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Policy Analysis of Cleanliness, Health, Safety, and Environmental Sustainable (CHSE) in Restaurant Service Business in Pare Pare City - South Sulawesi Province

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ABSTRACT

This study aims to determine the implementation of government policies and determine the perception of tourism business actors with the government's policy regarding the CHSE program during the pandemic period in the city of Parepare. This research is a type of qualitative research, with data collection techniques using interviews, documentation and triangulation. Using a research instrument, namely interview guidelines. The data were analyzed using qualitative descriptive analysis techniques, through the stages of data reduction, data presentation and drawing conclusions. The results of the study indicate that implementation of government policies regarding the CHSE program during the pandemic in the city of Pare-Pare has not been carried out properly and optimally so that this makes tourism service business actors learn and find out for themselves about the CHSE program, restaurant service business actors in particular, only following the recommendations of health protocols, this is due to the lack of socialization and coordination provided by the government. The perception of tourism business actors with the government's policy on the CHSE Program raises good and positive things, but because there is no socialization about policies This makes restaurant service business actors and guests or consumers have different perceptions and positive and negative views, the existence of government policies regarding the CHSE Program is not well known by restaurant service businesses and the public so they choose to find out for themselves. and practice it yourself. .

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I. Introduction

The government's role is strived to be able to build the independence of the Indonesian nation so that it can be strong in facing the free market. Hope and certainty to increase business income and foreign exchange in the tourism sector through the presence of tourist visits (guests), especially in the context of enjoying services in the hotel and restaurant tourism facilities business, seem lost and hopeless for tourism business actors. This is due to the Covid-19 Pandemic that hit the world, especially in Indonesia, the Covid-19 pandemic is still ongoing and is sweeping the world today.

There are 3 main pillars for the recovery of tourism and the creative economy, namely innovation, adaptation and collaboration, as a big nation we should collaborate, don't be too busy competing, don't forget to innovate by utilizing digital technology and adapting in the midst of a pandemic by prioritizing strict and disciplined health protocols. Similarly, there are three impacts of the pandemic in each region, namely a decrease in hotel and restaurant tax revenues in each district/city, a decrease in demand in the small and medium business sector, and a decrease in hotel and restaurant occupancy. There needs to be an adjustment and adaptation of programs in terms of marketing hotels and restaurants during the COVID-19 pandemic, namely by providing accommodation packages and collaboration with the government, in the hotel and restaurant business sector, the transformation of health and safety standards, digitalization transformation, efficiency transformation and employment opportunities is needed. will be more difficult. In the tourism sector, especially the restaurant business, in meeting the needs and desires of guests, it is expected to provide good service in accordance with established service procedures. Likewise, the government has issued a regulation to maximize health

protocols, namely regulations on the implementation of Cleanliness, Health, Safety, and Environment Sustainability, which is abbreviated as CHSE. The latest standard of the Indonesian tourism industry to rise after being affected by the pandemic.

CHSE is a protocol for cleanliness, health, safety, and environmental sustainability issued by the Ministry of Tourism and Creative Economy. The purpose of establishing the CHSE program is that it is expected to be a guide for actors in the tourism and creative economy sectors. Because, CHSE is a program from the Ministry of Tourism and Creative Economy (Kemenparekraf) in the form of implementing health protocols based on Cleanliness, Health (Health), Safety (Security), and Environment Sustainability (Environmental Sustainability). The importance of implementing CHSE is very helpful for all parties. The government, the community and tourism actors, especially in the restaurant business, as explained by previous research, namely Nugraha (2021) explained that the impact of the negative COVID-19 pandemic that is being felt at this time will be avoided and its effects minimized by increasing the application of health protocols in the new normal era. . The manager of the tourism business unit cooperates with the local government to provide a sense of security and comfort in tourism destinations. One of its efforts is by implementing CHSE (Cleanliness, Health, Safety, & Environmental Sustainable) in locations that become tourist centers for tourists. Likewise, communication is expected to be maximized so that coordination and information can be achieved, especially the implementation of the CHSE program policy, where it is necessary to involve all relevant parties including industry and certification bodies to equalize perceptions so that goals can be achieved. The involvement in question is to sit down together to evaluate and develop curriculum and build good "communication" to coordinate and disseminate information in relation to the implementation of a policy, especially the implementation of the CHSE Program policy. The concept of policy implementation according to Meter et al. (1975) explains that, the implementation of public policy as an action taken by public organizations that are directed to achieve the goals that have been set in the previous decision.

