



Implementing New Era Life Order in Harper Kuta Hotel

Anak Agung Kompiang Trijaya Putra¹, Ni Made Ernawati²,
I Made Darma Oka³

¹Harper Kuta Hotel, Indonesia, ^{2,3}Tourism Department, Politeknik Negeri Bali, Indonesia
Email: kutadm@harperhotels.com, madeernawati@pnb.ac.id, imadedarmaoka@pnb.ac.id

Received on 5 July 2021	Revised on 7 August 2021	Accepted on 26 August 2021
----------------------------	-----------------------------	-------------------------------

Abstract

Purpose: This study is to identify the implementation of the new era life order in Harper Kuta Hotel, Bali, Indonesia due to Covid-19 pandemic.

Research methods: This study uses descriptive qualitative methods supported by the data from respondents collected collectively using the google form platform, which is then reduced and summarized from all existing opinions.

Findings: The new era of life in Harper Kuta Hotel is taking place positively. It is according to the existing standard operating procedures. The creation of the new standard operating procedures is adjusted to the guidelines issued by the Bali Provincial Tourism Office which are used as guidelines in carrying out verification.

Implications: There are some additions and adjustments to existing standards both in terms of products and services, as well as from the use cycle of elements that come into contact with guests.

Keywords: Covid-19 pandemic, hotel, new era life order, implementation.

INTRODUCTION

The Covid-19 pandemic is an obstacle to almost all businesses in the world, the pandemic itself emerged locally in Wuhan China. Globally in November 1, 2020 the number of confirmed cases reached 45,916,151 cases. Indonesia itself is a country that is still struggling to fight and get out of this pandemic condition, data on Covid-19 cases in Indonesia itself as of October 31, 2020 is 410,088 cases. More specifically, Bali has so far confirmed 11,764 cases (Figure 1). The pandemic of Covid 19 impact to several sectors such as household economy, public health, social life, and surrounding environment. The pressure is quite hard to tourism sector especially in Bali, the pandemic caused unemployment over 80% of informal worker (Yuniti et al, 2020).

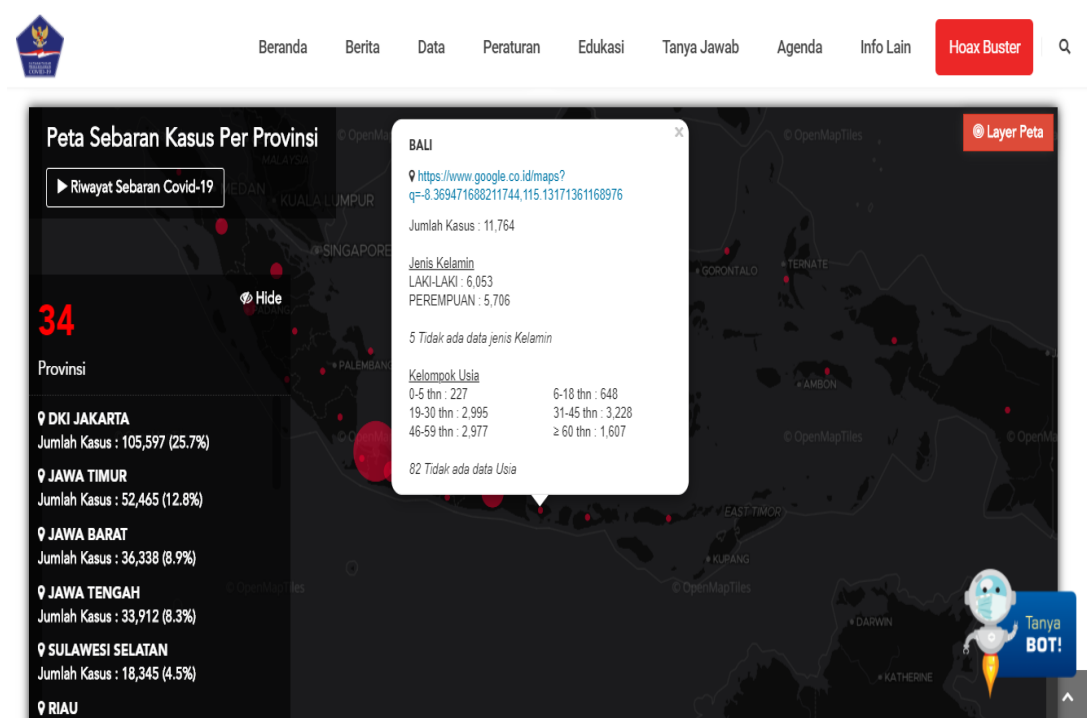


Figure 1. Distribution map of the of Covid-19 cases per province in Indonesia [covid19.go.id, 2020]

The development of the pandemic has made the global health crisis, practically having an impact on all the plans that have been drawn up in the Long-Term Development Plan and the National Medium-Term Development Plan under the economic aspects that are clearly affected by this pandemic. Several countries even implemented lockdown policies until this article was made, several countries re-imposed lockdowns due to the increase in positive cases of Covid-19 such as in France (Christiastuti, 2020). Indonesia itself implements different policies, namely the imposition of large-scale social restrictions (*Pembatasan Sosial Berskala Besar* or PSBB) which are imposed in certain areas such as Jakarta, and may be carried out in other regions according to policies issued by the leaders of these regions, either the Mayor (*Walikota*) or Regent (*Bupati*) and the Governor (*Gubernur*).

