CHAPTER I
INTRODUCTION

A. Research Background

Tourism is one of the industrial sector which is expected to generate foreign exchange and has its own characteristics in handling and management, so that it is not only working capital but also requires expertise, perseverance, high dedication and is clever in taking advantage of the opportunities that exist in making tourism an aspect that is of interest to traveler. Tourism is an important sector in supporting the economy as a source of income for the country. Tourism is also a socio-cultural development and promotes the image of the nation abroad. Tourism in Indonesia is a fast growing sector and is considered to be one of the most important sectors of the economy. This sector is expected to become a very large foreign exchange earner in the country of Indonesia, as one of the aspects that tourists are interested in.

Tourism is a variety of tourist activities and is supported by various facilities and services provided by the community, businessmen, government and local governments Law no. 10 of 2009 concerning Tourism (revision of Law No. 9 of Tourism). The term "tourism" is said to have been used for the first time by President Soekarno in a conversation as a reference to the foreign term tourism. "The meaning of tourism is that if all activities are considered a failure". The sign of a tourist presence in all hotel development activities, transportation supplies and so on, has no tourism meaning. (Soekadijo.R.G, 2000: 1).

However, currently the Indonesian people are facing challenges that require human resources to adapt to the Corona Virus Disease 2019 (COVID-19) pandemic situation. The absence of a definitive vaccine and treatment for COVID-19 is predicted to prolong the pandemic period, so the country must prepare for a new balance in the lives of its people. Health, social and economic aspects must go hand in hand and support each other in order to achieve the expected goals. For this reason, various policies to accelerate the handling of COVID-19 must continue to support the sustainability of the economy and social aspects of society.

Corona virus or severe acute repiratory syndrome coronavirus 2 (SARS-CoV-2) is a virus that attacks the respiratory system. This viral disease is called COVID-19. The COVID-19 pandemic is a corona virus that originated and first emerged from the city of Wuhan, China, at the end of December 2019. It is suspected that COVID-19 originated from animals (bats). The people infected with this virus are people who have visited a local animal market in the city of Wuhan, China. The rate of spread of this virus is very fast, because humans are social creatures and allow them to interact directly. And the spread of this virus is now growing very rapidly in various countries, including Indonesia. Indonesia is one of the countries infected with the COVID-19 pandemic.

In the tourism sector, Covid caused a decrease in flight ticket bookings by up to -57.5% which forced managers to temporarily close tourism spots in Indonesia until an undetermined time (Forwardkeys, 2020). The pressure on the tourism industry is most evident in the large decline in foreign tourist arrivals with massive cancellations and decreases in bookings. The decline also occurred due to a slowdown in domestic travel, especially due to the reluctance

of Indonesians to travel, worried about the impact of COVID-19. The decline in the tourism and travel business had an impact on MSME businesses and disrupted employment opportunities. Even though so far tourism is a labor-intensive sector that absorbs more than 13 million workers. This figure does not include the multiplier effect that follows, including the derivative industries formed under it.

All parties must not continue to fall, as soon as possible it is time to get up and continue development by formulating a strategy. The new normal order scheme is considered very important in facing the tourism sector going forward. First, modification of the way of working, then implementing the behavior of minimizing touch and then sanitation which must be improved by adjusting Health Protocols.

Tourism industry players need to carry out health checks and health certifications for workers in the tourism sector. This needs to be done so that tourism workers are free from COVID-19 so that tourists are safe to come and visit. They also need to implement new practices for food and beverage accommodation for the safety and health of visitors, such as the use of disposable food containers or plates.

Currently, Indonesia has entered the new normal. A strict Health Protocol is needed so that the spread of the Corona virus can be suppressed. The Health Protocol for the Community in Public Places and Facilities in the Context of Prevention and Control of COVID-19 was prepared to increase the role and vigilance in anticipating the transmission of COVID-19 in public places and facilities. This Health Protocol can be developed by each related party according to their characteristics and needs. It is hoped that with the

involvement of all parties, both the government, the business world, and the community in preventing and controlling the transmission of COVID-19 in public places and facilities, it can help minimize the impact caused by COVID-19, and at a macro level can contribute to preventing the transmission or spread of COVID-19. 19 in society.

Managers are invited to take advantage of the momentum of closing tourist areas due to the COVID-19 pandemic to evaluate and rearrange their tourist attractions, so as to present a better impression for tourists, including starting to implement sustainable tourism. All managers emphasize health, cleanliness, safety and security protocols on the side of both workers and tourists. There is a special COVID-19 Task Force for the tourism sector that can work together with the COVID-19 Task Force from the government to anticipate this. Tourism industry players implement health-related protocols as soon as possible, so that they can adapt to the "new normal" conditions that arise from the COVID-19 pandemic.

The application of Health Protocols requires high discipline from all people, including owners or management, workers, customers and consumers, the community is as the supervisor. Based on a circular from the Governor of Yogyakarta, Yogyakarta is safe and ready to be visited by tourists. The Yogyakarta tourism Department is following up on increasing awareness of the risk of transmission of the corona disease (COVID-19) infection, especially in the tourism, industry and tourist destinations sectors. It is necessary to ensure that there are facilities for washing hands with soap or hand sanitizer and ensure regular hygiene monitoring at public facilities such as tourist destinations, airports, terminals, stations, hotels, restaurants, villages

or tourist villages. Yogyakara, as the main tourism destination in Indonesia, is safe and ready to be visited by tourists, with cultural, natural and artificial tourism attractions.

