



Analysis of Cleanliness, Health, Safety and Environmental Sustainability Implementation in the COVID-19 Pandemic at PT. SMK Pekanbaru

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Annotation: Coronavirus Disease 2019 (COVID-19) is an infectious disease caused by Severe Acute Respiratory Syndrome Coronavirus 2 (SARS-CoV-2). The results of the survey found by researchers that there was 1 restaurant in Pekanbaru that was exposed to COVID-19 and it was known that 1 employee was declared asymptomatic then the restaurant was closed for 14 days so this had an impact on 32 other employees who had to be laid off. The purpose of this study was to analyze Hygiene Management during the COVID-19 pandemic at PT. SMK. This study uses a qualitative method with a descriptive research design. The methods used are in-depth interviews, observation methods, source methods, document review methods. The subjects of this research are customers, employees, and company managers. Then, the research measuring instrument used is data saturation and data triangulation.

Key words: Hygiene, Health, Safety, Environmental Sustainability, Management, COVID-19

INTRODUCTION

COVID-19 is an infectious disease caused by SARS-CoV-2. SARS-CoV-2 is a new type of coronavirus that has never been previously identified in humans. There are at least two types of coronavirus that are known to cause diseases that can cause severe symptoms such as Middle East Respiratory Syndrome (MERS) and Severe Acute Respiratory Syndrome (SARS). Therefore, PT. Sari MelatiKencana has regulations for customers and employees before entering the restaurant area such as washing hands, using masks, spraying disinfectants on customer employees, and checking body temperature (Riadi, 2019).

On December 31, 2019, the WHO China Country Office reported a case of pneumonia of unknown etiology in Wuhan City, Hubei Province, China. On January 7, 2020, China identified pneumonia of unknown etiology as a new type of COVID-19. On January 30, 2020 WHO has declared it a Public Health Emergency of International Concern (KKMMD/PHEIC). The increase in the number of COVID-19 cases is happening quite quickly and has spread between countries (Andrews, 2020)

Based on scientific evidence, COVID-19 can be transmitted from human to human through coughing/sneezing droplets (droplets). People who are most at risk of contracting this disease are people who are in close contact with COVID-19 patients, including those who care for COVID-19 patients. Standard recommendations to prevent the spread of infection are through regular hand washing with soap and clean water, practicing cough and sneezing etiquette, avoiding direct contact with livestock and wild animals, and avoiding close contact with anyone showing symptoms of respiratory illness such as coughing and sneezing. In addition, implementing Infection Prevention and Control (PPI) while in health facilities, especially emergency units (KEMENKES, 2019).

The existence of the COVID-19 pandemic which has hit the country's tourism sector hard since the beginning of 2020 has also had a tremendous impact on PT. SMK. PT.SMK ensures the optimal use of equipment and materials that are environmentally friendly. Monitoring and evaluating the implementation of guidelines and SOPs for the implementation of cleanliness, health, safety, and environmental sustainability to ensure the dining area is free from vectors and disease-carrying animals, closed trash cans, and provide safety knowledge to employees at work, especially for employees and customers.

The survey conducted by researchers found 1 restaurant in Pekanbaru that was exposed to COVID-19, it was found that 1 employee was declared asymptomatic (OTG) then the restaurant was closed for 14 days and 32 employees were laid off due to the impact of COVID-19 for PT. SMK is a lack income because restaurants have to be closed to re-sterilize rooms and equipment. The COVID-19 pandemic has also changed people's habits. Every individual in every family has made various efforts to participate in tackling or breaking the chain of the spread of this pandemic.

The most obvious habit of the community is a clean and healthy lifestyle (PHBS). So far, the behavior of clean and healthy living is not well known and is not carried out optimally by the community. But during this pandemic, this term is starting to resonate in society. Every individual has carried out this clean and healthy living behavior within the family and community. Clean and healthy living behavior is an effort to provide learning experiences or create conditions for individuals, families, groups, and communities by opening lines of communication, providing information, and educating to improve knowledge, attitudes, and behavior to help customers and employees recognize and solve their problems so that they are aware, willing and able to practice PUBS through a leadership approach (Mardhiati, 2013).

The benefits of cleanliness, in general, are to increase public awareness so that they are willing and able to live a clean life. This is important to do so that people are aware and can prevent and anticipate or overcome health problems that may arise. In addition, by implementing and practicing hygiene, it is hoped that the community will be able to create a healthy environment so that it can improve the quality of life.

