

RELATIONSHIP ATTITUDE AND GOVERNMENT COMMITMENT COMPLIANCE WITH THE IMPLEMENTATION OF THE COVID-19 HEALTH PROTOCOL IN JAMBI CITY TOURISM PLACES

Fitria Eka Putri¹, Vinna Rahayu Ningsih², Yuliana³, Hubaybah⁴, Adelina Fitri⁵, Fajrina Hidayati⁶

¹⁻⁶ Program Studi Ilmu Kesehatan Masyarakat FKIK Universitas Jambi

E-mail: fitriaekaputri@unja.ac.id

ABSTRACT

Background: Tourist attractions have the potential to become a locus of spread of COVID-19 if there is a gathering of visitors while traveling causing compliance with the implementation of health protocols to break the chain of transmission of COVID-19. The emergence of the term Revenge Tourism or revenge tourism after the implementation of the new normal, where during the Covid-19 pandemic made many people experience boredom in the midst of social implementation so walking is a way to reduce boredom and boredom while implementing the house.

Objective: This study aims to look at the relationship between the government's attitude and commitment to compliance and implementation of the Covid-19 health protocol in tourist attractions in Jambi City.

Methods: This type of research is observational with a cross-sectional design. This research was conducted at tourist attractions in the city of Jambi in June-August 2022. The population in this study were 378 visitors to tourist attractions.

Results: Based on the research results obtained, the majority of respondents had a positive attitude about implementing health protocols during the Covid-19 pandemic at tourist attractions, namely 191 respondents (50.5%), then most of them had the government's commitment to preventing Covid-19 in tourist attractions, namely as many as 237 respondents (67.2%) statistical test there is a significant relationship between attitudes ($p=0.000$) and government commitment ($p=0.000$) with adherence to the implementation of health protocols during the Covid-19 pandemic in tourist attractions Jambi city.

Conclusion: There is a significant relationship between attitude ($p=0.000$) and government commitment ($p=0.000$) with adherence to the implementation of health protocols during the Covid-19 pandemic in Jambi city tourist attractions

Keyword: Covid-19, Health Protocols, Tourist spots

INTRODUCTION

The Corona Virus Disease 2019 (Covid-19) pandemic was first discovered in Wuhan City, China in December 2019 and was declared a global pandemic by the World Health Organization (WHO) on March 12 2020^{1,2}. This virus has spread very quickly to several countries in the

world, including Indonesia where the Covid-19 pandemic has been declared a type of disease that causes a Public Health Emergency on March 31, 2020. With this determination, countermeasures must be carried out in accordance with statutory regulations in the emergency response period for handling Covid-19.³

The number of confirmed cases in Indonesia until September 2021 was 4.178.164 cases with 139.682 deaths (CFR 3.3%).⁴

Based on Corona Diseases data and information as of November 15, 2021 in Jambi province, there were reports of 29.756 confirmed cases with 778 deaths. . Covid-19 data per district/city where the highest cases are in the city of Jambi with 9.727 people and 254 people died with a recovery rate of 9.468 people so that in November 2021 there were 5 cases remaining in the process.⁵

The Government of Indonesia has issued Decree No. HK.01.07/ MENKES/ 382 /2020 concerning the implementation of health protocols for the community in public places and facilities in the framework of the prevention and control of Covid-19 which was stipulated and came into effect on 19 June 2020. 6 Policies for implementing health protocols in cities Jambi is also contained in Jambi Governor Regulation No. 35 of 2020 concerning guidelines for Adapting New Habits Towards a Productive Society and Safe from Corona Virus Disease (COVID-19) in Jambi Province, one of which is the health protocol at tourist attractions.⁷

Tourist attractions have the potential to become a locus for the spread of COVID-19 if there is a gathering of visitors while traveling causing a health protocol to be required in carrying out activities at the place. The emergence of the term Revenge Tourism or revenge tourism after the new

normal was implemented, where during the Covid-19 pandemic made many people experience boredom amid the implementation of social restrictions because many activities were carried out from home so traveling was a way to reduce boredom and boredom while at home.⁸ According to Epidemiologists point out that there are tourist clusters in the spread of Covid-19 where a number of tourist sites are crowded with visitors so that crowds occur.