The Yogyakarta City Government issued Yogyakarta Mayor Regulation Number 51 of 2020 concerning Guidelines for the Prevention and Control of COVID-19 during the New Normal Order Period in the City of Yogyakarta. In order to prepare the community for a new normal to normal condition, several steps are needed to create a safe and ready condition to enter into a normal condition. One of the steps that need to be prepared is the recovery step. There are five stages to get to the new normal. The first stage is solving cases, the second stage is making new rules or protocols, the third stage is conducting trials and limited application of new protocols in stages, the fourth stage is Jogja's steps for Jogja, and the fifth stage is Jogja for everything.

The Health Protocol for the Community in Public Places and Facilities in the Context of Prevention and Control of COVID-19 was prepared to increase the role and vigilance in anticipating the transmission of COVID-19 in public places and facilities. This Health Protocol can be developed by each related party according to their characteristics and needs. It is hoped that with the involvement of all parties, both the government, the business world, and the community in preventing and controlling the transmission of COVID-19 in public places and facilities, it can help minimize the impact caused by COVID-19, and at a macro level can contribute to preventing the transmission or spreadof COVID-19 in society.

The application of Health Protocols requires high discipline from all people, whether owners or management, workers, customers and consumers,

the community as well as supervisors or supervisors.

In welcoming the new normal era, a number of tourist attractions have made various breakthroughs to prevent the spread of the Corona Virus, one of which is in Malioboro. The most iconic tourist spot in the city of Jogja has made various breakthroughs such as providing hand washing places at various angles, marking markers to keep distance on pedestrian roads. , and much more. In addition, visitors are required to wear a mask and have their body temperature checked before entering the area.

Reporting from Tribun Jogja, at least 18,375 tourists packed the Malioboro area, during the long weekend on 20-23 August 2020. Head of the Malioboro Task Force, Ekwanto detailed, on Thursday (20/8/20) there were 4,781 visits. Then, on Friday (21/8/2020), the number of tourists in Malioboro fell, to 3,772 visits. Then on Saturday (22/8/2020), it increased to 5,149 visitors. Finally, on Sunday (23/8/2020), which ended the long weekend of the Islamic New Year, it decreased to 4,673 visits.

A little description above is the background for researchers to conduct research on "The Implementation of Health Protocol Policy During the New Normal Era of COVID-19 In The Tourism Sector"

B. **Research Problem**

Looking from the background that has been explained, then the result of problem formulations are:

1. How is the implementation of Health Protocol policies during the new normal era in the tourism sector in the city of Yogyakarta (case study Malioboro Yogyakarta)?

2. What are the supporting factors for implementation of Health

Protocol policies during the new normal era in the tourism sector in the city of Yogyakarta (case study Malioboro Yogyakarta)?

C. Research Objective

Based on the formulation of the problem above, the objectives of this study are as follows:

This is to find out how the implementation of the Health Protocol policy during the new normal era in the tourism sector (study the Malioboro Yogyakarta case).

D. Benefit of Research

This research is expected to provide benefits for the development of science in the field of government. The benefits that can be provided in this study are as follows:

1) Academic use

   a) As an effort to develop specific governmental knowledge related to policy makers in the tourism sector.

   b) If deemed appropriate and necessary, it can be used as a reference for the following researchers who are studying the same problem.

2) Practical use

   a) For the community, as one of the ingredients to find out how the Health Protocol is implemented in the tourism sector in the city of Yogyakarta.

   b) For policy makers, as input for policy makers so that they can be considered in designing arrangements on Health Protocols.

E. Literature Review

A review of the literature is a description of the theories used to describe research issues at the same time, also be the theoretical framework of the theory in the research. Refer to a variety of literature from the previous studies with regard to the background of the problems on this undergraduate thesis. There are several previous studies that have the same topics and themes for the author to make reference or comparative material. In order to provide an overview of the recent study that related to the issue which will be investigated, as details below:

Table 1. 1 Literature Review

No	Name of author & title years	Title article	Research results
1.	(Doddy Irawan , Neni Triana, Linda Suwarni,Selviana, 2020)	*EDUKASI PROTOKOL KESEHATAN DAN STRATEGI PEMASARAN ONLINE MELALUI PROGRAM KEMITRAAN MASYARAKAT DI ERA PANDEMI COVID-19*	The COVID-19 pandemic has a wide impact on various fields, including small and medium-enterprises. Poklahsar Perintis is a group of women engaged in the processing and marketing of processed fish products also affected. Solutions to their problems are the Community Partnership Program (PKM) through education about adaptation of Health Protocols in business places in the COVID-19 pandemic, socialization of processing management and product marketing strategies as well as product packaging (packing products), and marketing training online through social media. The results of the devoted activities carried out showed an increase in partner knowledge about Health Protocols in the place of business by 100%, processing management and marketing strategies by 80%, and increased partner's knowledge and skills in online marketing by 70%. This dedication activity also provides grants in the form of tools that help in the process of cutting crackers, spinner machines, attractive product packaging