The application of hygiene in daily life has benchmarks that can be used as a measure that a person is said to have done or met the criteria for carrying out clean living behaviors, namely Hand Washing with Soap (CTPS) properly washing hands in running water and using soap can eliminate various kinds of germs. and dirt that sticks to the hands so that the hands are clean and free from germs. In the current situation with the development of the coronavirus, washing hands with soap and running water is a must. Washing hands must pay attention to the rules by cleaning all parts of the hands. In the diagram on the spread of COVID-19 disease, the spread of germs is mapped, germs and bacteria originating from animal waste, humans, rotting garbage, etc. are spread through various ways, namely flies, dust, hands, water, etc. Dirty hands are a medium for spreading disease. Washing hands with soap at important times can reduce the risk of getting the diarrheal disease by 42-48% and can significantly reduce acute respiratory diseases including preventing the Corona Virus.

Amid the spirit of entering this new normal era, the Ministry of Tourism and Creative Economy of the Republic of Indonesia (Kemenparekraf RI) again facilitated Cleanliness Health, Safety, Environmental Sustainability (CHSE) as a guideline during the pandemic and PT. Vocational High Schools also carry out the procedures provided by the Ministry of Tourism. CHSE stands for Cleanliness, Health, Safety, and Environment. CHSE has been implemented in the tourism and creative economy sectors in Indonesia since September 2020.

Cleanliness, Health, Safety, and Environmental Sustainability is 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 goal is to increase efforts to prevent and control COVID-19 for employees and customers at PT. SMK to prevent the occurrence of new epicenters or clusters during the pandemic. The scope of the implementation of Cleanliness, Health, Safety, and Environmental Sustainability is washing hands with soap/hand sanitizer, availability of handwashing facilities with soap, cleaning of spaces and public goods with disinfectants/other cleaning fluids, safe and appropriate, using the necessary personal protective equipment, applying ethics coughing and sneezing Clean and hygienic food and beverage management, avoiding physical contact, maintaining a safe distance, preventing crowds, checking, temperature, body, use, equipment, and environmentally friendly materials, efficient use of water and energy sources, healthy to maintain the balance of the ecosystem, monitoring, and evaluation of the implementation of guidelines and standard operating procedures for the implementation of Hygiene.

METHODS

This study uses qualitative methods with a descriptive research design. This method is by conducting in-depth interviews, observation methods, source methods, document review methods. The information in this study was 1 manager, 7 employees, and 1 customer. Data analysis was carried out qualitatively with data saturation techniques and data triangulation.

RESULTS AND DISCUSSIONS

Corporate Hygiene is a specialty in the science of hygiene and its practice by conducting an assessment of qualitative & quantitative disease-causing factors in the work environment and the company through measurements whose results are used as the basis for corrective actions to the environment as well as further prevention so that workers and the community around a company are protected from the consequences of work hazards and it is possible to taste the highest degree of health (Afiyah, 2016).

Management carried out by PT. SMK Pekanbaru City to implement CHSE during the pandemic consists of entrance areas, food and beverage services, payments and exits, food and beverage delivery services, kitchens, administration rooms, and employee rooms. Based on the results of research and observations made by researchers, it can be seen that the implementation of CHSE during the COVID-19 pandemic at PT. SMK which consists of the entrance area, food and beverage service, payment and exit, food and beverage delivery service, kitchen, administration room, and employee room has been implemented. This is in line with research conducted by (Said, 2016) which states that program planning, organizing, mobilizing, monitoring, and evaluating Hygiene at PT. The Makassar City Palm Oil Processing Industry is implemented.

SOP for the entrance area

Based on the results of triangulation of sources from key informants, there are key informants and key informants who do not comply with the regulations in the CHSE guidelines, namely 50% of customers. The results of data saturation from the main informants, key informants, and additional informants are very aware of the current regulations but do not follow the existing regulations. From

facility managers, employees, and customers, the majority of the customers recorded are known to not believe in COVID-19 so they do not want to obey existing regulations.

