

CHSE BRANDING ANALYSIS ON HOTEL CORDELA BANDUNG

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ABSTRACT

COVID-19 pandemic that has hit the world, especially Indonesia, has caused impact negative on various sectors such as the tourism sector, that reduces interest visitors for stay at the hotels. For resolve thing during this period, the Ministry of Tourism and Creative Economy (Kemenparekraf) formed and developed the CHSE (Cleanliness, Health, Safety and Environment Sustainability) program which is included in the part of new normal. Tourist attractions that take part in this program, later will get a CHSE certification that can be useful for ensuring cleanliness, safety, and sustainability environment that meets established health protocols determined. One of the tourist attractions that have received CHSE certification is the Cordela Bandung hotel. This program has just been formed, then Cordela Bandung hotel must carry out CHSE branding so that the CHSE program can perceived with good and can understood by society. The purpose of this study was to determine the CHSE branding carried out by Cordela Bandung hotel with a new positioning that is add CHSE value. Research method this use method qualitative with interview expert and study library, where researcher gather related materials with research originating from journals and literature scientific with method parse data through the opinions of several experts. The researcher concludes that the CHSE analysis used by Cordela Bandung hotel has been succeed in shaping perceptions to the society.

KEYWORDS: Branding, Positioning, CHSE, MICE

1 INTRODUCTION

The COVID-19 pandemic that has hit the world today has had a major impact on various fields, especially in the economic and tourism sectors. This is in accordance with the data listed on the official website of the Ministry of Tourism and Creative Economy which states that since February 2020 the number of foreign tourists visiting Indonesia has decreased drastically, and the peak occurred in April 2020 where the number of tourists was only 158,000 people. This impact causes global losses, especially for Indonesia. In Indonesia, the tourism sector is a sector that greatly contributes to boosting the economy and becomes a profitable industry and has bright prospects for the country's progress. However, because of the COVID-19 pandemic, the government has issued policies such as Large-Scale Social Restrictions (PSBB), Work from Home (WFH), PPKM (Enforcement of Community Activity Restrictions) and closing access to and from

entering Indonesian territory for foreigners and foreigners. Indonesian citizens who are outside Indonesia. (Source: <https://chse.kemenparekraf.go.id/> accessed on April 5, 2022).

The policies set by the government have an impact that makes the mobility of tourism also limited and gradually declines. The impact of this pandemic is not only felt by tourism business owners, but also by local people who live around tourist attractions. The number of tourist business places that were closed during the period of social restrictions became a challenge for the government to re-engage in the tourism sector, whose activities had temporarily halted which resulted in a decrease in the number of tourists. In addition, another challenge for the government is how to handle COVID-19 for people who want to visit a tourist place during the new normal period.

To overcome some of the challenges faced by the government, the Ministry of Tourism and Creative Economy (Kemenparekraf) has prepared a program, namely CHSE. CHSE stands for Cleanliness, Health, Safety and Environment Sustainability which is included in the section on adapting new habits (New Normal). There are seven tourism sectors in the CHSE campaign, including tourist attractions, homestays, hotels, Meetings, Incentives, Conventions, and Exhibitions (MICE), events, restaurants, golf, diving tours, and white water rafting. With this policy, business actors can re-open their business places safely and comfortably. Later, business actors who take part in the CHSE program from the Ministry of Tourism and Creative Economy will later get CHSE certification. (Source: <https://chse.kemenparekraf.go.id/> accessed on April 7, 2022).

The CHSE certification that has been obtained by tourism businesses can be useful for ensuring cleanliness, health, safety, and environmental sustainability. In addition, the CHSE certification also serves as a health guarantee for visitors, so they don't have to worry about the spread of the virus. The local government continues to encourage tourism business actors to take part in the CHSE certification held by the Ministry of Tourism and Creative Economy. This is an effort to revive the tourism sector which had declined after the COVID-19 pandemic. Because the CHSE program is a newly formed program, business actors need to do branding so that tourists and the public can better perceive what the CHSE program is and can understand the objectives of the CHSE program.

The role of the Ministry of Tourism and Creative Economy is needed to be able to support the development of tourist destinations. One of the cities that has become a favorite holiday destination for local and foreign tourists is the city of Bandung. The city of Bandung is also nicknamed Paris Van Java because of its beauty. Not surprisingly, on the official website of the West Java Provincial Government, Head of the Destinations and Tourism Section of the Bandung City Department of Culture and Tourism, Faisal Tachir, stated that in 2019, the number of tourist visits from Bandung City reached 8,175,221 people for domestic tourists. Foreign tourists as many as 252,842 people. However, in 2020 the number of tourist visits to Bandung City has decreased, visits from

domestic tourists are only 3,229,090 and from foreign tourists only 30,210 people. The data was taken from the official website of the West Java Provincial Government based on an interview with the Head of the Destinations and Tourism Section of the Bandung City Disbudpar Faisal Tachir. (Source: <https://disparbud.jabarprov.go.id/> accessed on April 7, 2022).