			materials, and fish softening machines as well as facilities that support the implementation of Health Protocols in the COVID-19 pandemic era (hand washing, liquid soap, hand towel, hand-sanitizer, mask, and face shield). Thus, it is expected that the the group can continue to carry out production activities (productive) and remain healthy in the pandemic era COVID-19
2.	(Sutrisno Adi Prayitno ,Heri Purnama Pribadi, Raida Amelia Ifadah, 2020)	*PERAN SERTA DALAM ME LAKSANAKAN PROTOKOL PENCEGAHAN PENYEBARAN CORONA VIRUS DISEASE (COVID-19)PADA MASYARAKAT*	In 2019 in Indonesia there has been a spread of the Corona Virus disease -19 (COVID-19) outbreak which causes manysymptoms such as prolonged flu, fever,sore throat or severe inflammation,weakness and so on. The emergence ofthis epidemic reinforces the importanceof implementing Health Protocols inpreventing the virus. The large numberof people who have not implemented theprotocol in prevention properly is areason to increase citizens' knowledgeof the protocol. The purpose of thisservice is to provide information andincrease citizen knowledge about theimportance of protocols in preventingthe spread of COVID-19. The activity wascarried out by distributing mouth andnose protection masks at traffic intersections in the Kebomas intersection. The stages in the activity are starting from making masks from sewn cloth. The second stage is to distribute to the target citizens who are in traffic. The target of the community is pedicab drivers and motorbike riders passing by on the road around the Kebomas intersection whose priority is those who do not wear masks. They were given knowledge education through wearing masks and providing information on the importance of wearing these cloth masks. The results of the service stated that residents who did not wear masks had several reasons because they did not want to buy, they were uncomfortable wearing masks and some even said they did not understand. So that with the information provided,

			they can better understand and increase their knowledge.
3.	(Henny Syapitri , Laura Mariati Siregar , Frida Liharis Saragih, 2020)	*Pencegahan Penularan Covid-19 Melalui Sosialisasi Dan Pembagian Masker Di Pasar Pringgan Medan*	The Government of Indonesia has set measures and efforts to prevent the COVID-19 pandemic, one of which is to socialize the Social Distancing movement. The call to wear a mask and pay attention to Health Protocols when doing activities outside the home is still ignored. Based on the results of preliminary studies conducted at Medan Pringgan Market, there are still market traders who do not understand the importance of using masks to prevent COVID-19, are undisciplined in wearing masks properly, not a few who are stubborn not to wear masks. In the current circumstances this, the awareness of the whole community to obey and obey in carrying out Health Protocols has a significant role, so it needs to be emphasized to all people to comply with the COVID-19 protocol in order to reduce the spread of viruses in the market. The purpose of this service is to prevent and break the chain of transmission of COVID-19 in the Pringgan Market, Medan. Community Service that was held on 3 to 4 May 2020 was carried out in the form of socializing the use of masks as well as distributing masks for free to market traders in the Pringgan Market, Medan. The method used in the implementation of this service is through education to market traders by appealing to the importance of using masks. after being given education and distribution of masks, traders have begun to realize the importance of using masks. The use of cloth masks among traders is very important because it is a vulnerable group exposed to COVID-19. By wearing masks, traders in the market can move more comfortably and are always alert

| 4. | (Olaniyi Evans, 2020) | *Socio-economic impacts of novel coronavirus: The policy solutions* | The results of this research concluded that international agencies and national governments to take a leadership role in developing and in relation to the global coronavirus case international agencies |

			and national governments implemented extensive policies that made the diagnosis, therapy, and vaccines for viruses a global and national priority.
5.	(Laely Farokhah,Yusfi Ubaidillah , Rury Arista Yulianti, 2020)	*Penyuluhan Disiplin Protokol Kesehatan Covid-19 Di Kelurahan Gandul Kecamatan Cinere Kota Depok*	The level of COVID-19 transmission, which is still relatively high, especially in the Jabodetabek area, is a concern for immediate efforts that can help the community to be alert and avoid Covid-19. The lack of awareness and hygiene patterns in the community is one of the factors causing the high transmission of COVID-19. Based on these problems, it is necessary to have socialization efforts in the form of counselling activities in order to prevent the transmission of COVID-19. This activity was carried out in RT 42 RW 06 Gandul Village, Cinere District, Depok City. This activity aims to increase awareness and habitual lifestyle of the community during the COVID-19 pandemic. This activity is carried out in six stages which include socialization, counselling, distribution of masks, distribution of posters, publication through digital platforms, and monitoring and evaluation related to the application of the COVID-19 Health Protocol discipline. The results achieved from this service activity are (1) increasing community insight and knowledge about the discipline of the COVID-19 Health Protocol, (2) the community has cloth masks as a means of personal protection to prevent Covid-19 transmission, (3) the community has awareness about the dangers of Covid-19, (3) the community can access information of the COVID-19 Health Protocol discipline through online media, and (4) the community awareness increases to invite other people to protect themselves from COVID-19 transmission. This program is expected to be sustainable and provides many benefits so that the
6.	(Hadi & Supardi, 2020)	*Revitalization Strategy for Small and Medium*	community can avoid the transmission of COVID-19. A result of this research is the accelerated achievement of revitalization, the BMC strategy is very