In last May 2020, Denpasar City implemented a modification of the PSBB in the form of Restrictions on Community Activities (PKM or *Pembatasan Kegiatan Masyarakat*), which is applied to the entrance border of Denpasar City, which is based on Denpasar Mayor Regulation No. 32/2020. handling and reducing positive confirmation cases of Covid-19 in Bali by establishing Bali Governor Regulation Number 46/2020 concerning the Implementation of Discipline and Law Enforcement of Health Protocols as Efforts to Prevent and Control Corona Virus Disease 2019 in a New Era of Life. The Pergub (*Peraturan Gubernur* or governor regulation) is a guideline for implementing discipline and law enforcement of health protocols as part of efforts to prevent and control Covid-19 by stakeholders.

For Bali itself, the tourism sector is the most fragile sector and has experienced the greatest impact from the Covid-19 pandemic, as with the latest data released by the (BPS, 2020), if we compare the data by year and year in August 2020 the trend that occurs is a decrease of 1 million of tourists with a percentage of -99.99%. As the magnitude of the resulting impact for the tourism industry by preparing all related aspects in order to adopt how the new era of life is, the final hope is of course how tourism with all the aspects that are in it can run well and still pay attention to health protocols. Pergub No. 46/2020 itself regulates the

implementation of the new era life order in 15 activity and tourism sectors including therein. It also regulates the obligations for individuals and business actors, the organizer or person in charge of public places and facilities. a useful strategy in giving confidence to tourism actors and stakeholders to travel safely when visiting tourist areas, especially Bali during the pandemic, by implementing good health and safety standards (Paramita & Putra, 2020). The regulation also regulated for tourism destination. Various literatures concluded that "new normal" is a condition that can be used as a momentum for awakening for ecotourism, related to the application of the concept of environmental carrying capacity in tourism destinations. new normal regulations, which include physical distancing, can be used as a new rule that is implemented by the destination stakeholder (Rudiyanto & Sugiarto, 2020).



Figure 2. The development of tourism in Bali Province in August 2020

As tourism is included in the 15 activity sectors listed in Pergub No. 46/2020 concerning the new era life order, which is included in the implementation and implementation of the Pergub verification is needed. In the tourism sector itself, which includes tourist attractions, hotels, transport, travel and marine tours (*wisata tirta*). Harper Kuta Hotel at Jalan Legian 73 Kuta, Badung, Bali, has conducted a verification process facilitated by the Bali Provincial Tourism Office, and several appointed assessors. So far 141 hotels throughout Bali have been verified to implement a new era life order based on data dated November 1, 2020, with details of 112 hotels in Badung area, 12 hotels in Denpasar, 12 hotels in Gianyar, 1 hotel in Klungkung, 3 hotels in Buleleng, and 1 hotel in Karangasem.

This research was conducted to measure the extent to which the staff of Harper Kuta Hotel know the new era life order and how the impact of its implementation will be. The reason why the focus is on staff because it is based on Triple Bottom Line theory where the sustainability of a company must have a synergy between aspects of Planet, Profit, and People (Elkington, 1998). During the pandemic, of course the Profit aspect is definitely irrelevant because the impact of an economic pandemic has definitely had a negative trend. While the planetary

aspect is not the focus of this research because at this time it is because of the social aspect that is wanted to be maintained, how can the social conditions of the people aspect strengthen each other between individuals or staff to create a sense of security while working. How is the impact of the pandemic itself that allows for an economic recession caused by directives from the government to send individuals to work from home, and only a few industries connected to certain essential services, which are allowed to work and operate during the Covid-19 pandemic.

Another possibility is to reverse the poverty alleviation achieved in the last decade and push millions of people back into abject poverty. As the pandemic continues to spread across the globe and countries may face the direst monetary decline in the decades (Kaushik, 2020). In the same research, it was also conveyed how entrepreneurs and human resources need to play a very important role in creating bonds with people through the concept of "people connect" and need to connect people from a basic or root level who they always ignore re-imagining HR as a stakeholder management during the Covid-19 period. They really need to take this fact very seriously that money is not everything but to create a positive bond with those who have supported the company's operations so far (Kaushik, 2020). It is by maintaining the existing ties between employees that will strengthen the relationship between employee(s) and other employee(s), employee(s) and management, and employees and the investors, supported by the issuance of Pergub No. 46/2020 which creates a new standard of readiness to adapt by adapting a new life order and m put the Covid-19 pandemic as part of our lives today. This research focuses on finding out what the perceptions of Harper Kuta Hotel staff are of the implementation of the new era life order which is based on Pergub no. 46/2020.

