

## ABSTRAK

Pandemi COVID-19 menimbulkan dampak yang serius di berbagai industri. Salah satu industri yang terdampak adalah pariwisata khususnya perhotelan. Banyak kerugian operasional yang terjadi seperti tingkat penghunian kamar yang menurun hingga pembatalan reservasi kamar, berbagai *event* seperti *meeting* dan pernikahan, serta karyawan yang dirumahkan. Penerapan protokol kesehatan berdasarkan Program CHSE (Cleanliness, Healthy, Safety, Environment Sustainability) di era *New Normal* atau Adaptasi Kebiasaan Baru hadir sebagai solusi untuk mengatasi masalah tersebut. Hal ini juga sebuah bentuk upaya dari pihak manajemen hotel agar operasional tetap dapat berjalan dengan lancar.

Penelitian ini bertujuan untuk mengetahui implementasi protokol kesehatan di Hotel Dafam Wonosobo pada masa pandemi COVID-19. Jenis penelitian yang digunakan adalah penelitian kualitatif deskriptif, dimana jenis penelitian ini menjabarkan penelitian secara lengkap. Teknik pengumpulan data yang digunakan adalah observasi partisipan, wawancara semistruktur, dokumentasi dan studi pustaka. Data primer diperoleh melalui hasil wawancara, data perusahaan dan observasi secara langsung, sedangkan data sekunder diperoleh melalui dokumentasi serta referensi dari buku dan internet.

Hasil penelitian menunjukkan bahwa dalam masa pandemi COVID-19, Hotel Dafam Wonosobo telah berupaya menerapkan protokol kesehatan secara menyeluruh di semua departemen, tamu, karyawan, dan seluruh fasilitas. Akan tetapi, pada implementasi di lapangan masih ditemukan kekurangan. Misalnya, tidak menggunakan *faceshield* pada saat menerima tamu dan tidak menggunakan *tray* saat transaksi pembayaran.

**Kata kunci: protokol kesehatan, Hotel Dafam Wonosobo, COVID-19**

## ***ABSTRACT***

The COVID-19 pandemic had a serious impact on various industries. One of the affected industries is tourism, especially hospitality. Many operational losses occurred, such as decreased room occupancy rates to cancellation of room reservations, various events such as meetings and weddings, and employees being laid off. The application of health protocols based on the CHSE (Cleanliness, Healthy, Safety, Environment Sustainability) Program in the New Normal era or Adaptation of New Habits is present as a solution to overcome these problems. This is also a form of effort from the hotel management so that operations can continue to run smoothly.

This study aims to determine the implementation of health protocols at Hotel Dafam Wonosobo during the COVID-19 pandemic. The type of research used is descriptive qualitative research, where this type of research describes the research in full. Data collection techniques used were participant observation, semi-structured interviews, documentation and literature study. Primary data was obtained through interviews, company data and direct observation, while secondary data was obtained through documentation and references from books and the internet.

The results show that during the COVID-19 pandemic, Hotel Dafam Wonosobo has made efforts to implement comprehensive health protocols in all departments, guests, employees, and all facilities. However, in the implementation in the field, there are still shortcomings. For example, not using a face shield when receiving guests and not using a tray during payment transactions.

**Keywords: health protocol, Hotel Dafam Wonosobo, COVID-19**