		Enterprises after Corona Virus Disease Pandemic (COVID-19) in Yogyakarta	appropriate in developing SMEs. Some recommendations regarding policies and strategies include (1) Government support for channel development, and alignment of programs from various government agencies as a result there will be harmonized policies including developing promotions for export and domestic markets with a variety of more modern and diverse media markets. (2) Credit policies by banks with lower interest rates and simpler processes, as a result, they will support the acceleration of the revitalization process; (3) The quality of improvement of physical and non-physical infrastructure, as a result, the centre of SME creative tourism in the city of Yogyakarta has higher competitiveness.
7.	(Ida Bagus Gede Paramita , I Gede Gita Purnama Arsa Putra, 2020)	*NEW NORMAL BAGI PARIWISATA BALI DI MASA PANDEMI COVID 19*	Covid 19 pandemic is a plague that changes the order of people's lives around the world otherwise it is called the new normal. The people are required to live in a new normal life with the intention that they can maintain their mental health and safety. Covid 19 has a very serious impact on the economy, especially those who rely on the economy in the tourism sector. The unavailability of the antivirus for Covid 19 which has not discovered yet increases the anxiety of the people to do their activities. For this reason, the government adopted a policy of implementing new normal life in carrying out ordinary activities outside the home by implementing permanent protections to prevent the spread of Covid 19. The purpose of this study a) to see the fluctuation of tourist visits to Bali before the pandemic; b) compared with tourist visit levels during the pandemic and; c) looking at the strategies of various stakeholders in recovering Bali tourism. This research data collection method is literature study, with secondary data. The results of this study see several strategies for restoring Bali tourism in the new normal, including applying adequate

			hygiene and safety standards for tourists, providing alternative travel patterns: staycation, niche tourism, solo travel tours, wellness tours, virtual tourism.
8.	(Putu Agung Nara Indra Prima Satya, 2020)	*COVID-19 and Potential Social Conflicts*	The results of this study are the authors say there is no need to be too afraid of the situation that is before us. Even though the condition of the world after the COVID19 epidemic was covered by various uncertainties and potential conflicts, humans were able to overcome them with mutual trust in each other. And trust is rooted in the transparency of information which is our main asset in dealing with uncertainty.
9.	(Irma Dwina., 2020)	MELEMAHNYA EKONOMI INDONESIA PADA SEKTOR PARIWISATA, AKIBAT DAMPAK DARI PANDEMI COVID-19	The economy is the most important sector in sustainable economic development national order. The level of state income in the economic sector can be affect national development. Since the beginning of 2020 the world has been shocked by the presence of the COVID-19 virus (Corona virus disease), COVID-19 is a contagious disease caused by a virus that was discovered recently. The presence of this virus resulting in weakening activity in various sectors of the economy. In Indonesia itself It cannot be denied that the economy is very unstable. Social restrictions on scale large indirectly limit the implementation of economic activities in society. the presence of COVID-19 changes the order of life in global and national aspects. This paper examines the impact of the COVID-19 pandemic on the tourism sector in Indonesia. Since the beginning of March, the spread of the COVID-19 virus in Indonesia has resulted in economic activity

			weakened. Decreased production and distribution activities and reduced visiting activities local tourist attractions in Indonesia.
10.	(Eka Budiyanti, 2020)	DAMPAK VIRUS CORONA TERHADAP SEKTOR PERDAGANGAN DAN PARIWISATA INDONESIA	Currently the world is shocked by the spread of the corona virus outbreak that began from China. As a result of this virus many residents of China and several other countries die. China's economy has also collapsed due to the large number of companies which must be closed. Given that China is a country with an economy second largest in the world and Indonesia's main trading partner, it was disruptive China's economy will affect the world economy, including Indonesia. This paper examines the impact of the corona virus on the Indonesian economy and effort needed to solve it. The most dominant impact occurred on trade and tourism. Throughout January 2020, there was a decline in exports and imports to and from China. The number of Chinese tourists has also decreased quite drastically. As for efforts that can be made to overcome this, among others, diversification share of exports to other countries; increasing domestic production and consumption; and increase domestic tourism and tourists from outside China. DPR RI need to encourage the government to anticipate it by maintaining stability domestic economy.

F. Theoretical Framework

1. Policy Implementation

Van Meter and Van Horn in (Agustino, 2006) define that "implementation is actions performed either by individuals or Department or government or private groups directed at the achievement of the objectives outlined in the decision of the wisdom". The actions including on the effort to change a decision become operational actions in some range of time and also in continuing the efforts to achieved big and small impact which decided by program. According to Charles O.Jones in (Siti Erna, Suryana, 2009), there are 3 pillars of activity which impact in operating the programas follows :

1. Organizing

   The organizational structure is clearly required in operating the program so that the implementing personnel can be formed from competent and qualified human resources.

2. Interpretation

   The executor must be able to run the program in accordance with technical instructions and implementing instructions so that the expected objectives can be achieved.

3. Implementation or Applicability

It is necessary to make a clear working procedure so that the work program can run according to the schedule of activities so as not to clash with other programs.

According to (Van Meter and Van Horn, 1975), there are 6 variable which impact the implementation performance, such as : Standard and Policy target, resources, communication inter-organizations and activity improvement, the characteristic of executor, implementor disposition, and social, economical, and political condition.

1. Standard and Policy Target

Every public policy must have a standard and clearly policy target. With that provision the goal can be made. In the standard an objective policy is unclear, so no bias occurs multi-interpretation and easily raises the unfamiliarity and conflicts between the implementation agents.