RESEARCH METHODS

Some researches concerning Covid-19 pandemic have been done by some scholars, such as Aryawiguna (2021), Dewi et al (2021), Juniartini et al (2020), Puspita et al (2021), Putra (2021), Utama et al (2021), and Yasa (2020). All those scientific works are different from this one. This research was conducted at Harper Kuta Hotel, which is a 4-star hotel under the management of Archipelago International which has several other brands such as Aston, Fave, Quest, Neo, Kamuela, and Huxley brands.

This study uses a qualitative descriptive method combined with the results of structured interviews with respondents who are employees who work at Harper Kuta Hotel, in relation to the current pandemic situation, it was decided to conduct an interview to get how employees' perceptions of the implementation of the new era life order using the Pergub as a legal umbrella using google form. Furthermore, this research is expected to know the extent of the implications of the implementation of the new era life order. In a structured interview with several staff who are pleased in this context they are willing to fill out the existing interview form. The questions asked are about personal data, namely email address, name, age within a certain range, length of work within a certain period of time, then the initial questions regarding verification of the new era life order based on Pergub no. 46/2020 submitted to respondents regarding the data and also their perceptions of the impact and benefits of implementing the new era life order.

FINDINGS

Triple helix theory is based on the interaction between the three elements among government, industry, and universities that work in synergy with one

another. In line with the interaction of these three components evolved to adopt several characteristics with each other (Etzkowitz & Leydesdorff, 1995), which can be illustrated in figure 3.

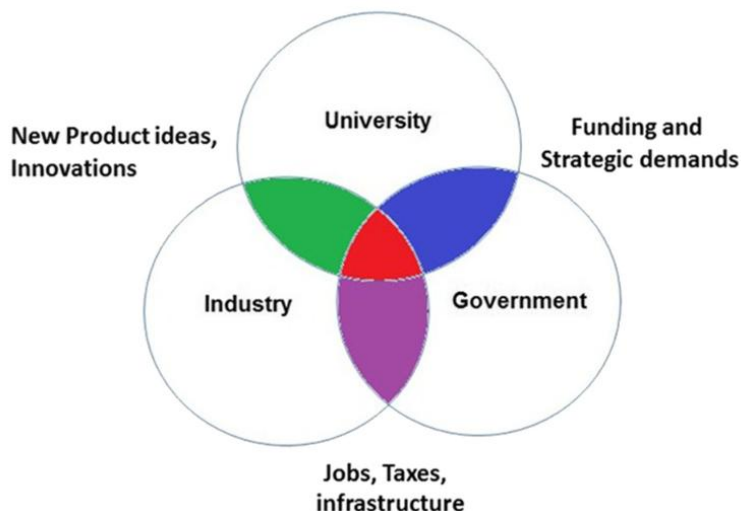


Figure 3. The Triple Helix Theory

Based on this theory, which is associated with conditions during a pandemic like now, it requires a good synergy of the three elements in an effort to become "resilience". As in figure 3, which states the synergy between industry and government with regard to aspects of employment, taxes, and infrastructure, then the synergy between the government and the universities is related to funding and demand or other strategic policies and the last synergy between industry and universities is related to products and ideas. and the innovations that may be created.

At this time, the strategic policy that has been created by the government, especially the provincial government of Bali, in an effort to survive the multiplier effects caused by the pandemic is a draft regulation on a new era of life order. Making the application of a new era life order that is really new to be implemented by the government with the *Pergub* as its legal umbrella. To the authors' knowledge, only one research has been found that raises this matter, the result is a new normal life that is applied in various fields, giving a positive influence on the economic efforts of local communities in the context of this research in the tourist area of Nusa Dua. This is clearly seen from the results of research on the perception, readiness and preparation of local communities to face new normal tourism in their area, as many as 55% of respondents stated that new normal tourism is safe tourism for all tourism actors. As many as 85% of respondents stated their readiness if tourism in their area was opened and 65% of respondents were preparing to work again in the tourism sector, because they were ready to enter the world of work according to the standard Covid-19 Health protocol (Putu et al., 2020).

Research conducted at Harper Kuta Hotel made staff become respondents in an effort to find out how their perceptions and attitudes and the extent of their opinions about the implementation of the new era life order. This study found 22 respondents where the respondents were not the total number of staff, but were representatives of staff who had a tendency to interact more frequently with guests, namely from the front office, security, food and beverage departments, as well as several leaders of the department and also the Human Resources Manager and also the General Manager. Characteristics of respondents are dominated by staff who work more than 3 years as much as 63.6% as in Figure 4 and the majority age

is in the age range of 21-30 years with 14 respondents or 63.6% with the distribution as shown in Figure 4.

