

Visitor Perceptions of The Application of Chse in An Event in Jakarta Post Covid-19 Pandemic (Case Study: Jakarta Biennale 2021)

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Abstract: CHSE is a standard applied by the Ministry of Tourism and Creative Economy to increase the number of event activities after the Covid-19 pandemic in Indonesia. Of course, the application of these standards is part of what must be carried out by the organizer when carrying out an event. But of course, the application of these standards is not necessarily implemented properly or in accordance with the guidelines issued. This condition can certainly reduce the satisfaction of event visitors after the Covid-19 pandemic, which expects good management of health protocols to avoid an increase in the spread of Covid-19 in the venue. To be able to find out whether the implementation of CHSE has been going well, the perspective that visitors have can be one of the indicators of the assessment. This research will observe the perspective of visitors on the implementation of CHSE at the Jakarta Biennale 2021 Event, where based on this perspective, there will be gaps that arise from the implementation of CHSE carried out by the Organizer with what is observed by visitors while at the event.

Keywords: Event, CHSE Protocols, Visitors, Gap

Introduction

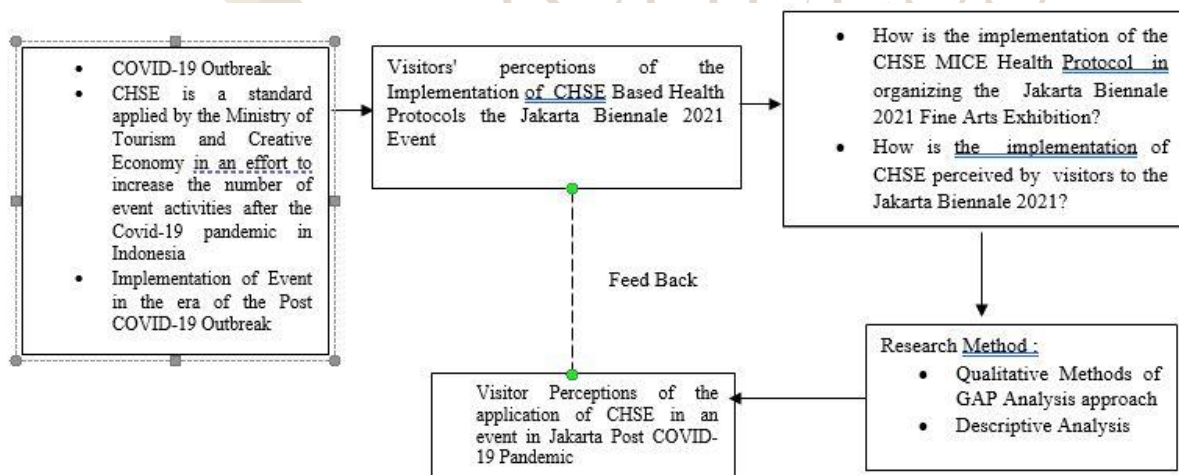
The COVID-19 pandemic is a global outbreak of coronavirus since the beginning of 2020 has caused major changes in the world tourism industry, including in Indonesia. The event has paralyzed various economic activities including tourism activities and forced all countries including Indonesia to prevent the rapid spread of Covid-19. In Indonesia, the policy issued by the government in the prevention and control of *Coronavirus Disease 2019* (COVID-19) is to implement health protocols and impose Large-Scale Social Restrictions and Restrictions on Community Activities since March 2020.

The implementation of this regulation, in addition to having a positive impact on reducing the spread of the Covid-19 virus, also has a negative impact felt by the Tourism industry, especially MICE. With these restrictions, the MICE Industry must limit its business activities in the form of postponement or cancellation of event activities that run throughout 2020 to 2021. As a result of the cancellation, the Indonesian Exhibition Companies Association (Asperapi) recorded the impact of losses incurred reaching 44.3 trillion rupiah. Asperapi also mentioned that there are 90% of event cancellations or postponements until the end of 2020, due to restrictions carried out (Kompas.com, 2020).