At the beginning of 2021, as many as 70 residents of the village base, Sariwangi village, Parongpong sub-district, West Bandung regency, were found to have tested positive after they went on a religious tour to Pamijahan Tasikmalaya. Meanwhile in Boyolali, 36 people from one RW were confirmed to have COVID-19 after traveling to Yogyakarta in March 2021 based on swabs of 48 people. Swabs were carried out after one member of the group was identified as COVID-19.⁹

Based on Saena Dappa's research (2021) concerning "The Covid-19 Pandemic Against the Tourism Sector, health protocols are being tightened and awareness from the public and tourists is needed to be complied with so as to help the government reduce the spread of Covid-19 for the sake of safety and tourists can enjoy traveling activities safely. 10. The results of another study at Bukittinggi Zoo tourist attractions state that health protocols have not been carried out optimally, such as the unavailability of

adequate sanitation facilities and the implementation of New Habit Adaptation (IMR) at tourist attractions has not been carried out optimally so that the Covid-19 case has increased significantly. Based on monitoring by the Bukittinggi City COVID-19 Task Force on the application of the IMR. The COVID-19 case curve from 54 cases in September 2020 to 1,187 cases in March 2021, violations of the IMR regional regulations were most often found in tourism activities.¹¹

Based on the data obtained, there are several tourist attractions that are visited every day by the people of Jambi City. This tourist spot is managed by the local government and the private sector. The author conducted a preliminary survey of the two recorded tourist attractions, the results obtained were that based on interviews with tourist management officers, visitors were still found at tourist objects who ignored keeping their distance. Observations were made on March 10, 2022, there were several hand washing facilities, it's just that soap was not provided in all the existing hand washing places and some were not used or even not functioning, several information media regarding health protocol obligations were posted in front of the entrance, but there was only one billboard in the tourist area and there are several child visitors who do

not wear masks and there is no temperature measurement when visitors enter the tourist spot, while in other tourist attractions there are no hand washing facilities and information media regarding the obligation of the covid protocol and not a few visitors who do not wearing a mask. Based on the description above, the author is interested in conducting research on "The Relationship between Government Attitudes and Commitment to Compliance with the Implementation of the Covid-19 Health Protocol in Jambi City Tourist Attractions

METHOD

The type of research used was observational with a cross sectional design. This research was conducted at tourist attractions in the city of Jambi in June-August 2022. The population in this study were 378 visitors to tourist attractions. The minimum sample size is 345 people. Sampling using accidental random sampling method. Data obtained through interviews with a questionnaire instrument. The data is processed using a computer device and then analyzed descriptively and analytically.

RESULT

The univariate results of attitudes can be seen in Table 1.

Table 1. Results of Attitude Univariate Analysis

Attitude	Frequency of Respondent (f)	Percent (%)
Negative	187	49.5
Positive	191	50.5
Total	378	100

Based on the results in table 1, it is known that more than half of the respondents had a positive attitude about implementing health protocols during the Covid-19

pandemic at tourist attractions, namely 191 respondents (50.5%).

The univariate results of the government's commitment can be seen in Table.2:

Table 2. Results of Univariate Analysis of Government Commitment

Government Commitment	Frequency Respondent (f)	Percent (%)
No	141	37.3
Yes	237	67.2
Total	378	100

Based on the results in table 2 it is known that the majority of respondents explained that there was a government commitment to preventing Covid-19 in tourist attractions, namely 237 respondents (67.2%).

The results of the bivariate analysis of the Relationship between Attitudes and Compliance with the Implementation of Health Protocols during the Covid-19 Pandemic at Tourist Attractions in Jambi City can be seen in the Table 3.