These actions include efforts to change decisions into operational actions within a certain period of time as well as in the context of continuing efforts to achieve major and minor changes determined by policy decisions. (1) standards and policy objectives, (2) resources, (3) communication between organizations and strengthening activities, (4) characteristics of implementing agents, (5) disposition of implementors, (6) social, economic and political conditions. Based on this description, it can be concluded, the concept of understanding policy implementation is, the existence of actions taken either by individuals or officials or government or private groups directed at achieving the goals that have been set in policy decisions. four stages in the context of policy implementation, namely the existence of policy objectives or targets, the existence of activities or activities in order to achieve the objectives and the results of the activities that have been carried out.

Further evaluation is carried out. From this explanation, it can be concluded that policy implementation is a dynamic process, where policy implementers carry out an activity or activity, so that in the end they will get a result that is in accordance with the goals or objectives of the policy itself, then the results of its implementation will be evaluated to make policy updates. The smooth implementation of a policy certainly cannot be separated from several considerations related to policy implementation, namely, readiness through planning, resource readiness, readiness of facilities and infrastructure and supporting facilities. Edward III reaffirmed in [6] that, the main problem of public administration is the lack of attention to implementation that without effective implementation the decision of policymakers will not be carried out successfully. Communication relates to how policies are communicated to organizations and/or the public, the availability of resources to implement policies, attitudes, and responses from the parties involved and how the organizational structure of policy implementation is. Based on this description, this study will examine and analyze the Cleanliness, Health, Safety, and Environmental Sustainable (CHSE) Policy in the Restaurant Service Business in Pare Pare City - South Sulawesi Province..

II. Methods

This research was conducted from March to August 2022. This research is located in Parepare City, South Sulawesi Province by reviewing data from interviews and documentation. The data in this research are collected not only about the present but also events, events, processes that occurred in the past that may be related to the present. A systematic process aimed at developing findings based on

undoubted evidence into an end result of events or interrelated end results that aim to explain a phenomenon. This research is a type of qualitative research, with the research subjects in this study selected by using purposive sampling technique, namely the selection of research subjects in a deliberate way by researchers based on certain criteria or considerations, [4]. Research informants are sources of information that contain the data needed to describe and interpret the phenomena of the object under study, including the local government, the Youth, Sports and Tourism Office of the City of Parepare, stakeholders, waiters and several guests related to the research. With data collection techniques using interviews, documentation and triangulation. Using a research instrument, namely interview guidelines. The data were analyzed using qualitative descriptive analysis techniques, through the stages of data reduction, data presentation and drawing conclusions..

III. Result and Discussion

A. Implementation of Government Policy Regarding the CHSE Program in the Pandemic Period in Parepare

The implementation of government policies regarding the CHSE program itself during the pandemic in the city of Pare-Pare has not run optimally or well, but it can be seen that several restaurant service businesses in the city of Pare-Pare only know about it from which media is included from the CHSE program, namely wear masks, wash hands by providing a place in front of the restaurant service business then keep the distance between guests who come and other guests so as to reduce crowds.

Another thing about the CHSE program itself is Cleanliness, Health, Safety, and Environmental Sustainable where this program has been issued by the government of the Ministry of Tourism and Creative Economy, especially for restaurant service businesses throughout Indonesia. The Pare-Pare city government itself should be the one to follow up on these regulations by providing socialization to the public, tourists, and restaurant business people or so on so that they understand what is meant by the CHSE program, not just 3M.

Besides that, it is important to know the policies of the CHSE program itself to make restaurant business actors aware of the covid-19 virus that is being felt by the Indonesian people, the importance of the CHSE program in order to facilitate the operation of a business, especially the restaurant service business in the city of Pare-Pare. The city of Pare-Pare itself in relation to the CHSE policy, until now the Parepare city government has not implemented the Socialization. This is also due to several considerations, including the city of Parepare is still at the PPKM stage and has not included a list of activities and budgets in FY 2022.

Another thing is the CHSE program that is known by restaurant business operators in the city of Pare-Pare is carried out and investigated independently, both using existing media, and putting it into practice directly in existing restaurant businesses. In addition, the CHSE program policy referred to by the government is Cleanliness or cleanliness, which is a mandatory thing for all restaurant service business actors where basically cleanliness is maintained both from within and the work area (public area restaurant), then health, both health and wellness. themselves and their co-workers and of course the work area. Maintaining security starts from the importance of knowing the dangers of the Covid-19 virus and how to overcome it first, then how to instill an understanding of the policy so that guests will feel safer to eat and enjoy the restaurant services provided. The last is environmental sustainability where the restaurant service business also needs to make various warnings about the use of electricity, water and gas when not used and sorting organic and non-organic waste.

At the beginning of the issuance of the CHSE program, the Pare-Pare city government should have provided socialization of an understanding of the program so that over time when employees or waiters are asked what the CHSE program is, they are no longer confused but they know, but because they learn independently of the program. CHSE, so what they know is only a recommendation for health protocols, whether it's wearing masks, maintaining distance and washing hands. The following is a list of restaurant service business facilities in the City of Pare-Pare.