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In an effort to increase tourism activities, especially MICE, the Ministry of Tourism and related Ministries are trying to develop strategies so that the implementation of tourism activities and controls for the prevention of COVID-19 can go hand in hand. The Ministry of Tourism and Creative Economy then compiled and published guidelines for the implementation of *Cleanliness, Health, Safety and Enviromental Sustainability* (CHSE) for various tourism activities including MICE at the end of 2020. The CHSE MICE guidelines issued are expected to be a guideline and reference for every institution and industry in carrying out their activities related to MICE activities in the midst of a pandemic atmosphere. Along with the CHSE MICE guidelines and also the socialization that has been carried out, the handling of the pandemic is also getting better and controlled. Gradually various economic activities and activities including tourism activities in Indonesia began to move again. With the rise of tourism activities, especially MICE in Indonesia, it is certainly interesting to observe how the CHSE protocol is implemented in an event. On the reverse side, it is also interesting to know the response of visitors with the addition of new procedures to attend an activity or event. The visiting experience gained by visitors or tourists is certainly different from the experience of visiting before the pandemic. This condition will be the focus of this research, by taking a case study at the 2021 Jakarta Biennale Fine Arts Exhibition which will take place from November 21, 2021 to January 21, 2022. The results of this research are expected to provide benefits for event implementers related to the implementation of the CHSE protocol, and its impact on the visiting experience. In addition, it is hoped that the results of this study can encourage increased opportunities for better event organizing during and after the Covid-19 pandemic.

Figure 1



Literature Review

Special Events are gatherings that generally last from a few hours to several days designed to celebrate, honor, sell, teach about, oversee, or influence human endeavors (Matthews, 2015). Green (2018) reveals that special events work as an attraction and aim to provide a unique experience for visitors. Specific event visitors who will be interested in events such as major

sporting events, cultural festivals and others, therefore it is important to know what the public wants. The reasons a visitor makes a choice to attend a special event can begin with visitor characteristics such as age and income (demography), place of residence (geography), and travel competition (behavior). Participation in organizing special events is voluntary and visitors are free to decide whether to participate in the event (Kenneth, 1997). Special Events are proposed by Dawyer (in Xie et al, 2015) to be the most popular way for local communities to provide recreational opportunities to community members, as well as to attract tourists and income. Getz (2008) argues that special events can serve as sustainable attractions while fulfilling a very important social and cultural role in the community at the community level. Golbalt (2005) says the purpose of special events has varied activities, ranging from celebrating unique moments with ceremonies and rituals, to promoting sporting events, to providing opportunities for recreation and social interaction beyond everyday experiences. Leung (2020) saw that the Covid-19 pandemic forced tourist business processes (MICE) to be carried out by placing a greater emphasis on the demands of hygiene and social distancing. This emphasis is implied in the form of hygiene protocols and certificates issued in several countries such as Singapore, Thailand, Indonesia and various countries in the world. Perception itself is influenced by two factors, these factors are both internal and external factors. Internal factors are factors that originate from within the individual himself, while external factors are factors arising from attraction in tourism that exists around the individual and the objects that are in it (mifthah, 2019)

Methodology

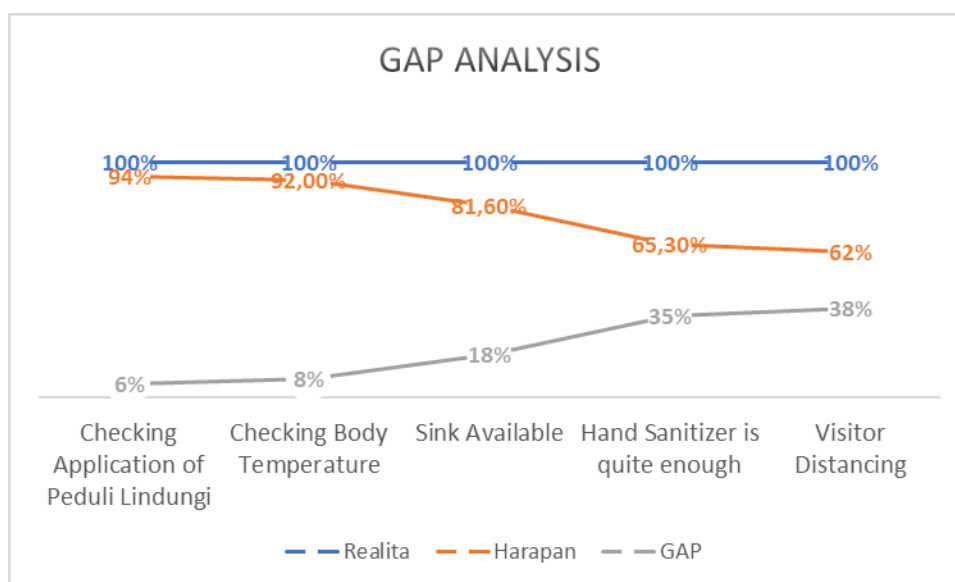
The research method is carried out using qualitative research methods with a Gap Analysis approach to produce conclusions that can facilitate research results into information on the conditions of the application of CHSE which are perceived with the quality of the visiting experience expected by visitors to the 2021 Jakarta Biennale. The use of the Gap Analysis approach is aimed at observing the implementation of the protocol. health services carried out by the manager against the standards applied to the expectations of visitors.

