

ABSTRAK

EVALUASI PENERAPAN PROGRAM CHSE (*CLEANLINESS, HEALTH, SAFETY AND ENVIRONMENT SUSTAINABILITY*) DI WISATA BUMI KEDATON KOTA BANDAR LAMPUNG: KAJIAN DAMPAK DAN KEBERLANJUTAN PASCA PROGRAM

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Penelitian ini bertujuan untuk mengevaluasi penerapan program *Cleanliness, Health, Safety, and Environment Sustainability* (CHSE) di Wisata Bumi Kedaton Kota Bandar Lampung serta mengkaji dampak dan keberlanjutannya pasca program. Program CHSE merupakan kebijakan dari Kementerian Pariwisata dan Ekonomi Kreatif yang diterapkan selama masa pandemi Covid-19 guna menjamin kebersihan, kesehatan, keselamatan, dan kelestarian lingkungan pada destinasi wisata. Penelitian ini menggunakan pendekatan deskriptif kualitatif dengan model evaluasi kebijakan menurut William N. Dunn yang mencakup enam indikator: efektivitas, efisiensi, kecukupan, pemerataan, responsivitas, dan ketepatan. Teknik pengumpulan data melalui wawancara, observasi, dan dokumentasi. Analisis data dilakukan dengan tahapan reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa penerapan CHSE pada awal program (2020–2021) berjalan cukup efektif dan memperoleh dukungan dari pemerintah pusat maupun daerah. Namun, setelah program berakhir dan dialihkan ke skema pembiayaan mandiri melalui SNI CHSE, pengelola Wisata Bumi Kedaton tidak melanjutkan proses sertifikasi. Ketiadaan pendampingan, keterbatasan biaya, serta menurunnya urgensi protokol kesehatan menjadi kendala utama dalam keberlanjutan program. Evaluasi juga menunjukkan bahwa manfaat program belum menjangkau seluruh pihak secara merata, responsivitas pengelola menurun, dan ketepatan kebijakan tidak lagi sesuai dengan kebutuhan di masa pasca pandemi. Oleh karena itu, keberlangsungan standar CHSE memerlukan integrasi ke dalam pengelolaan destinasi secara permanen, didukung oleh regulasi lokal dan komitmen dari seluruh pihak terkait.

Kata kunci: CHSE, William N. Dunn, Wisata Bumi Kedaton, Evaluasi Program, Keberlanjutan.

ABSTRACT

EVALUATION OF THE IMPLEMENTATION OF THE CHSE (CLEANLINESS, HEALTH, SAFETY, AND ENVIRONMENT SUSTAINABILITY) PROGRAM AT WISATA BUMI KEDATON BANDAR LAMPUNG CITY: A STUDY ON POST PROGRAM IMPACT AND SUSTAINABILITY

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This study aims to evaluate the implementation of the Cleanliness, Health, Safety, and Environment Sustainability (CHSE) program at Wisata Bumi Kedaton in Bandar Lampung City and to examine its impact and sustainability after the program ended. The CHSE program is a policy initiated by the Ministry of Tourism and Creative Economy during the Covid-19 pandemic to ensure cleanliness, health, safety, and environmental sustainability in tourism destinations. This research applies a descriptive qualitative approach using William N. Dunn's policy evaluation model, which consists of six indicators: effectiveness, efficiency, adequacy, equity, responsiveness, and appropriateness. Data were collected through interviews, observations, and documentation. Data analysis was conducted through three stages: data reduction, data display, and conclusion drawing. The findings indicate that the CHSE program was relatively effective during the initial phase (2020–2021), supported by both central and local governments. However, after the program ended and transitioned to a self-financing scheme through SNI CHSE, the management of Wisata Bumi Kedaton did not proceed with certification renewal. The lack of technical assistance, limited funding, and declining urgency of health protocols were the main obstacles to the program's sustainability. The evaluation also shows that the program's benefits were not equitably distributed, managerial responsiveness declined, and the policy no longer aligned with post-pandemic needs. Therefore, the sustainability of CHSE standards requires integration into long-term destination management, supported by local regulations and commitment from all relevant stakeholders.

Keywords: CHSE, William N. Dunn, Wisata Bumi Kedaton, Program Evaluation, Sustainability