Table 1 List of Restaurant Service Business Facilities in the City of Parepare

No	Regions / Subdistricts	Sum
1	Bacukiki Barat (Café)	13
2	Ujung (Café)	10
3	Soreang (Café)	16
4	Bacukiki (Café)	2
5	Bacukiki Barat (Café n Resto)	9
6	Ujung (Café n Resto)	4
7	Soreang (Café n Resto)	2
9	Ujung (Resto)	3
	Total	59

Based on the table, it proves that there are quite a lot of restaurant service businesses, so basically it is true that this CHSE program must be socialized and coordinated to all restaurant service business actors.

In this regard, the implementation of the CHSE program policies that are known by tourism service actors is very minimal, they really only know; (1) Wearing a mask; (2) Hand Washing; (3) Keep your distance; (4) Avoiding Crowds.

This has been written into the Pare-Pare mayor's regulation regarding Covid-19, but the government has not done anything called socialization to restaurant service business actors, then lacks coordination, and minimal communication. Accordingly, the answers obtained by the informants based on age and gender are as follows:

Table 2 Distribution of Informants by Age

No.	Age (Years)	Sum	Percentare (%)	Understand (%)	Don't Understand Yet (%)
1	Woman 17 – 35	30	30.00	05.00	25.00
2	Male 17 – 50	70	70.00	10.00	60.00
	Total	100	100	15	75

Source: Data processing results, 2022

In the table 2 it can be seen that men are the most informants but also not half of the number of people who understand the policies of the CHSE program, as well as women only 5 people out of 30 people who were asked the same thing understand, and the rest still don't understand the same. once about the CHSE program.

In this regard, the reality is that it proves that the government does not pay attention to further actions when the CHSE program policy comes out. Although the city government of Pare-Pare has many restaurant service businesses, it has not implemented the CHSE program properly and optimally for restaurant service business actors, either by providing socialization, coordination or so on, so that currently the actors and employees only carry out and find out independently about it.

¹⁴ Based on the explanation of the data above, it can be concluded that the implementation of the CHSE Program policy has not been maximally carried out in general and comprehensive but there are still many who do not understand compared to those who already understand, this is due to the absence of socialization, coordination and communication that is carried out between the local government and business actors. restaurant services to be implemented further.

B. Perceptions of Tourism Business Actors With Government Policy Regarding the CHSE Program during the Pandemic Period in the City of Parepare

The perception of tourism business actors with government policies regarding the CHSE program during the pandemic is very good ³³ and strongly supports the operation of the restaurant service business to keep it open and running, just as perception is all processes of selecting, organizing and interpreting information input, sensations received through sight, feeling, hearing, smelling and touching to produce meaning (Silvani et al., 2021). Where the CHSE program has a very positive effect on tourism service business actors in the city of Pare-Pare.

Perception plays an important role in the concept of positioning because humans interpret a product or brand through perception. Perception is an important psychological aspect for humans in responding to the presence of various aspects and symptoms that are around them. According to Machfoedz perception is the process of selecting, compiling, and interpreting information to obtain meaning. Meanwhile, according to Hurriyati perception is the process through which people select, organize and interpret information to form a meaningful picture of the world. Consumer perception is a process that a person goes through in making choices, compiling, and interpreting information in order to get meaning or decisions.

From this definition, we can know that someone who will buy is influenced by the perception of the situation he faces, while what a person perceives is different from the reality. Basically it comes from the interaction between two factors, namely the stimulus factor where this factor is a physical characteristic such as size, weight, color or shape. And the individual factor which this factor includes the process in it is not only in the five senses but also in the process of similar experiences and the main encouragement and expectations of the individual himself. In the process of perception can be regarded as a human process because perception works in almost the same way for each individual even though the end result is different.

People can have different perceptions of the same object, because of the four perceptual processes; (1) Selective Attention Attention must be made selective in order to attract consumers because the message conveyed will be lost, unless the message is quite prominent. This means that marketers have to work hard in order to attract consumers' attention, the real challenge is which stimuli people will pay attention to; (2) Selective Distortion Used to explain the tendency of people to change information according to their own understanding, because basically people tend to interpret information in a way that is more supportive than opposed to the conceptions they already have. Thus, marketers must seek to understand consumers and how they impact and interpret their advertisements and products. Selective distortion can serve to the advantage of marketers with strong brands when consumers interfere with neutral brand information to make it more positive; (3) Selective Memory Selective memory means remembering what is said to be the advantage of one product and forgetting what competitors say, consumers will remember it when choosing a product. Consumers tend to remember good things that are said about the product; (4) Subliminal Perception The mechanism of selective perception demands active involvement and thinking on the part of consumers, the argument being that marketers secretly embed subliminal messages in advertisements and packaging. Consumers are inadvertently aware of these messages, but these messages influence their behavior. Although it is clear that many stable subconscious effects are common on consumer processing.