2. Resources

In a policy implementation need support from resources, which are human resources, material resources, and method resources. From those resources, the most important one is human resources because it is the policy implementation subject and also include in the object of public policy

3. The Relations inter-Organizations

In many policy implementation programs, as the reality of the policy program need a good relationship between related institutions, namely communication and coordination support. Therefore, coordination and cooperation between the agencies for the success of the program is required. Communication and coordination are one of the lifeblood of an organization so that the its programs can be realized with its objectives and goals.

4. The Characteristic of Executor

In a policy implementation to achieve maximum success must be identified and known characteristics of implementing agents that include bureaucratic structures, norms, and patterns of relations that occur in bureaucracy, they will be The implementation of a predetermined policy program.

5. Implementor Disposition

In the implementation of this attitude policy or the disposition of the implementation is divided into three things, namely; (a) The implementor response to the policy, related to the will of the implementation to implement public policy; (b) conditions, understanding of the policies set forth; and (c) the intense disposition of the implementor, the preference of the value that belongs.

6. Social, Economical, and Political Conditions

This variable includes environmental economic resources that can support the success of policy implementation, the extent to which interest groups provide support for policy implementation; Characteristics of the participants, namely to support or refuse; The nature of public opinion that exists in the environment and whether political elites support policy implementation.

Policy implementation model according to (Edward III, 1980), are influenced by four variables; (1) communication, (2) resources, (3) disposition and then (4) bureaucratic structure. These four variables are also interconnected with each other.

1. Communication

The implementation of public policy to get their goals, Implement to know what to do clearly. What the targets and objectives of the policy should be informed to the target group (target group) so that it will reduce the distortion of implementation. When the delivery of the targets and objectives of a policy is unclear, not providing an understanding or even the targets and objectives of the policy is not known at all by the target group, there may be a rejection or resistance from corresponding target group. Therefore, it takes three things,

namely; (1) Good distribution (transmission) will produce good implementation (clarity); (2) The clarity received by the policy executor is not confusing in the implementation of the policy, and (3) the consistency given in the implementation of the policy. If the change is communicated it will be confusing in the implementation of the relevant policy.

2. Resources

In the implementation of the policy should be supported by both human resources, materials and methods. Targets, objectives and the contents of the policy although communicated clearly and consistently, but if the implementation of resource shortage to implement, implementation will not be effective and efficient. Without resources, the policy of only staying on paper to document alone is not realized to provide problem solving in the community and efforts to give servants to the community. Furthermore, (Wahab, 2010), explained that the resource can be the form of human resources, namely implementation competence and financial resources.

3. Disposition

A disposition in implementation and characteristic, attitude that has the implementation of policy, such as commitment, honesty, communicative, clever and democratic nature. Good implementor should have a good disposition, then he will be able to run the policy properly as desired and set by the policymaker. Implementing policies when having different attitudes or perspectives with policymakers, the implementation process becomes ineffective and unefficient. (Wahab, 2010), explained that the disposition is a character and characteristic owned by the implementation, such as commitment, honesty, democratic nature. If the implementation has a good disposition, then he will run the policy well as what the policymaker wants.

4. Bureaucracy Structure

Organization provides a simple maps to Shows in general its activities and the distance from the top shows their relative status. The lines between the various positions were framed to indicate the formal interaction applied. Most organizational maps are hierarchies that define the relationship between superiors and subordinates and the organization's direct diagonally related relationships through five things should be

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image, namely; (1) The hierarchy of the managerial Departments is clear so that it looks "who is responsible to whom?"; (2) The institutionalization of various types of oprational activities so that the real answer to the question "Who does what?"; (3) The various communication channels contained in the organization in response to the question "who is related to whom and for what benefit?"; (4) Information networks that can be used for various purposes, both institutional and individual; (5) The relationship between one working unit and the other in different units of work. In the policy implementation, the organizational structure has an important role. One of the aspects of the organizational structure is the existence of standard operating procedures (SOP). The function of SOP is a guideline for each implementation in action. The organizational structure that is too long will tend to weaken oversight and inflict red-tape, which is complex and complex bureaucracy. Doing so in turn causes organizational activity to be unflexible.

2. Tourism

Tourism is a temporary journey from one place to another, carried out individually or in groups, as an effort to find balance or harmony and happiness with the environment in the socio-cultural, natural, and scientific dimensions (Kodhyat in Kurniansah, 2014). Tourism is a conscious human activity that receives services alternately among people within a country itself

or abroad (including the occupancy of people from other areas) to seek satisfaction that is diverse and different from what they experience where they get it. permanent job (Wahab in Kurniansah, 2014).

The definition of tourism according to A.J Burkat in Damanik (2006), tourism is the movement of people temporarily and in the short term to destinations outside the place where they usually live and work and also their activities while living in a destination. According to Mathieson & Wall in Pitana and Gyatri (2005), tourism is the activity of temporarily moving people to destinations outside their place of residence and work and carrying out activities while at the destination and also preparing facilities to meet their needs. According to the opinion expressed by Youti, (1991: 103). Tourism comes from two words, namely Pari and Wisata. Pari can be interpreted as many, many times, circling or complete. Meanwhile, tourism can be defined as a trip or traveling which in this case is synonymous with the word "reavel" in English. On that basis, the word "tourism" can also be interpreted as a trip made many times or circling from one place to another which in English is also called "Tour".