Length of Work / Lama Bekerja
22 responses

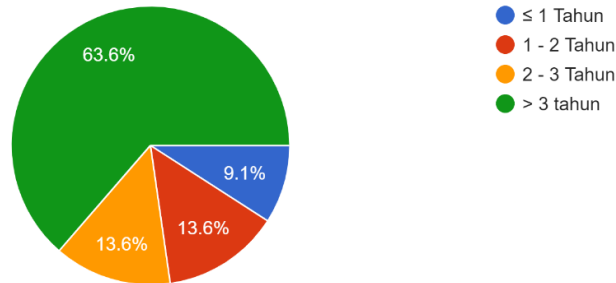


Figure 4. Length of work

Age / Umur
22 responses

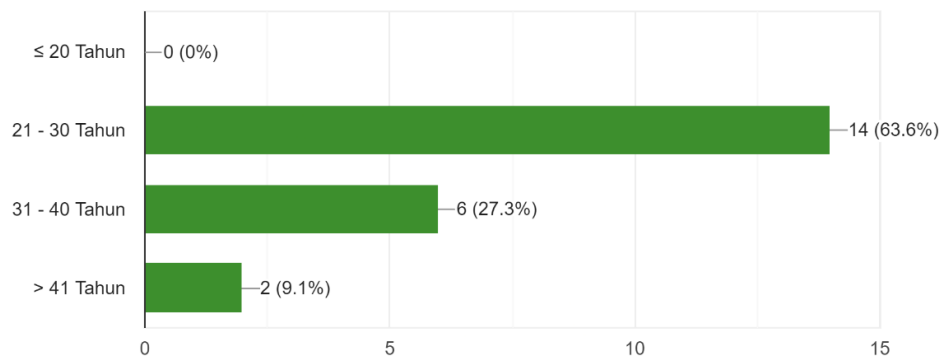


Figure 4. Age Range

The first question that is asked is whether the respondent knows about the verification of the new era life order based on Pergub No. 40/2020 and the answers of all respondents know this. The second question is what is the benefit of verifying a new era life order for the hotel where you work? All respondents answered yes, which means that it has an impact on the hotel where you work and indirectly also affects individual staff who work. Overall, the results of the questionnaire filled out by respondents can formulate their opinions and perceptions of the benefits of the verification of the new era life order carried out by the Bali Provincial Tourism Office with the help of professional verifiers. The instrument used in the verification consists of 3 aspects, namely service and management products which are divided into 20 elements whose fulfillment criteria for each element have been adjusted to the facts and conditions at Harper Kuta Hotel, as seen in figure 6 (Dinas Pariwisata Daerah Provinsi Bali, 2020).



A.001		FORMULIR ASESMEN MANDIRI				
		FORMULIR ASESMEN MANDIRI MENUJU TATANAN KEHIDUPAN ERA BARU PROSES VERIFIKASI BIDANG PARIWISATA AKOMODASI PARIWISATA				
KRITERIA MUTLAK PROTOKOL TATANAN KEHIDUPAN ERA BARU						
NO	ASPEK	NO	UNSUR	ASESMEN MANDIRI		KRITERIA PEMENUHAN
				PEMENUHAN		
				M	BM	
1	PRODUK	1	Tersedia tempat mencuci tangan dengan perlengkapannya di area akomodasi pariwisata dengan jarak yang memadai			1. Tersedia <i>wastafel</i> dengan keran air mengalir 2. Tersedia sabun cuci tangan 3. Tersedia tempat tisu atau pengering tangan 4. Tersedia tempat sampah tertutup
		2	Tersedia tanda penunjuk arah lokasi tempat mencuci tangan dan <i>hand sanitizer</i> di tempat-tempat yang mudah dilihat			Tersedia tanda penunjuk arah lokasi mencuci tangan dalam bentuk <i>poster</i> atau spanduk atau <i>signed</i> yang mudah dilihat
		3	Tersedia <i>hand sanitizer</i> di area akomodasi pariwisata minimal di pintu masuk dan keluar			Tersedia <i>hand sanitizer</i> dalam bentuk gel atau cair
		4	Tersedia alat pengukur suhu badan (<i>Thermo Gun/ Thermo Scanner</i>) dengan jumlah yang disesuaikan dengan kapasitas pengunjung/ wisatawan akomodasi pariwisata			Tersedia alat pengukur suhu tubuh dengan sistem <i>infra red</i> atau <i>digital</i>
		5	Tersedia masker bagi pengunjung/wisatawan diberikan secara gratis atau berbayar			Tersedia <i>masker</i> atau <i>face shield</i> yang sesuai dengan standar protokol
		6	Tersedia papan informasi himbauan protokol kesehatan			Tersedia <i>poster</i> atau spanduk atau <i>signed</i> informasi mengenai Covid 19 di area publik dan area karyawan
		7	Tersedianya sarana pembayaran non tunai			1. Tersedia EDC mesin atau metode pembayaran <i>online</i> lainnya

Figure 5. Self-assessment form (1)