Table 3 *istribution of Respondents Perceptions of Tourism Business Actors with The Government's Policy On THE CHSE Program During the Pandemic in the city of Pare-Pare Based on Position*

No.	Work	Sum	Percentare (%)
1	Government	5	05,00
2	Owner	65	65,00
3	Manager/waitress	10	10,00
3	Consumers (Guests)	20	20,00
	Total	100	100

Source: Data processing results, 2022.

Based on the table, it can be seen that from 100 respondents, with each number from the government 5 people, owner 65 people, manager/waitress 10 people and 20 guests. Table 6 shows that most of the respondents are owners.

The presentation of data in this study is based on data obtained from informants or respondents who have been described in the table to determine the perceptions of restaurant service business actors.

The perception of the existence of a CHSE program policy issued by the government during the COVID-19 pandemic is very well received, but in the City of Parepare, South Sulawesi Province, the perception of restaurant service business actors in particular has not carried out comprehensive socialization at all and explained the advantages and disadvantages of the policy or its impact. The lack of firmness of the central and regional governments to implement these policies has raised concerns from business actors. So basically consumers or guests will actually feel more comfortable and safe when consuming food in a restaurant service business that does implement the CHSE

program. This is not only 3M but also the whole of the CHSE program, besides the perceptions that arise between the government and business actors are also different even though the central government has given and issued the program to be continued and forwarded by the local government to the community, business actors and so on.

Table 4 Number of Restaurant Service Businesses in Parepare City, South Sulawesi Province

No.	Business Type	Sum	Percentage (%)
1	Cafee & Resto	15	15.00
2	Cafee	41	41.00

Source: Youth, Sports and Tourism Office 2022

Based on the table, it can be concluded that the number of informal restaurant businesses as much as 60 or 60% can be categorized as developing.

Table 5 Distribution of Respondents Perceptions of Tourism Business Actors With the Government's Policy on the CHSE Program during the Pandemic in the city of Pare-Pare Based on Gender

no	Respondents by gender	Respondents' answers			Sum	Percentage (%)
		Understand	Lack of Understanding	Don't Understand		
1	Man	20	35	5	55	55.00
2	Woman	5	25	10	45	45.00
Total					100	100

Source: Data processing results, 2022

In the table it can also be seen that the perception of business actors regarding the CHSE program policy is also still minimal, especially they do not know more about the aims and objectives, and how to follow up.

Based on the exposure to the data above, it can be concluded that consumer perceptions of restaurant service business actors in the city of Pare-Pare have not been carried out optimally and have not been understood in general, including the aims and objectives of the CHSE program policy. Business actors and existing waiters also do not understand the importance of the program policy, especially in providing good service to consumers. It needs to be followed up so that consumers or guests are also safer in enjoying or traveling to a restaurant service business in the city of Pare-Pare.

Data analysis

C. Implementation of Government Policy Regarding the CHSE Program in the Pandemic Period in Parepare

According to Wishnutama Kusubandio as the Former Minister of Tourism and Creative Economy (2020), CHSE stands for Cleanliness, Health, Safety, and Environment. CHSE has been implemented in the tourism and creative economy sectors in Indonesia since September 2020.

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 the occurrence of new epicenters or clusters during the pandemic.

Quoting from the Keparekraf website, CHSE is applied to the tourism and creative economy sectors, Tourism consists of: Hotels, Attractions Restaurants, Homestays, Travel Businesses, Guides, SPA, MICE, Special Interests. While the Creative economy consists of Cinema, Performing Arts, Music, Fine Arts, Fashion, Culinary, Crafts, Photography, Game Vehicles.

According to [2] explains that public policy is a series of activities that have a specific purpose or purpose that is followed and carried out by an actor or group of actors related to a problem or a matter of concern. In line with this opinion, [10] explains that public policy based on efforts to achieve national goals of a nation can be understood as activities undertaken to achieve national goals and its measurement can be simplified by knowing how far the progress of achieving the goals has been. Every public policy has goals, both goal-oriented and problem-solving or a combination of both.

Tachjan densely (Diktat Lectures on Public Policy, 2006) explains about the purpose of public policy that the purpose of public policy is to obtain values by the public, both related to public goods (public goods) and public services (public services). These values are needed by the public to improve the quality of life, both physical and non-physical.

Based on the theory proposed by Bromley in [13], public policy has three different levels based on the policy hierarchy, namely: policy level, organizational level, and operational level. In a democratic country, the policy level is played by the judiciary and the legislature, while the organizational level is played by the executive. Furthermore, the operational level is carried out by implementing units such as offices, institutions or ministries.