According to Mill and Morisson (1985). There are several socioeconomic variables that affect tourism demand, namely:

1) Age

The relationship between tourism and age has two components, namely: the amount of free time and activities related to that age level. There are also some differences in consumption patterns between the older group and the younger group.

2) Income

Income is the most important factor in shaping the demand for a tour. It is not only the trip itself that costs tourists, they also have to spend money for services that are available at tourist destinations and also for all activities during the trip.

3) Education

The level of education influences the type of free time spent on the chosen trip. Besides that, education is also a motivation to take a tour. It can also be concluded that the level of education affects a person's outlook and provides more choices for a person to make.

Meanwhile, based on Law No. 10 of 2009 concerning tourism, that the state of nature, flora and fauna as a gift of one and only God, as well as historical, artistic, and cultural heritage owned by the Indonesian people constitute a resource and capital for tourism development to increase prosperity. and people's welfare as contained in the Five Principles of Indonesia State and the Preamble to the 1945 Constitution of the Republic of Indonesia. The definition of tourism is never precise among experts. Basically, tourism is a

trip with the aim of entertaining that is carried out outside of daily activities carried out in order to provide permanent or temporary benefits. But when viewed from a tourism context point of view it aims to entertain and also educate. Based on the tourism definition above, it is concluded that tourism activities have the following characteristics:

a) There are two interrelated locations, namely the area of origin and the destination.

b) As a destination, it definitely has tourist objects and attractions.

c) As a destination, it must have tourism facilities and infrastructure.

d) The trip to the destination area is carried out temporarily.

e) There is an impact, especially the destination area in terms of socio-culture, economy and environment.

3. COVID-19

World Health Organization (WHO) explained that the Coronavirus COVID-19 disease caused by the human cor-onavirus novel, severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2), was first detected in Wuhan, China, in December 2019 , and has since spread throughout the world. Corona virus is part of the virus family that causes disease in animals and in humans. Viruses that infect the respiratory system causing common cold to more severe illnesses such as Middle East Respiratory Syndrome (MERS-CoV) and Severe Acute Respiratory Syndrome (SARS-CoV). This virus spreads quickly and has spread to several countries, including Indonesia.

According to the Ministry of Health of the Republic of Indonesia, Coronavirus is a large family of viruses that cause disease in humans and animals. In humans, it usually causes respiratory infections, from the common cold to serious illnesses such as Middle East Respiratory Syndrome (MERS) and Severe Acute Respiratory Syndrome (SARS). A new type of Coronavirus that was discovered in humans since the outbreak occurred in Wuhan China, in December 2019, was later named Severe Acute Respiratory Syndrome Coronavirus 2 (SARS-COV2), and causes Coronavirus Disease-2019 (COVID-19). Common symptoms include fever 380C, dry cough and shortness of breath. If there are people who within 14 days before the symptoms appear, have traveled to an infected country, or have cared for / had close contact with a person with COVID-19, then that person will be subjected to further laboratory tests to confirm the diagnosis.

4. Implementation Of Health Protocols

The Health Protocol for the Community in Public Places and Facilities in the Context of Prevention and Control of COVID-19 was prepared to increase the role and vigilance in anticipating the transmission of COVID-19 in public places and facilities. This Health Protocol can be developed by each related party according to their characteristics and needs. It is hoped that with the involvement of all parties, both the government, the business world, and the community in preventing and controlling the transmission of COVID-19 in public places and facilities, it can help minimize the impact caused by COVID-

19, and at a macro level can contribute to preventing the transmission or spread of COVID-19. 19 in society.

Tourism is one of the human needs to maintain mental health which will have an impact on physical and spiritual health for the community. Tourism activities can be carried out inside the building / room or outside the building at locations of natural, cultural, and man-made tourist attractions. Tourism also has an economic aspect in realizing people's welfare. In the conditions of the COVID-19 pandemic, the opening of tourist attraction locations must be based on local government regulations with the application of strict Health Protocols.

1) Pay attention to the latest information and appeals and instructions from the central government and local governments regarding COVID-19 in their regions. Information can be accessed periodically on the pages

https://infemerging.kemkes.go.id, www.covid19.go.id, and local government policies..

2) Perform cleaning with disinfection periodically (at least three times a day), especially in areas, facilities and equipment that are shared such as handrails, toilet doors, equipment and equipment for organizing tourist attraction activities, and other public facilities.

3) Optimizing air circulation and sunlight entering the building area. If there is air conditioning, do the filter cleaning periodically.

4) Ensuring public spaces and goods are free from vectors and disease-carrying animals.

5) Ensure that the bathroom / toilet is functioning properly, is clean, dry, does not smell, is equipped with washing hands with soap or a hands-on sanitizer, and has sufficient water availability

6) Increase information media, you must wear a mask, keep a minimum distance of 1 meter, and wash your hands in all locations.

7) Ensure tourism workers / human resources understand self-protection from COVID-19 transmission with PHBS.

8) Notification of information regarding the prohibition of entry to tourist attraction sites for workers and visitors who have symptoms of fever, cough, runny nose, sore throat, and / or shortness of breath.