A.001		FORMULIR ASESMEN MANDIRI				
		FORMULIR ASESMEN MANDIRI MENUJU TATANAN KEHIDUPAN ERA BARU PROSES VERIFIKASI BIDANG PARIWISATA AKOMODASI PARIWISATA				
KRITERIA MUTLAK PROTOKOL TATANAN KEHIDUPAN ERA BARU						
NO	ASPEK	NO	UNSUR	ASESMEN MANDIRI		KRITERIA PEMENUHAN
				PEMENUHAN		
				M	BM	
2	PELAYANAN	8	Melakukan pemeriksaan suhu tubuh kepada pelanggan/wisatawan dengan <i>Thermo Gun/Thermo Scanner</i> , dan jika terdeteksi suhu mencapai 37,3°C, atau lebih, maka pelanggan/wisatawan yang bersangkutan dilarang memasuki area Akomodasi Pariwisata dan /atau berkoordinasi dengan pihak terkait untuk mendapat penanganan lebih lanjut			2. Tersedia <i>standard operating procedure (SOP)</i> untuk pengecekan atau pemeriksaan suhu tubuh pengunjung/wisatawan dan diterapkan secara konsisten 3. Tersedia <i>standard operating procedure (SOP)</i> penanganan pengunjung/wisatawan yang terdeteksi memiliki suhu tubuh 37,3°C atau lebih, dan diterapkan secara konsisten
		9	Melakukan pembersihan dengan disinfektan terhadap semua peralatan, perlengkapan dan fasilitas yang di sentuh oleh pengunjung/wisatawan, karyawan dan pihak terkait sebelum dan sesudah digunakan atau setiap 4 jam sekali			1. Tersedia jadwal pembersihan peralatan, perlengkapan dan fasilitas <i>property</i> 2. Tersedia <i>standard operating procedure (SOP)</i> pembersihan peralatan, perlengkapan serta fasilitas <i>property</i> dan diterapkan secara konsisten 3. Tersedia cairan disinfektan beserta perlengkapannya 4. Tersedia alat pelindung diri khusus jika diperlukan
		10	Menghindari sentuhan fisik pada saat melakukan pelayanan kepada pengunjung/wisatawan			1. Tersedia <i>poster</i> himbauan untuk tidak saling berjabat tangan 2. Tersedia <i>standard operating procedure (SOP)</i> untuk mengatur interaksi karyawan dan pengunjung/wisatawan dan diterapkan secara konsisten

Figure 6. Self-assessment form (2)



A.001		FORMULIR ASESMEN MANDIRI				
		FORMULIR ASESMEN MANDIRI MENUJU TATANAN KEHIDUPAN ERA BARU PROSES VERIFIKASI BIDANG PARIWISATA				
		AKOMODASI PARIWISATA				
						
KRITERIA MUTLAK PROTOKOL TATANAN KEHIDUPAN ERA BARU						
NO	ASPEK	NO	UNSUR	ASESMEN MANDIRI PEMENUHAN		KRITERIA PEMENUHAN
				M	BM	
3	PENGLOLAAN	11	Memiliki sistem pengaturan interaksi dengan jarak minimal 1 meter			3. Tersedia tanda pengaturan jarak berupa <i>sticker</i> atau <i>poster</i> himbauan 4. Tersedia <i>standard operating procedure (SOP)</i> tentang pengaturan interaksi dan diterapkan secara konsisten
		12	Memiliki sistem pengaturan antrian dengan jarak minimal minimal 1 meter			1. Tersedia tanda pengaturan jarak antrian berupa <i>sticker</i> atau <i>poster</i> himbauan 2. Tersedia <i>standard operating procedure (SOP)</i> tentang pengaturan jarak antrian dan diterapkan secara konsisten
		13	Memiliki sistem pengaturan tempat duduk dengan jarak minimal 1 meter			1. Tersedia tanda pengaturan jarak tempat duduk berupa <i>sticker</i> atau <i>poster</i> himbauan 2. Tersedia <i>standard operating procedure (SOP)</i> tentang pengaturan jarak tempat duduk dan diterapkan secara konsisten
		14	Memiliki sistem pengaturan kerumunan dengan jarak minimal 1 meter			1. Tersedia tanda pengaturan kapasitas berupa <i>sticker</i> atau <i>poster</i> 2. Tersedia <i>standard operating procedure (SOP)</i> tentang pengaturan kerumunan dan diterapkan secara konsisten
		15	Menetapkan jam operasional sesuai dengan kebijakan yang ditetapkan Pemerintah Daerah setempat sesuai ketentuan peraturan perundang-undangan			1. Tersedia tanda jam operasional berupa, <i>sticker</i> atau <i>poster</i> 2. Tersedia <i>standard operating procedure (SOP)</i> tentang pengaturan jam operasional dan diterapkan secara konsisten
		16	Menyediakan pelatihan terhadap karyawan untuk penerapan protokol			1. Tersedia jadwal pelatihan khusus penanganan Covid 19 yang dilakukan secara berkala oleh pihak manajemen kepada karyawan

Figure 7. Self-assessment form (3)