At each level, public policy is realized in the form of institutional arrangements or laws and regulations that are adapted to the hierarchical level. While the interaction pattern is a pattern of interaction between the lowest policy implementers (street level bureaucrats) and the policy target group (target group) that shows the pattern of policy implementation that determines the impact (outcome) of the policy. The results of a policy within a specified period of time will be reviewed (assessment) to become feedback for all levels of the policy that is expected to result in an improvement or improvement of the policy.

The public policy process is a series of activities in preparing, determining, implementing and controlling policies. The effectiveness of a public policy is determined by a policy process that involves stages and variables. Jones (1984) suggests eleven activities carried out by the government in relation to the policy process, namely: "perception/definition, aggregation, organization, representation, agenda setting, formulation, legitimacy, budgeting, implementation, evaluation and adjustment/termination". [13] concludes that in general the public policy cycle consists of three main activities, namely; (1) Policy formulation; (2) Policy implementation as well; (3) Supervision and assessment (results) of policy implementation.

So the effectiveness of a public policy is largely determined by the policy process consisting of; (1) Formulation; (2) Implementation and; (3) Evaluation. The three main activities of the policy process have a causal relationship and have a cyclical pattern or cycle continuously until a public problem or certain goal is achieved. Policy implementation is a crucial stage in the public policy process. A policy or program must be implemented in order to have the desired impact or goal. Policy implementation is seen in a broad sense as a tool of public administration where actors, organizations, procedures, techniques and resources are organized together to carry out policies in order to achieve the desired impact or goal. [7] defines the implementation of public policy as: "Actions taken by public organizations that are directed to achieve the goals that have been set in previous decisions. These actions include efforts to turn decisions into operational actions within a certain period of time as well as in the context of continuing efforts to achieve major and minor changes determined by policy decisions. The policy implementation phase will not begin until the goals and objectives are set in advance by policy formulation. Thus, the policy implementation phase occurs only after the law is enacted and funds are provided to finance the implementation of the policy.

Policy implementation is a practical stage and is different from policy formulation as a theoretical stage. [2] suggests that: "Policy implementation is the application by government's administrative machinery to the problems. Then Edward III (1980) explained that: "policy implementation, is the stage of policy making between the establishment of a policy and the consequences of the policy for the people whom it affects". Based on the explanation above, [13] concludes that the implementation of public policy is a process of administrative activities that are carried out after the policy is determined and approved.

This activity lies between policy formulation and policy evaluation. Policy implementation contains top-down logic, which means reducing or interpreting alternatives that are still abstract or macro into concrete or micro alternatives. Policy implementation is a very important stage in the policy process. This means that policy implementation determines the success of a policy process in which policy objectives and impacts can be generated. The importance of policy implementation is emphasized by Udoji's opinion in [1] that: "The execution of policies is as important if not more important than policy making. Policy will remain dreams or blue prints jackets unless they are implemented". [1] explains that policy implementation has two approaches, namely: "The top down approach is similar to the command and control approach (Lester et al. 2000) and the bottom up approach is similar to the market approach [8].

The implementation of government policies regarding the CHSE program during the pandemic in the city of Pare-Pare should be carried out by the local government and the community as well as restaurant service business actors, especially those that are not carried out optimally or are not carried out properly, this is because the local government does not provide socialization, such as the results. The interview below is with the Office of Youth, Sports and Tourism of the City of Parepare, Mrs. Hj. Andi Bau Rahmah, ST., M.Si, on May 12, 2022 who said that:

“In relation to the CHSE policy, until now the Parepare city government has not implemented Socialization. This is due to several considerations, including the city of Parepare is still in the PPKM stage and has not included a list of activities and budget in FY 2022. However, plans will be made in the coming year.”

Then it was supported by an answer from the secretary of the BPC PHRI City of Parepare Mr. Hasan, on May 13, 2022, which said that:

“I really welcome and support research activities that focus on the implementation of the Ministerial Regulation on CHSE policy in informal restaurant businesses and several hotels as a sample of informants. In relation to the CHSE policy, basically there has not been any socialization of the Hotel and Restaurant business in the city of Parepare. However, although the policy has not been socialized, most of the entrepreneurs (Stakeholders) have understood and understood the intent and purpose of the CHSE policy. There are even some hotels and restaurants that have implemented these policies independently or individually in their businesses.”

Based on the results of these interviews with the local government of the city of Pare-Pare, it can be concluded that the local government of the city of Pare-Pare, South Sulawesi basically has not provided direct socialization with restaurant service business actors on the grounds that Pare-Pare is still in the PPKM stage so that the perpetrators businesses only learn independently with what is available, the city government only continues the policy of the CHSE program by issuing Parepare Mayor Regulation Number 31 of 2020 concerning the Implementation of Discipline and Law Enforcement of Health Protocols as an Effort for Prevention and Control of Corona Virus Disease 2019 in the City of Parepare. Where this Mayor Regulation aims to limit certain activities and the movement of people in suppressing the spread as well as breaking the COVID-19 chain, providing guidelines for the community so that they can adapt and change behavior in carrying out normal activities by observing the Health Protocol in the COVID-19 pandemic conditions; increase participation in coordination, harmonization and synchronization of policies regarding normal activities between Regional Governments, stakeholders and communities in the Regions; and strengthen efforts to handle health due to COVID-19.