9) Checking body temperature at the entrance to the building. If a worker or visitor is found with a temperature> 37.3 ° C (2 checks with a distance of 5 minutes), they are not allowed to enter. The temperature examiner wears a mask and face shield (faceshield). Implementation of temperature checks to be accompanied by security Departmentrs.

10) Require tourism workers / human resources and visitors to wear masks. If you don't use a mask, you are not allowed to enter the tourist attraction location.

11) Installing information media to remind tourism workers / HR, and visitors to follow the provisions of limiting physical distance and washing hands with soap with running water or using a hand sanitizer and discipline using masks.

12) Apply a distance that can be done in various ways

    a. Adjustment of operational hours.

    b. Adjust the distance when queuing by marking the floor at least 1 meter (such as at the entrance, cashier, etc.).

    c. Optimizing open space for the place of sale / transaction in order to prevent crowds.

    d. Limiting the passenger capacity of the lift by labeling the elevator floor.

    e. Setting a minimum distance of 1 meter in elevators and stairs.

    f. Arrangement of flow of visitors in the area of tourist attraction.

g. Using dividers / partitions (for example, flexy glass) on tables or counters as additional protection for tourism workers / human resources (ticket purchase counters, customer service, etc.).

h. Encouraging the use of non-cash payment methods (contactless and non-shared).

i. If possible, provide a health post equipped with health workers and supporting facilities to anticipate visitors who experience illness.

j. If tourism workers / HR workers and visitors are found whose body temperature is> 37.3 ° C and symptoms of fever, cough, runny nose, sore throat, and / or shortness of breath, they are directed and assisted to obtain health services at the nearest health service facility.

k. Locations of tourist attractions that are at risk of transmission because of difficulty in implementing distance guarding and the large number of uses of equipment / objects together / alternately, so that they are not operated first.

For workers

1) Ensure that you are in good health before leaving for work at tourist attraction locations. If you experience symptoms such as fever, cough, runny nose, sore throat, and / or shortness of breath, stay at home and consult a health care facility if it continues, and report it to the workplace leader.

2) When traveling and during work, always use a mask, keep a minimum distance of 1 meter, avoid touching the face area, if forced

to touch the face area, make sure your hands are clean by washing hands with soap with running water or using a handsanitizer.

3) All workers (traders, security guards, parking attendants, etc.) must always actively participate in reminding visitors to use masks and maintain a minimum distance of 1 meter.

4) Upon arriving home, immediately take a shower and change clothes before contact with family members at home, and clean cellphones, glasses, bags and other items with disinfectant liquid.

5) Increase endurance by applying PHBS such as consuming balanced nutrition, physical activity at least 30 minutes a day and adequate rest by sleeping at least 7 hours, and avoiding risk factors for disease.

For visitors

1) Ensure that you are in good health before making a visit to the location of a tourist attraction. If you experience symptoms such as fever, cough, runny nose, sore throat, and / or shortness of breath, stay at home and consult a health service facility if it continues.

2) Always wear a mask while at a tourist attraction location.

3) Maintain hand hygiene by washing hands frequently with soap with running water or using a handsanitizer.

4) Avoid touching facial areas such as eyes, nose and mouth.

5) Keep paying attention to keep a minimum distance of 1 meter.

6) Upon arrival at home, immediately shower and change clothes before contact with family members at home.

7) Clean cellphones, glasses, bags, and other items with disinfectant liquid.

G. Conceptual Definition

A conceptual definition is a definition that defines research carried out in the field, which contains problems or problems that are used as guidelines in research or case studies in the field. Conceptual definitions are used to better understand and make it easier to describe or interpret theories into research in the field. So, some conceptual definitions will be determined which are closely related to the problem to be studied.

a. Policy Implementation

An application or implementation by an individual or group based on a plan that has been agreed upon by the individual or group. It used for Implement the plans carefully, both by individuals and groups also to know the success rate of a policy or plan that has been designed for improvement or quality improvement

b. Tourism

Tourism is a trip with the aim of entertaining that is carried out outside of daily activities carried out in order to provide permanent or temporary benefits. But when viewed from a tourism context point of view it aims to

entertain and also educate. Based on the tourism definition above, it is concluded that tourism activities have the following characteristics:

a. There are two locations that are interrelated, namely the area of origin and destination.

b. As a destination, it definitely has a tourist object and also a tourist attraction.

c. As a destination, it must have tourism facilities and infrastructure.

d. The trip to the destination is carried out temporarily.

e. There are impacts, especially the destination areas in terms of socio-culture, economy and environment.

c. COVID-19

COVID-19 is a disease caused by the novel human cor-onavirus, common symptoms are 380C fever, dry cough, and shortness of breath., Coronavirus 2 (SARS-CoV-2), first detected in Wuhan, China, in months December 2019, and has since spread around the world.

d. Implementation of Health Protocols

The Health Protocol for the Community in Public Places and Facilities in the Context of Prevention and Control of COVID-19 was prepared to increase the role and vigilance in anticipating the

transmission of COVID-19 in public places and facilities. This Health Protocol can be developed by each related party according to their characteristics and needs. It is hoped that with the involvement of all parties, both the government, the business world, and the community in preventing and controlling the transmission of COVID-19 in public places and facilities, it can help minimize the impact caused by COVID-19, and at a macro level can contribute to preventing the transmission or spread of COVID-19. 19 in society.