The results of this study (Kurniawan, 2020) explains that 70% of customers who come do not comply with CHSE regulations. As much as fifty to ninety percent of coffee sales turnover from coffee sales services, both from coffee shops that provide "dine-in" services or from outdoor outlets has decreased. In research of (Hippert, M. A. S., & Longo, 2018) explained that SOPs are used as a foothold in action. Every company, regardless of form and type, requires a guide to carry out the duties and functions of each element or unit of the company. Standard Operating Procedure (SOP) is a system that is structured to facilitate, clarify the stages and make work orderly. This system contains a sequence of processes doing work from start to finish (Teixeira, 2019)

Food and beverage service

Based on the results, some majority informants do not comply with the regulations in the CHSE guidelines. The results of data saturation from the main informants, key informants, and additional informants are very aware of the current regulations but do not follow the existing regulations. From facility managers, employees and customers, it can be averaged that 60% who were recorded were known to not believe in COVID-19 so they did not want to obey the existing regulations.

The results of this study are in line with (Scott, 2018) to be successful in marketing products and services, a company uses an approach called the marketing mix or known as the marketing mix concept. This marketing mix consists of four components, namely: price strategy, product, place, and promotion. The research of (Eaton, 2013) explains that the way breakfast service has been going well so far. Although, some waiters/waitresses have not fully provided these services by predetermined service standards. For example, when guests have finished breakfast, the waiter and waitress are not immediately cleared up, the food in the buffet that is left a little sometimes is not immediately refilled so that when many guests enter the restaurant for breakfast they have to wait for the food refill at the buffet, sometimes the waiter/waitress is lacking. Pay attention to the protocols that apply during the COVID-19 pandemic, such as not wearing gloves when serving guests. According to the researcher, the food and beverage service carried out by the person in charge of the program such as employees and managers has been running according to the CHSE guidelines but employees must pay more attention to customers so that they can comply with existing regulations because there are many problems with customers visiting restaurants. So it can be compared with employees who comply with regulations and those who do not, namely employees who comply will be more disciplined at work while employees who do not follow the rules will be given sanctions by the manager.

SOP for payment and exit

Based on the results the informants have done well and correctly the guidelines for the ongoing CHSE. Informants are very aware of the current regulations and do it correctly according to the directions in the CHSE guidelines. It can be explained that employees and facility managers make payments using non-cash all the tools used in the payment process using an EDC machine and complete the cash register with hand sanitizer and tissue.

Based on data held by Analytic Data Advertising (ADA) in (Pebrianto, 2020), it was noted that the use of applications for online shopping increased by 300% and will experience a peak increase of more than 400%. Based on a survey conducted it was found that around 30% of consumers plan to shop online more often than usual. Research by (Hippert, M. A. S., & Longo, 2018) concluded that we must respond together to slow down transmission, strengthen the resilience of the health care system so that the COVID-19 outbreak can be overcome quickly. For this reason, coordination/cooperation of all parties is needed to overcome this epidemic. Amid efforts to control the spread of COVID-19, it's time to think about the future and plan for recovery. The assumption of the researcher, the SOP for food and

beverage service is very standard, managers and employees are very knowledgeable about service and beverages before the recent CHSE guideline.

Food and beverage delivery

Based on the results there are the majority of informants who do not comply with the regulations in the CHSE guidelines. The informants are very aware of the current regulations but do not follow the existing regulations. So it can be seen that the average employee who does not comply with the regulations because they are in a hurry, afraid of being late in food delivery. Based on research (Wirasandi, A., Gumilang, S. F. S., & Hasibuan, 2019) The growth of the food stall business at Telkom University has always decreased by 70% due to unsatisfactory service, according to the Bandung Regency Central Statistics Agency, for 2016 in the Sukabirus area, Dayeuhkolot to Sukapura and Citeurup, the number of food stalls and stalls reached 694 stalls. This number seems to have increased compared to 2015 which was around 360 stalls. The cause behind the increasing number of stalls around the Telkom University area cannot be separated from the needs of every human being, namely, eating and drinking to survive. Encouraged by the high number of students who register each year. The Ministry of Research, Technology and Higher Education noted that for the 2017/2018 academic year the total number of Telkom University students was 24,062 students.

Food and beverage delivery services still lack understanding about individual safety such as not using gloves, using hand sanitizer, which is trending every week so that employees can care more about the regulations in the current CHSE guideline. It can be compared with employees who comply with the implementation of CHSE with those who are not visible from doing their work, such as those who comply with always checking completeness during the delivery process such as checking body temperature first before arriving at visitors.

KitchenSoup

Based on the results, less information did not comply with the regulations in the CHSE guidelines. The employees of kitchen SOP were aware of existing standards but were not carried out properly. The information did not understand the contents of the CHSE guidelines, therefore the existing regulations were not implemented. So it can be seen a minority of employees do not comply with CHSE regulations because they do not know the guidelines for implementing CHSE and employees are also part-timers so they rarely follow weekly trends.