This is further supported by answers from several waiters in the city of Pare-Pare, who said that:

- For the Pare Beach hotel itself, it has been known and has been implemented at the Pare Beach hotel regarding the Ministry of Tourism's policy on CHSE
- For Amais Kafe, the implementation of the CHSE policy Dan said that the Minister of Tourism's policy on CHSE has not been implemented, only known from the news through the website.
- For Sweetness 588 implementation of the CHSE policy And said that, did not know the Ministry of Tourism's policy on CHSE

From the results of these interviews, it can be concluded that only the pare beach hotel waiters have implemented the CHSE program policies. Then the following are the results of interviews conducted with stakeholders or restaurant service business owners, with the same questions and they said:

- For Hotel Pare Beach, the implementation of the CHSE policy has been carried out independently.
- For Amais Kafe, the Minister of Tourism's policy on CHSE has not been implemented and is still waiting for coordination with the local government and an explanation of the benefits
- Sweetness 588 already knows but has not socialized the policy.

12 From the results of the interview, it can be concluded that only Pare Beach Hotel has implemented the CHSE policy but has done it independently without any information from the government, then for other service businesses there are also those who still do not know and there are those who already know but there is no socialization because do not understand the meaning and purpose.

The following are the results of interviews conducted with guests with the same questions and they said:

- From guests of Hotel Pare Beach. said that the Minister of Tourism's policy regarding CHSE was only known from the website's electronic reporting.
- Amais Kafe guest said that the Minister of Tourism's policy regarding CHSE was only known from the electronic news on the website
- From Sweetness 588 said that, did not know the policy of the Ministry of Tourism regarding CHSE.

15 From the results of these interviews, it can be concluded that the guests only knew about the policy of the CHSE program from the media and some even didn't know it at all.

14 Another thing is that the implementation of the CHSE program policy is only carried out by 2 hotels, namely Pare Beach Hotel and Satria Kota Hotel, where these business actors are actors who are aware of the CHSE program policy in order to remember the sustainability of their business, besides that these business actors are looking for information. themselves about the program and not from the local government.

However, speaking of the CHSE program policy to the existing restaurant business actors, it turns out that it has not really made the business actors understand it immediately but it must always be repeated that the importance of the CHSE program to be implemented where with the new CHSE program policy, which requires that all restaurants and hotels understand the program and continue to be implemented or implemented, besides that the program also requires making verified and CHSE certification from the Ministry of Tourism and Creative Economy. (2021), the CHSE certification carried out by the Ministry of Tourism and Creative Economy of course aims to restore the confidence of tourists to return to visit tourist destinations.

This CHSE certificate can be used as an acknowledgment from the Ministry of Tourism and Creative Economy of business units that have met health, hygiene, safety and environmental sustainability standards and with this CHSE certification, it is hoped that it can help revive tourism actors back to their former glory and also restore the Indonesian economy.

4 Same as previous research by [14] regarding the implementation of Cleanliness, Health, Safety, Environment Programs in Supporting the Tourism Sector During the Covid-19 Pandemic in Bintan Regency (Case Study of the Bintan Regency Culture and Tourism Office) where this research resulted in the implementation of CHSE in Bintan Regency. The Bintan Regency has also not run optimally as a whole in the tourism business sector, this is evidenced by only 64 Tourism Businesses that have received CHSE certification, while there are around 256 Tourism Business Sectors in Bintan Regency that have not received CHSE certification. This is due to the lack of awareness of the owners of Tourism Business Actors and less responsive to the policies of the CHSE Program, lack of motivation from Policy Operators related to this CHSE Program. Another obstacle relates to the lack of ability of tourism business actors regarding the funds to be issued to meet the CHSE Indicators.

48 Talking about this, the implementation of the CHSE program policy in the city of Pare-Pare has also not run optimally and optimally, but some restaurant service businesses in the City of Pare-Pare do not understand the program at all, this is due to a lack of awareness from the government to provide socialization. , coordination and communication with local business actors is supported by the fact that only 2 restaurants have completed and the rest have not managed and have the certification, which in the end the restaurant only relies on the application of health protocols, and employees still do not understand the program. CHSE, but as time goes by, the existing restaurant service business finally survives with the policy as it is, so that even the waiters who have it also carry out their duties as usual with changes to the application of health protocols, not changes to the whole system. about the CHSE program.