H. Operational Definition

In this study, to determine the implementation of Health Protocol policies in the tourism sector in Yogyakarta using variables:

Table 1. 2 Operational Definition

Objective	Variable	Indicator
To find out The Implementation of Health ProtocolPolicy in mailoboro Yogyakarta	Communication	- communicated from executor to target group
	Resources	- supported by human, material, and natural resources
	Disposition	- attitude of implementors
	Bureaucracy Structure	- coordination inter organizations - relationship through organizations
	Ability	- the quality of policy influenced by actors
	Environments	- influenced by social, economical, and political context

I. **Conceptual Framework**

Figure 1. 1 Implementation of Health Protocol Policy
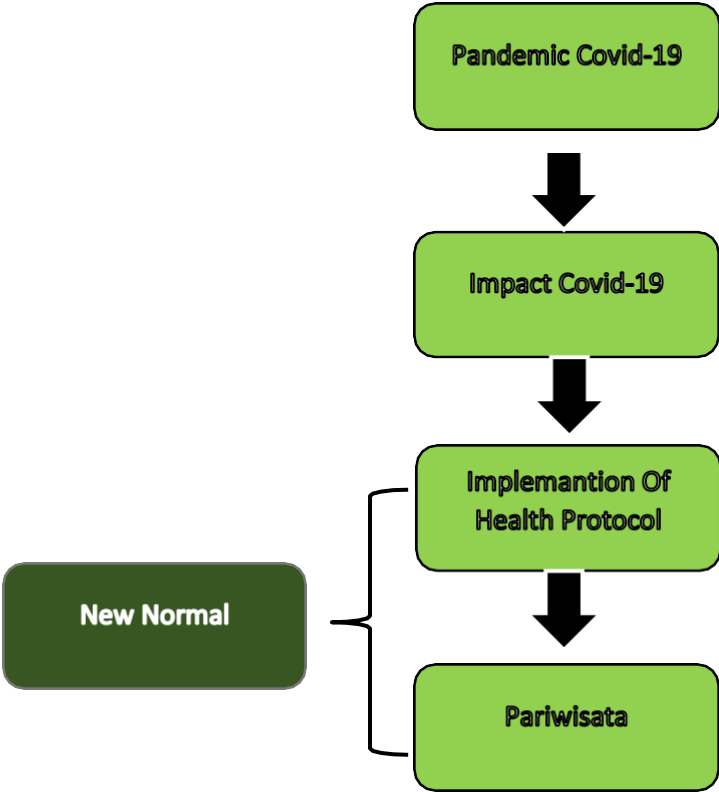
J. Research Methods

1. Type of research

This research uses a descriptive qualitative approach. According to (Moleong, 2011) qualitative research is research that intends to understand what phenomena experienced by research subjects such as behavior, perception, motivation, action, etc. holistically and by describing in words and language. in a Natural context and by making use of various natural methods.

In qualitative research, a descriptive approach is also needed, because the descriptive approach is a method or method of instilling the condition of a certain object based on visible facts which are then followed by efforts to draw general conclusions based on some of these historical facts. (Nawawi, 1994). In addition, this study uses descriptive qualitative research which focuses more on the interview and observation approach. This study produces descriptive data in the form of speech and writing as well as observed community behavior.

Therefore, this study uses a combination of descriptive and qualitative research aimed at obtaining information and data regarding the implementation of the COVID-19 Health Protocol in the Yogyakarta city tourism area in a deep and comprehensive manner, and it is also hoped that the situation and if problems occur in the implementation process are also expected.

2. Research location

    The research carried out in Malioboro Tourism Area, Yogyakarta City, Special Region of Yogyakarta which researcher choose the informants from their function in serving society from some departments in Yogyakarta , as follows:

    a) The Department of Health

    b) The Department of Cultural

    c) Civil Service Polisi Unit

    d) Malioboro Street

3. Type of Data

    This study uses two types of data, namely primary data and secondary data. Primary data is an object or an original / raw material from the principal / first hand information (Silalahi, 2012). Primary data is obtained directly from interactions with the sources who were targeted in this study. Primary data was obtained through in-depth interviews with several resource persons involved in the implementing Health Protocol area policy in Yogyakarta City. Secondary data is data obtained from previously available sources (Silalahi, 2012). Secondary data used in this study include regional development plans, financial reports, activity reports, legislation, journals and mass media, as well as secondary data that is relevant and needed in this study.

4. Data Collection Technique

In collecting data to support this research, researcher used data collection technique as follows:

1. Interview

This method is a method of extracting information data by communicating with the parties concerned and relevant for this study based on the theme that will be investigated by researchers. According to Esternberg in (Komariah, 2012), Interview is a meeting of two persons to exchange information and ideas through question and responses, resulting in communication and joint construction of meaning about a particular topic.

2. Documentation

Documentation is a method extracting the relevant information and data and may assist in the writing of this study by looking for and collecting data is written in the form of books, journals, newspapers, articles and other types that think it will help this research.

5. Data Analysis Technique

According to (Sugiyono, 2008) what is meant by data analysis techniques is the process of searching for data, systematically arranging data obtained from interviews, field notes, and documentation, by organizing data into categories, describing them into units, conducting synthesis , arrange into patterns of choosing which ones are important and which will be studied, and make conclusions so that they are easily understood by oneself and others.