Policy is one of the government's tasks which is contained in two parts, namely making policies and then implementing them in the form of public services, while the understanding of policies means whatever governments choose to do or not do. Political policymaking is not only required to make good policies but also to make ideal policies in the sense that the error space is minimal, even zero defects. This is because the policy is the spearhead of a government (William, 2003), we see the current condition of all world governments making their own policies, there is no country that is an absolute reference when dealing with COVID-19 (Smith & Simpson, 2004) This is because the COVID-19 pandemic attacks simultaneously at the same time so that if the government is not good at making policies, both those that prioritize health and pay attention to the development of the Indonesian economy.

According to the researchers, managers and employees should do weekly trending on CHSE guidelines so that when they are in the kitchen area, employees are very aware of what to do before starting work activities, the goal is that when working all employees in a state of hygiene no one gets sick. It can be concluded that 40% of employees who do not carry out hand sanitization when entering are more susceptible to disease compared to employees who regularly wash their hands. Employees who throw garbage in its place are more hygienic than employees who like to throw garbage out of place, for example throwing garbage in an uncovered place that can come to flies.

Administration room

Based on the results, the majority of informants know the existing standards but are not carried out properly. It can be seen on average of employees do not bring their own writing utensils, do not keep infrequently because of conditions that are not possible because in giving products employees have to carry food to other employees so that the takeaway process runs smoothly and for spraying with good customer conditions. They come in turns so they don't have time to do sanitation, but when the customer is empty, the employees just do the sanitation on the other cashier equipment.

Based on (Taufik, 2020) the COVID-19 pandemic in Indonesia has changed the face of administrative arrangements and work patterns in government agencies. To realize optimal physical distancing, the work process shifts from working in the office to working from home (work from home). The development of online-based service, administration, and coordination processes began to be pursued as much as possible in each government agency environment, both central and local governments.

According to the researcher's assumption, employees who do not comply with the regulations in the CHSE guidelines are due to several things, such as only focusing on ordering food, drinks, and product quality but not paying attention to the regulations during the pandemic contained in the CHSE guidelines. It can be compared with employees who always bring their own tools and equipment, which are more hygienic than employees who like to borrow equipment with other friends. Fire extinguishers are not provided in the employee room because they are in accordance with the SOP before the CHSE guidelines.

Employee room

Based on the majority of the results of employees already know the existing standards but are not carried out properly such as still crowding in the employee room, not keeping their distance, and still using the equipment at the same time as other employees. Informants did not understand the contents of the CHSE guidelines, therefore the existing regulations were not implemented. So it can be seen employees do not comply with the CHSE rules because the room is too narrow so they are crowded together. For the use of personal equipment, there are still some employees who do not believe in the existence of covid, so for worship tools, they are still used together with customers and other employees.

The research of (Fajri, 2021) who has implemented the CHSE regulations explaining the duties of employees who are in the Back Office. Employees wash their hands or use hand sanitizer before and after entering their respective workspaces. Use your work tools and equipment, don't use them together. Use their writing tools. Clean all work tools and equipment with disinfectant or other safe and appropriate cleaning fluids, before and after use. Ensure electronic equipment is turned off before leaving the room. Advise suppliers, vendors, and contractors to accept non-cash payments. Communicate emergency response to related parties, such as fire department, nearest health service facility, police station. According to the researcher's assumptions about the employee room, it is just a habit that the employees themselves cannot change because they do not get used to implementing the current regulations clean state.

CONCLUSIONS

From the results of the discussion of research conducted at PT. SMK Pekanbaru in 2021 regarding the analysis of the implementation of cleanliness, safety, environmental, sustainability during the COVID-19 pandemic at PT. Sari Melati Kencana Pekanbaru in 2021 can be drawn several conclusions, such as 1) Implementation of SOPs at the entrance during the pandemic has not yet been implemented; 2) The implementation of food and beverage services is by CHSE regulations but there are still customers who are not willing to follow the rules; 3) the implementation of payment and exit SOPs have not been

carried out according to the CHSE guidelines; 4) The implementation of food and beverage delivery services based on the CHSE guidelines is still not followed by employees; 5) The implementation of kitchen SOPs based on CHSE guidelines is still not followed by employees and facility managers; 6) The implementation of the administrative room SOP has not been obeyed by the facility manager; and 7) The implementation of the employee room SOP has not been obeyed by the employees.

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