D. *Perceptions of Tourism Business Actors With Government Policy Regarding the CHSE Program during the Pandemic Period in the City of Parepare*

Perception is the process of selecting, organizing and interpreting information input, sensations received through sight, feeling, hearing, smell and touch to produce meaning. Perception plays an important role in the concept of positioning because humans interpret a product or brand through perception. Perception is an important psychological aspect for humans in responding to the presence of various aspects and symptoms that are around them.

Consumer perception is also a process that a person goes through in making choices, compiling, and interpreting information in order to get meaning or decisions. From this definition, we can know that someone who will buy is influenced by the perception of the situation he faces, while what a person perceives is different from the reality. One of the various factors of consumer choice of products. Usually consumers who are motivated about a product are ready to make a purchase. However, how a person acts is influenced by his or her perception of a particular situation. In the process of perception can be regarded as a human process because perception works in almost the same way for each individual even though the end result is different.

Table 6 Number of Restaurant Service Businesses in Parepare City, South Sulawesi Province

No.	Business Type	Sum	Percentage (%)
1	Cafee & Resto	15	15.00
2	Cafe	41	41.00

Source: Youth, Sports and Tourism Office 2022

Based on the table, of the many restaurant service businesses, several were taken as informants and respondents to be asked about the perceptions of the restaurant service business actors as said by Shiffman and Kanuk, the perception of something comes from the interaction between two types of factors; (1) Stimulus factors, namely physical characteristics such as size, weight, color or shape; (2) Individual factors which include processes in it are not only in the five senses but also in the process of similar experiences and the main encouragement and expectations of the individual himself.

Perception is one of the various factors in consumer choice of products. Usually consumers who are motivated about a product are ready to make a purchase. However, how a person acts is influenced by his or her perception of a particular situation. In the process of perception can be regarded as a human process because perception works in almost the same way for each individual even though the end result is different.

E. *People can have different perceptions of the same object, because of the four perceptual processes:*

1) *Selective Attention*

Attention must be made selective in order to attract consumers because the message conveyed will be lost, unless the message is quite prominent. This means that marketers have to work hard in order to attract consumers' attention, the real challenge is which stimuli people will pay attention to.

2) *Selective Distortion*

Used to explain the tendency of people to change information according to their own understanding, because basically people tend to interpret information in a way that is more supportive than opposed to the conceptions they already have. Thus marketers must seek to understand consumers and how they impact and interpret their advertisements and products. Selective distortion can serve to the advantage of marketers with strong brands when consumers interfere with neutral brand information to make it more positive.

3) *Selective memory Selective memory*

It means remembering what is said to be the advantage of one product and forgetting what competitors say, consumers will remember it when choosing a product. Consumers tend to remember good things that are mentioned about the product.

4) *Subliminal Perception Mechanism*

Selective perception demands active involvement and thinking on the part of consumers, the argument is that marketers secretly embed subliminal messages in advertisements and packaging. Consumers are inadvertently aware of these messages, but these messages influence their behavior. Although it is clear that many stable subconscious effects are common on consumer processing.

Based on this description, perceptions can arise based on the characteristics of each individual to judge something according to understanding and logic. Another thing is the perception of tourism business actors with the government's policy regarding the CHSE Program during the Pandemic Period in Parepare City is also a positive thing even though the policies issued has not been implemented optimally. So the perception of restaurant service business actors, especially guests who come, is certainly different, such as the results of an interview with Stakeholders (Business actors) on May 14, 2022 at the Pare Beach Hotel by Mr. Eddy.

The CHSE policy socialization has not been carried out from the Parepare City Government. However, independently, Pare Beach Hotels and Restaurants have understood. So, Pare Beach Hotel finds out for themselves and puts it into practice on their own, thus this Pare Beach hotel has implemented the CHSE Policy and received an assessment from Satisfactory Assessors and Pare Beach Hotels and Restaurants have CHSE Certificates. This is also the case with the Satria Hotel Kota Parepare, who also found out for themselves and currently has a CHSE certificate.

In this regard, the following are also the results of interviews regarding the perception of the CHSE policy by guests/consumers Existing hotel restaurants, especially Pare Beach Restaurants, Reza Kafe and Resto and Amais Resto and other restaurants randomly on 15 May 2022, by Mr. Purnomo and Mr. Sahrul and guests others and asked for perceptions or understanding of the health protocol policy and the CHSE policy. And said that:

Already know about the Ministry of Tourism's policy on CHSE. The CHSE policy is in accordance with the Ministry of Health's policy on health protocols and provides certainty about cleanliness in hotel and restaurant businesses. This has been assessed and certified as a validation of the assessment of environmental cleanliness and other hygiene. Basically, this policy brings positive things so that we guests/consumers feel really safe when we come to a restaurant service business in particular.