A.001		FORMULIR ASESMEN MANDIRI				
		FORMULIR ASESMEN MANDIRI MENUJU TATANAN KEHIDUPAN ERA BARU PROSES VERIFIKASI BIDANG PARIWISATA				
		AKOMODASI PARIWISATA				
						
KRITERIA MUTLAK PROTOKOL TATANAN KEHIDUPAN ERA BARU						
NO	ASPEK	NO	UNSUR	ASESMEN MANDIRI PEMENUHAN		KRITERIA PEMENUHAN
				M	BM	
			kesehatan			
		17	Mem bentuk petugas khusus pemantau protokol tatanan kehidupan era baru			2. Tersedia bagan tim pemantau protokol tatanan kehidupan era baru beserta uraian tugas masing – masing
		18	Menyiapkan sistem penanganan kasus <i>emergency</i>			1. Tersedia <i>standard operating procedure (SOP)</i> khusus penanganan Covid 19 dan diterapkan secara konsisten 2. Tersedia jalur evaluasi khusus penanganan kasus Covid 19 3. Tersedia ruang isolasi khusus 4. Tersedia APD yang sesuai dengan standar protokol Covid 19 5. Tersedia kontrak kerjasama dengan klinik atau rumah sakit yang menangani kasus Covid 19
		19	Mengatur protokol kesehatan antara lain etika meludah, batuk, dan bersin di area akomodasi pariwisata			1. Tersedia penanda himbauan untuk etika meludah, batuk dan bersin berupa <i>sticker</i> atau <i>poster</i>

Figure 8. Self-assessment form (4)



A.001		FORMULIR ASESMEN MANDIRI				
		FORMULIR ASESMEN MANDIRI MENUJU TATANAN KEHIDUPAN ERA BARU PROSES VERIFIKASI BIDANG PARIWISATA AKOMODASI PARIWISATA				
KRITERIA MUTLAK PROTOKOL TATANAN KEHIDUPAN ERA BARU						
NO	ASPEK	NO	UNSUR	ASESMEN MANDIRI		
				PEMENUHAN		
				M	BM	
		20	Memiliki dan menerapkan protokol tatanan kehidupan era baru pada <i>standard operating procedure</i> (SOP) 1. Protokol kesehatan (CHS) 2. Penggunaan busana adat Bali 3. Penggunaan Aksara Bali 4. Pembatasan timbulan sampah plastik 5. Pemanfaatan produk lokal Bali			2. Tersedia <i>standard operating procedure</i> (SOP) yang sesuai dengan protokol kesehatan 3. Tersedia <i>standard operating procedure</i> (SOP) penggunaan busana adat Bali yang tetap mengacu ke protokol kesehatan. 4. Tersedia <i>standard operating procedure</i> (SOP) penggunaan aksara Bali tentang protokol kesehatan 5. Tersedia <i>standard operating procedure</i> (SOP) tentang pembatasan timbulan sampah yang sesuai dengan protokol kesehatan 6. Tersedia <i>standard operating procedure</i> (SOP) tentang pemanfaatan produk lokal Bali
			Jumlah unsur aspek produk	7		
			Jumlah unsur aspek pelayanan	3		
			Jumlah unsur aspek pengelolaan	10		
			Jumlah total unsur	20		

Figure 9. Self-assessment form (5)

All aspects and elements that exist are clearly aimed at protecting oneself for guests and staff, by relying on clean, healthy, and safety procedures that prioritize health procedures or protocols. This is in line with the goals of the Government to protect and control the ongoing pandemic. The responses given from staff who work at Harper Kuta Hotel who became respondents to the benefits of the verification of the new era life order, which has done reduction of the opinion data from respondents. The results of the reduction from the respondent's data stated that verification of the life order of the new era made the public in general and workers in the tourism industry more adhere to health protocols during the pandemic, which would make guests more confident in health insurance and minimize the impact of Covid-19. Hotels that have been declared verified means that they are still feasible and can operate to receive and provide services to guests who want to stay and use the services and products at the hotel, so that the hotel can get revenue and this has a positive impact on staff because they can still work to make a living in the situation. This pandemic and also for the owner or owner, while adhering to the health protocols that have been determined by the tourism office and the health office. Verification also has an impact in trying to convince guests that hotels apply standards of hygiene, safety and cleanliness.

The life order of the new era teaches how to start a new life side by side and still protect yourself from Covid-19, to be more aware of health, especially when meeting new people, hotel staff become more disciplined in implementing health protocols apart from keeping staff healthy, also has an impact on guests who come will further increase the sense of security. Hotels that follow the verification are also obliged to provide facilities and infrastructure for the prevention and handling of Covid-19, which of course has a good readiness impact in terms of existing procedures. In line with the verification carried out by Harper Kuta Hotel, it has also made adjustments to several existing procedures and made several new procedures that are adjusted to applicable health protocols, for example measuring body temperature and using face masks at the main entrance as follows:

1. Face masks must be worn by workers/visitors/suppliers/guests before being checked for body temperature either by security or FO.
2. The security team checks body temperature using a body temperature scanner for workers, suppliers and visitors, while for guests it can be done

in the Lobby area before entering the hotel area or before the check-in process.