Table 3. The Relationship between Attitude and Compliance with the Implementation of Health Protocols during the Covid-19 Pandemic at Tourist Attractions in Jambi City

Attitude	Compliance with Health Protocol Implementation				Total		p.value
	Non Compliance		Compliance		f	%	
	f	%	f	%			
Negative	105	56.1	82	43.9	187	'00	0.000
Positive	23	12	168	88	191	'00	
Total	128	3.9	250	66.1	378	'00	

Based on table 3, it is known that the test results get a p value. value of 0.000 ($p < 0.05$), meaning that there is a relationship

between attitude and adherence to the implementation of health protocols during

the Covid-19 pandemic at tourist attractions in Jambi City.

The results of the bivariate analysis of the relationship between government commitment and compliance with the

implementation of health protocols during the Covid-19 pandemic at tourist attractions in Jambi City can be seen in the Table 4.

Table 4. The relationship between government commitment and compliance with the implementation of health protocols during the Covid-19 pandemic at tourist attractions in Jambi City

Government Commitment	Compliance with Health Protocol Implementation				Total		p.value
	Non Compliance		Compliance		f	%	
	f	%	f	%			
No	67	47.5	74	52.5	141	100	0.000
Yes	61	25.7	176	74.3	237	100	
Total	128	33.9	250	66.1	378	100	

Based on the results in table 4, the test results get a p value. a value of 0.000 ($p < 0.05$), meaning that there is a relationship between Government Commitment and compliance with the implementation of health protocols during the Covid-19 pandemic at tourist attractions in Jambi City.

DISCUSSION

The results of the attitude bivariate test obtained a p value. value of 0.000 ($p < 0.05$), meaning that there is a relationship between attitude and adherence to the implementation of health protocols during the Covid-19 pandemic at tourist attractions in Jambi City. The negative attitude of respondents is 56.1% who do not comply with the implementation of health protocols.

From the question items in the attitude questionnaire number 6, there are still many respondents who do not use masks in public places because they are uncomfortable and feel short of breath when using them for too long. Many respondents also said that they wash their hands without using soap, and only do so if there are facilities.

This research is in line with the research of Reni et al (2021), namely on the relationship between attitude and implementation of health protocols with a value of $p = 0.001$, Reni explained that in general teenagers have implemented 3M but it is not correct, such as washing hands without using soap and only rinsing briefly with water 12.

Attitude plays a role in how a person behaves and makes decisions. In addition, a positive attitude that someone has

towards a rule will also lead to positive habits so that it is hoped that this positive attitude will further encourage someone in their efforts to complete a program.

Good knowledge will encourage positive behavior and attitudes so it is not surprising that by having good knowledge, sufferers will respond in good behavior and attitudes or at least in sufficient capacity to prevent and transmit COVID-19.

Government commitment gets a p value. a value of 0.000 ($p < 0.05$), meaning that there is a relationship between Government Commitment and compliance with the implementation of health protocols during the Covid-19 pandemic at tourist attractions in Jambi City.

From the research results it is good for government commitment, but there are still 47.5% of tourist attractions whose respondents are not compliant with the covid prokes and there is also no government commitment in it. From the question items in the questionnaire, question number 4 has the lowest result, that is, the government/relevant parties rarely carry out Covid socialization at tourist attractions.

This research is not in line with research conducted by Yoga and Mashuri (2021), namely that there is no influence between government policies regarding health protocols on the spread of Covid-19 in Palembang. In the simple linear regression analysis the results of the sig are 0.09¹³.

The government's commitment here means a policy and information provided by the government to the public to prevent the transmission of Covid-19 disease in tourist attractions, for example, such as requiring people to wear masks, wash their hands with soap, provide information in public places and if someone violates then they will be penalized. Apart from that, another form of effort that the government can take is by conducting outreach to the public regarding the proper and correct way to use masks, posting information such as banners and billboards about messages on Covid prevention.

