

INTISARI

Pada awal tahun 2020, terjadi pandemi global *Covid-19*, termasuk Indonesia. Hal ini sangat berpengaruh terhadap kegiatan pariwisata. Program CHSE merupakan salah satu upaya pemerintah untuk menjaga roda pariwisata tetap berjalan. Candi Borobudur merupakan salah satu destinasi prioritas di bawah PT. Taman Wisata Candi Borobudur, Prambanan, dan Ratu Boko (Persero). Pelaksanaan program CHSE merupakan salah satu upaya untuk dapat beradaptasi dengan kondisi yang ada. Penelitian ini dilakukan untuk mengetahui bagaimana implementasi program CHSE yang dijalankan di Candi Borobudur. Penelitian ini dilakukan dengan metode kualitatif dengan pengumpulan data melalui observasi, wawancara, studi pustaka dan observasi. Teknik analisis data dalam penelitian ini melalui tiga tahap yaitu reduksi data, penyajian data, dan penarikan kesimpulan. Informan penelitian ini adalah *Customer Experience Manager* Candi Borobudur. Hasil penelitian ini berdasarkan Pedoman Penerapan Kebersihan, Kesehatan, Keselamatan, dan Kelestarian Lingkungan di Tempat Wisata yang telah dikeluarkan oleh Kementerian Pariwisata dan Ekonomi Kreatif pada tahun 2020 adalah bahwa Candi Borobudur secara keseluruhan telah menerapkan program CHSE sesuai pedoman yang berlaku.

Kata Kunci : *Covid-19*, Program CHSE, *New Normal*, Candi Borobudur, PT.

TWC.

ABSTRACT

At the beginning of 2020, there was a global Covid-19 pandemic, including Indonesia. This is very influential on tourism activities. The CHSE program is one of the government's efforts to keep the wheels of tourism running. Borobudur Temple is one of the priority destinations under PT. Borobudur, Prambanan, and Ratu Boko Temple Tourism Parks (Persero). The implementation of the CHSE program is one of the efforts to be able to adapt to the existing conditions. This research was conducted to find out how the implementation of the CHSE program was carried out at Borobudur Temple. This research was conducted with qualitative methods with data collection through observation, interviews, literature study and observation. The data analysis technique in this study went through three stages, namely data reduction, data presentation, and conclusion drawing. The informant of this research is the Customer Experience Manager of Borobudur Temple. The results of this study based on the Guidelines for Implementing Hygiene, Health, Safety, and Environmental Sustainability in Tourist Places that have been issued by the Ministry of Tourism and Creative Economy in 2020 are that Borobudur Temple as a whole has implemented the CHSE program according to applicable guidelines.

Keywords : *Covid-19, CHSE Program, New Normal, Borobudur Temple, PT. TWC*