3. When the body temperature is equal to 37.30°C or more, it is considered a fever, and the security/FO team does not allow employees/visitors/suppliers/guests to enter the hotel area.
4. When the body temperature is equal to 37.30°C or more, invite employees/visitors/suppliers/guests to visit the clinic/hospital and the employees are not allowed to work until they are in good health to work then will spray disinfectant liquid around the clothes and/or belongings of workers/suppliers/visitors/guests.
5. Spacing should always be reminded when checking body temperature at the entrance or lobby area to avoid crowds.
6. Security must fill in the employee temperature check log book or report it to the HR department, if an employee is found with a body temperature of 37.30°C and above.

Adjustments and additions to the existing standard operating procedures become a special note from the verification team, related to aspects of cleanliness, safety, and health. Another example of an adjustment procedure is the procedure regarding guest handling based on the Covid-19 Health Protocol, as follows. Its objective is to ensure all employees are able to handle every single guest according to Covid-19 Health Protocol.

Standards:

- Hand sanitizer, face mask, cleansing tissue, disinfectant and thermal scanner are always available at lobby.
- Always use sanitized pen for guest administration purpose.
- Put clear marking lines for physical distancing on lobby floor and seatings.
- All employees are wearing face mask during in-charge, and maximum usage of a face mask is 4 hours.
- Reservation should collect guest data prior to arrival to minimize physical contact with guest upon check in.
- Pre check in preparation should be done in advance to minimize physical contact with guest.
- All employees should wash hand frequently or at least use hand sanitizer.
- Keep distance at least 1 meter with guests and avoid physical contact.
- Greet guests warmly with Namaste greeting according to Archipelago's standard.
- Registration process is not more than 5 minutes.

Procedures:

- As soon as we receive a new booking with clear contact information, Reservation should contact guest to collect all data needed for registration and advise guest to do online payment.
- On the check in arrival, Security Officer should check the guest body temperature, direct guest to wash hands and sterilize all guest luggage with disinfectant.
- When guest is approaching Reception, Greet guest with Namaste greeting warmly.
- In case guest is not wearing face mask, GSA should offer Him/Her one which is provided at reception.

- GSA should always maintain a distance at least one meter when interacting with guests and avoid physical contact whenever possible.
- Always inform guest about the healthy protocol procedure, such as frequent hand wash, face mask and physical distancing.
- In case there are some guests queuing at lobby, GSA should politely inform guest to stand on the marking lines.
- GSA should always oversee the lobby traffic, ensure all guest sitting at lobby sofa is following the marking lines.
- Always inform guest that maximum 2 persons to be served at reception counter at the same time.
- GSA should always use a sterilized pen when collecting guest's signature.
- GSA should sterilize hands, working areas, and tools frequently, especially after handling guests.

Some adjustments to the existing SOPs are certainly needed to adjust the standards rather than the implementation of the new era life order and make staff and teams work better and stay safe and pay attention to existing health protocol standards.

CONCLUSION

The triple helix, which is a synergy among three components, namely industry, university, and government, has been running, especially in the current conditions where industrial workers especially in the tourism industry in Bali are experiencing a downturn. The implementation in Harper Kuta Hotel is useful in the context of readiness for an order.

New era life is expected to be a guide in the implementation and provision of products and services. The impact given is very positive for Harper Kuta Hotel and its employees in order to provide a sense of security with the existing concept of clean, healthy, and safety. Verification is carried out using an independent assessment that has been provided and there are updates to existing standard operating procedures and the addition of new standard operating procedures to adjust to current conditions.

ACKNOWLEDGEMENTS

On this occasion the authors would like to thank the management of Harper Kuta Hotel, as well as all staff and employees who have supported and are pleased to fill out the questionnaire that the authors gave. Special thanks also go to the General Manager of Harper Kuta Hotel and the Human Resources Manager for providing directions and feedback on the questionnaires distributed.

REFERENCES

- Aryawiguna, I. N. G. K. (2021). Indonesia Tourism Recovery in Collaboration with China as a Powerful Country in Travel. *International Journal of Glocal Tourism*, 2(1), 1-12. Retrieved from <https://ejournal.catuspata.com/index.php/injogt/article/view/36>.
- BPS. (2020). Perkembangan Pariwisata Provinsi Bali 2020. *Berita Resmi Statistik Perkembangan Pariwisata Provinsi Bali, 2020*(48), 1–5. Retrieved from [https://bali.bps.go.id/pressrelease/2020/03/02/717326/perkembangan-pariwisata-provinsi-bali-januari-2020.html#:~:text=Wisatawan mancanegara \(wisman\) yang datang, pelabuhan laut sebanyak 2.060 kunjungan.](https://bali.bps.go.id/pressrelease/2020/03/02/717326/perkembangan-pariwisata-provinsi-bali-januari-2020.html#:~:text=Wisatawan mancanegara (wisman) yang datang, pelabuhan laut sebanyak 2.060 kunjungan.)