CONCLUSION

Based on the results of the univariate analysis research, it was found that a positive attitude was 50.5% and government commitment was 67.2%. There is a significant relationship between attitude ($p=0.000$) and government commitment ($p=0.000$) with adherence to the implementation of health protocols during the Covid-19 pandemic in Jambi city tourist attractions.

ACKNOWLEDGEMENTS

Thanks are conveyed to all parties who assisted in this research, especially to the Department of Culture and Tourism of the City and Province of Jambi and the managers of tourist attractions in Jambi City.

REFERENCE

1. WHO. WHO Coronavirus (COVID-19). 2021.
2. Kiswantoro A dkk. Penyaluran Alat Pencegahan dan Sosialisasi Protokoler Kesehatan Penyaluran Alat Pencegahan dan Sosialisasi Protokoler Kesehatan untuk Pelayanan Kunjungan Wisatawan dalam Menghadapi New untuk Pelayanan Kunjungan Wisatawan dalam Menghadapi New Normal Pasca . *Abdimas Pariwisata*. 2020;1(1):26–32.
3. Larasaty, Putri. R. Faktor yang Berpengaruh Terhadap Kepatuhan Masyarakat Dalam Mencegah Penyebaran COVID-19. 2020;45–54.
4. Satuan Tugas Penanganan COVID-19. Situasi Virus COVID-19 di Indonesia. 2021.
5. Dinas Komunikasi dan Informatika Provinsi Jambi. Data dan Informasi Corona Disease 2019 (COVID-19) Provinsi Jambi Per Tanggal 10 November 2021. 2021.
6. Kementerian Kesehatan RI. KEPUTUSAN MENTERI KESEHATAN REPUBLIK INDONESIA NOMOR HK.01.07/MENKES/382/2020 TENTANG PROTOKOL KESEHATAN BAGI MASYARAKAT DI TEMPAT DAN FASILITAS UMUM DALAM RANGKA PENCEGAHAN DAN PENGENDALIAN CORONA VIRUS DISEASE 2019 (COVID-19). 2020.
7. Gubernur Jambi. Pedoman Adaptasi Kebiasaan Baru Menuju Masyarakat Produktif dan Aman Corona Virus Disease (COVID 19) di PRovinsi Jambi. Gubernur Jambi. 2021;24.
8. Ratih W. Waspada Revenge Travel, Balas Dendam Wisata Akibat Pandemi. RRI Samarinda. 2021.
9. Irwan Syambun. Mohammad Bernie. Klaster-Klaster Wisata & Potensi Peningkatan COVID-19 di Depan Mata. 2021.
10. Saena Dappa. Jouke J Lasut. Nicolass Kandowango. Pandemi Covid-19 Terhadap Sektor Pariwisata Negeri di Atas Awan di Desa Benteng Mamullu Kecamatan Kapala Pitu Kabupaten Toraja Utara. *Holistik*. 2021;14(2):1–18.
11. Fitria Rahmi. Analisis Implementasi Peraturan Daerah Provinsi Sumatra Barat Nomor 6 Tahun 2020 Tentang Adapatasi Kebiasaan Baru di Objek Wisata Kota Bukit Tinggi. 2021;
12. Sari RP, Uji Utami. HUBUNGAN TINGKAT PENGETAHUAN DAN SIKAP DALAM PENERAPAN PROTOKOL KESEHATAN DI KARANG TARUNA DUSUN MALANGJIWAN. *Maternal*. 2021;Vol 5 No 1:1–6.
13. Pratama YJ, Mashuri. Pengaruh Kebijakan Pemerintah Mengenai Protokol Kesehatan Terhadap Pencegahan Penyebaran Covid-19 di Palembang. *J Ilmu Adm dan Inf*. 2021;Vol 1 no 2:91–6.