Then the results of interviews from several owners of restaurant service businesses were taken at random and asked the same thing and said that:

Until now, no one has understood the CHSE program, what we know is only recommendations for health protocols or health procedures that are usually recommended by the government or commonly conveyed in the media, so that what we implement or what we implement is also what we know, such as providing laundry hands, and wearing masks for all my employees working at the time. Currently there is no direct socialization and coordination from the government to us restaurant service business actors.

Another thing is the results of interviews from several waiters who were taken randomly by asking the same thing and saying that:

- *Waiter Reza Kafe Mr. Saiful said that basically they only know about the Health Protocol while the CHSE Policy has not been understood.*
- *The waitress Amais Kafe Yuli's sister said that basically they only know about the Health Protocol while the CHSE Policy is not understood*

²² Based on the results of these interviews, it can be concluded that the waiters only knew about the policy from the website and only knew about the recommended health protocols but did not fully understand it.

Furthermore, the results of interviews from several guests were taken at random by asking the same thing and saying that:

- *Guest Abdullah from Pare Beach Hotel on 15 May 2022, conducted an interview and said that, the policy of the Ministry of Tourism regarding CHSE. The CHSE policy is very important. This provides certainty about cleanliness and sanitation in the place of business. And the CHSE policy is an integral part of the Ministry of Health's policy on health protocols. Important and very useful for guests and restaurant business people*
- *Guest Mustafa from Sweetness 588 on May 15, 2022, conducted an interview with guests and said that, it is very necessary for restaurant business actors to apply the regulation of the Ministry of Tourism regarding CHSE. The CHSE policy is very important. This provides certainty about cleanliness and sanitation in the place of business.*

From the results of interviews with consumers or guests, it can be concluded that, basically, consumers or guests do not know thoroughly about the CHSE Program but only know the recommendations for health protocols issued by the ministry of health, but the CHSE program policies that should be implemented and implemented have not been fully implemented.

Furthermore, the results of interviews from stakeholders were taken randomly by asking the same thing and saying that:

- *Reza Kafe conducted an interview and said that basically he had understood but had not carried out socialization from the local government. Only the implementation of the Health Protocol is carried out because supervision is often carried out*
- *Amais Kafe conducted an interview and said that basically they have understood but no socialization has been carried out from the local government. Only the implementation of the Health Protocol is carried out because supervision is often carried out*

Based on the results of the interview, it can be concluded that some of the stakeholders already understand but basically there has not been any socialization about this so that until now there are still many who have different perceptions, some even only know the recommendations for health protocols, and even then they know from the website or existing media.

In addition, the government should also support the course of the CHSE program by providing socialization but this is not done, so that the perceptions that arise or arise from actors or guests and consumers are different. This should be considered again by the local government so that the implementation of the CHSE program runs optimally. Based on data exposure and data analysis from interviews through a matrix approach from Sugiyono, the conclusions are as follows;

Based on the results of interviews with consumers or guests, it can be concluded that, although consumers or guests have different perceptions of government policies regarding the CHSE program, this is due to a lack of socialization and coordination from the government to the actors and the community. In implementing the CHSE Program policy, the local government should conduct socialization and coordination from the beginning to owners or managers regarding this CHSE program, so that it creates a good perception and assessment of consumers, as well as providing a sense of security for consumers in the midst of a pandemic. If the perception of the business actors is the same as the government in implementing the CHSE Program policy, then the implementation of the CHSE program in the restaurant service business will be created well and maximally in providing the best service for consumers. The local government has not implemented the CHSE program, in this case it has not socialized and coordinated, however, the owners and managers still find out for themselves and apply it with information obtained from the existing media. Then the perception generated by restaurant service business actors is currently different. This is due to the not optimal implementation of the CHSE program from the local government. The implementation of the CHSE program policy has not been carried out properly and has not been fully understood by the parties concerned, both consumers and existing owners, but only recommendations for health protocols.

IV. Conclusion

The implementation of government policies regarding the CHSE program during the pandemic in the city of Pare-Pare has not been carried out properly and optimally so that this makes tourism service business actors learn and find out for themselves about the CHSE program, restaurant service business actors in particular also only follow the health protocol recommendations. , of which recommended health protocols are only a few of the many CHSE programs. This is due to the absence of socialization and coordination provided by the government on the grounds that the city of Pare-Pare is still in the PPKM stage and there is no latest budget so that it is still in the planning stage. Basically the perception of tourism business actors with the government's policy on the CHSE Program creates good and positive things, but because there is no socialization about the policy, restaurant service business actors and guests or consumers have different perceptions and positive and negative views. , the existence of government policies regarding the CHSE Program is not well known by restaurant service business actors and the public so they choose to find out for themselves and practice it themselves. This makes the perception of restaurant service business actors appear worried and feel unnoticed by the government.

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