- Christiastuti, N. C. (2020). Prancis Lockdown Lagi, Ratusan Warga Gelar Aksi Protes di Paris. *News.Detik.Com*. Retrieved from <https://news.detik.com/internasional/d-5235197/prancis-lockdown-lagi-ratusan-warga-gelar-aksi-protes-di-paris>.
- covid19.go.id. (2020). Peta Sebaran Covid19.go.id. Retrieved October 31, 2020, from covid19.go.id website: <https://covid19.go.id/peta-sebaran>.
- Dewi, N. W. B. P., Ernawati, N. M., & Mudana, I. G. (2021). Courtyard by Marriott Bali Nusa Dua Resort: A Support for Employee Productivity during the Covid-19 Pandemic. *Jurnal Bali Membangun Bali*, 2(1), 29-36, <http://ejournal.baliprov.go.id/index.php/jbmb/article/view/154>, <https://doi.org/10.51172/jbmb.v2i1.154>.
- Dinas Pariwisata Daerah Provinsi Bali. (2020). Dokumen Verifikasi CHSE. Retrieved October 31, 2020, from disparda.baliprov.go.id website: <https://disparda.baliprov.go.id/dokumen-verifikasi/2020/09/>.
- Elkington, J. (1998). Partnerships from Cannibals with Forks: The Triple Bottom Line of 21st-Century Business. *Environmental Quality Management*, 8(1), 37–51.
- Etzkowitz, H., & Leydesdorff, L. (1995). The Triple Helix -University-Industry-Government Relations: A Laboratory for Knowledge Based Economic Development. *EASST Review*.
- BPS. (2020). Perkembangan Pariwisata Provinsi Bali 2020. *Berita Resmi Statistik Perkembangan Pariwisata Provinsi Bali, 2020*(48), 1–5. Retrieved from [https://bali.bps.go.id/pressrelease/2020/03/02/717326/perkembangan-pariwisata-provinsi-bali-januari-2020.html#:~:text=Wisatawan mancanegara \(wisman\) yang datang,pelabuhan laut sebanyak 2.060 kunjungan](https://bali.bps.go.id/pressrelease/2020/03/02/717326/perkembangan-pariwisata-provinsi-bali-januari-2020.html#:~:text=Wisatawan mancanegara (wisman) yang datang,pelabuhan laut sebanyak 2.060 kunjungan).
- Christiastuti, N. C. (2020). Prancis Lockdown Lagi, Ratusan Warga Gelar Aksi Protes di Paris. *News.Detik.Com*. Retrieved from <https://news.detik.com/internasional/d-5235197/prancis-lockdown-lagi-ratusan-warga-gelar-aksi-protes-di-paris>.
- covid19.go.id. (2020). Peta Sebaran Covid19.go.id. Retrieved October 31, 2020, from covid19.go.id website: <https://covid19.go.id/peta-sebaran>.
- Dinas Pariwisata Daerah Provinsi Bali. (2020). Dokumen Verifikasi CHSE. Retrieved October 31, 2020, from disparda.baliprov.go.id website: <https://disparda.baliprov.go.id/dokumen-verifikasi/2020/09/>.
- Paramita, I. B. G., & Putra, I. G. G. P. A. (2020). NEW NORMAL BAGI PARIWISATA BALI DI MASA PANDEMI COVID 19. *Media Wisata*, 18(2), 231–250. <https://doi.org/10.36275/mws>
- Rudiyanto, A., & Sugiarto, E. (2020). “NEW NORMAL” SEBAGAI MOMENTUM KEBANGKITAN EKOWISATA: Sebuah Kajian Awal tentang Daya Dukung Lingkungan Pascapandemi Covid-19. *Media Wisata*, 18(2), 231–250. <https://doi.org/http://dx.doi.org/10.25078/pba.v5i2>.
- Yuniti, I. G. A. D., Sasmita, N., Komara, L. L., Purba, J. H., & Pandawani, N. P. (2020). The impact of covid-19 on community life in the province of Bali, Indonesia. *International Journal of Psychosocial Rehabilitation*, 24(10). <https://doi.org/10.37200/IJPR/V24I10/PR300214>.

- Utama, I. G. B. R., Sumartana, I. M., Waruwu, D., & Krismawintari, N. P. D. (2021). Model Edukasi Pencegahan Dini Penyebaran Covid-19 di Bali. *Jurnal Bali Membangun Bali*, 2(1), 1-14.52, <https://doi.org/10.51172/jbmb.v2i1.152>.
- Yasa, I Gusti Wayan Murjana. (2020). Bali in the Covid-19 Pandemic: Population and Employment Dilemmas, *Jurnal Bali Membangun Bali*, Volume 1, Number 3, December; <http://ejournal.baliprov.go.id/index.php/jbmb/article/view/137>, <https://doi.org/10.51172/jbmb.v2i1.137>.