These results will show how big the gap is between the implementation of health protocols in an event. To be able to obtain research data, the survey method is used as a method to obtain the required data. Gumilar (2013) said that the survey method is a method that can facilitate research, because through this method research data derived from survey questions can be revealed factually and in detail so that they can describe existing phenomena. In another opinion, Sugiyono (2009:13) explains that the survey method is used to obtain natural data by using questionnaires, structured interviews and so on. The data collection technique was carried out by direct observation to the *venue* of the Jakarta Bienalle 2021 exhibition activity. Data collection methods to support the data analysis process, using the stages of research to be carried out are as follows; (1) The research preparation stage is by conducting a desk study and preparing research instruments; (2) Survey of visiting sample data in Jakarta bienalle 2021; (3) Tabulation of survey data to visitors to Jakarta bienalle 2021; (4) Data analysis using a descriptive analysis approach; (5) Make a report on the results of the analysis of the application of CHSE and the Quality of Visiting Experience at Jakarta Bienalle 2021. The *observation* method used in the process of documenting research data information uses

indirect filling through *google docs* that is distributed to visitors during the implementation of the Jakarta Biennale 2021 activities.

Findings & Discussion

To obtain the sampling data that will be used in this study, the technique used is snowball sampling, where researchers target 100 visitors. However, in the process of running the study, the number of respondents who responded to want to be a sampling in this study only amounted to 50 visitors. To find out the quality of the experience of visiting the Jakarta Biennale, respondents were first asked about the health procedures and CHSE that must be followed to be able to visit the Jakarta Biennale location. Furthermore, respondents answered questions about the seven dimensions of the visitor/tourism experience. Then a gap analysis was carried out using importance performance analysis to find out the gap between expectations and reality obtained by visitors according to health protocols during the exhibition. The smaller the gap between hope and reality, the more qualified the visiting experience gained.



The results of this study were perceived using an ordinal scale 100% to compare the expectations and reality of the visitor perception toward application CHSE MICE consist of 5 indicators such Checking application of peduli lindungi, Checking Body Temperature Sink Available, Hand Sanitizer is quite enough and Visitor Distancing accordance with the health protocols implemented during the event. So the results of the study were obtained as follows:

- 1) Based on the expectations and reality on the checking of peduli lindungi get 94% with the gap between the two only 6%. When viewed from the results obtained, there is a gap value between expectations and reality in the indicator of checking peduli lindungi in the tourist experience, it can be concluded that it is quite satisfied with the organizers of the Jakarta Biennale 2021 in implementing health protocols even though they have not been able to meet the criteria for the CHSE health protocol set as a whole

- 2) Based on the expectations and reality on the visitor distancing get 62% with the gap between the two is 36%. When viewed from the results obtained, there is a gap value between expectations and reality in the refreshment has not been able to meet the criteria possessed in the visitor experience with the implementation of the CHSE health protocol
- 3) For other indicators it is at 75%-90% where for other indicators it is the result of visitors' perception of the CHSE MICE health protocol standards

This indicates that the organizer of the Jakarta Biennale 2021 must further develop things that make visitors increase visitor distancing including; (1) Place additional limitations on the number of workers in enclosed areas of the facilities (such as the break rooms) to ensure at least six feet of separation; (2) Stagger personnel breaks, in compliance with wage and hour regulations, to maintain adequate social distancing; (3) Minimize exposure between staff in exhibition hall and customers through social distancing or use of barriers where social distancing cannot be maintained. Then, The organizers of the Jakarta Biennale Event are still very likely to improve the ability to meet the CHSE health protocol standards for the venue of its following, but these efforts must also be balanced with supervision or even the role of the government in issuing related regulations.

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