One of the places of business that has received CHSE certification from the Ministry of Tourism and Creative Economy is Cordela Bandung hotel. The reason the researcher chose the Cordela Bandung hotel as the object of research is because this hotel is one of the best 4-star hotels that already have CHSE and is one of the hotels that implemented the CHSE program first compared to other hotels in the city of Bandung. In addition, all employees of the Cordela Bandung hotel have also been vaccinated. The health protocol carried out by the Cordela Bandung hotel is complete, such as the provision of hand sanitizers in various hotel areas, body temperature checks for employees and hotel guests who enter the hotel area with infrared. All Cordela Bandung hotel employees are also required to wear masks or face shields if they are in the hotel area. The hotel area and all rooms are also cleaned regularly with disinfectant liquid. With the CHSE certification which has been owned by Cordela Bandung hotel and with a strict health protocol, the trust of hotel visitors has increased. Hotel visitors can enjoy their vacation time safely and comfortably without worrying about being infected by the existing virus. So that visitors can understand and perceive well about this CHSE program, Cordela Bandung hotel must brand the CHSE program.

Based on this, researchers are interested in researching the analysis of CHSE branding at the Cordela Bandung hotel, because during the pandemic people are limited to doing activities at home which makes people want a new atmosphere while still paying attention to health protocols. With the implementation of this CHSE, researchers also want to know the analysis of CHSE branding at the Cordela Bandung hotel. Considering that the pandemic is still not over, tourists are required to pay attention to their body condition and continue to apply health protocols wherever they are, one of which is choosing tourist attractions that have been certified CHSE by the Ministry of Tourism and Creative Economy.

2 MATERIALS AND METHODS

2.1 Materials

2.1.1 Branding

According to (Hermawan, 2019) branding is described as a strategy carried out by a company through a name, term, sign, symbol, or a combination thereof in attracting consumer interest or using the product. Branding can also be interpreted as a value owned by a company that is given to customers as a combination of designs, symbols

(logos), signs and also names that differentiate the products produced by the company and also competitors or competitors (Mustari et al., 2021) Based on some of these exposures, branding can be said to be the difference between one company and another.

2.1.2 Program CHSE (Cleanliness, Health, Safety, Environment)

The COVID-19 pandemic that has hit the world makes people always have to be careful and always maintain cleanliness, so they are not exposed to this virus. During the COVID-19 pandemic, many changes have occurred. One of them is the adaptation of society to new living habits or what is commonly called the new normal. According to (Kumala & Junaidi, 2020) The new normal is a new paradigm of life that coexists with the COVID-19 pandemic where you live in accordance with established health protocols, such as maintaining distance, maintaining a healthy lifestyle, and using masks. With the enactment of the new normal, people are gradually starting to do activities outside the home, after about two years of doing activities at home that make them bored and stressed. To be able to refresh their minds, many people choose to make tourist visits by looking for tourist attractions that are safe and clean.

Seeing this, to be able to revive the tourism sector which had declined due to the COVID-19 pandemic, the Ministry of Tourism and Creative Economy (Kemenparekraf) implemented the CHSE adaptation program. Quoting from the official website of the Ministry of Tourism and Creative Economy (Kemenparekraf) the CHSE program which stands for Cleanliness, Health, Safety and Environment Sustainability is the process of granting certificates to Tourism Businesses, Tourism Destinations, and other Tourism Products to provide guarantees to tourists for the implementation of Cleanliness, Health, Safety, and Environmental Sustainability. This program has created 11,986 verified tourism businesses from 34 provinces in Indonesia. (Source: <https://chse.kemenparekraf.go.id/> accessed on April 7, 2022).

2.1.3 MICE

According to Dwyer & Mitilis in (Kusuma, 2019) MICE stands for Meetings, Incentives, Conferences and Exhibitions. MICE is one of the sectors in the tourism industry that has developed rapidly. MICE have tourism activities that involve various sectors in it, such as accommodation, travel, food and beverage, transportation, recreation, trade, event venues, and finance sectors. According to (Krisnadi & Dewantara, 2018) the advantages possessed by MICE activities are bringing in far more tourists, tourists staying longer, reducing the amount of money to be spent, there is an increase in infrastructure, can give pride and can also strengthen the nation's diplomacy.

2.2 Methods

This study uses a qualitative approach, namely by describing and describing the CHSE branding analysis at the Cordela Bandung hotel. Researchers describe and describe the data through the opinions of several experts on the sources listed. It is hoped that later through this qualitative approach, researchers can provide information based on facts about the CHSE branding analysis at the Cordela Bandung hotel. The data collection technique in this research is library research where library research is an activity to collect materials or data related to research from literatures, scientific journals and authors. Literature study is carried out to obtain information based on theoretical facts so that researchers have a strong theoretical basis as scientific results. The data analysis technique used by the researcher is in the form of opinions expressed by experts regarding the CHSE branding analysis which the researchers will later use as a basis to strengthen the researchers' arguments in outlining the CHSE branding analysis of the Cordela Hotel Bandung.

3 RESULT

3.1 Result

The CHSE program was formed by the Ministry of Tourism and Creative Economy (Kemenparekraf) since last September-October 2020 when the COVID-19 pandemic was experiencing an increase in cases. Because the CHSE program from the Ministry of Tourism and Creative Economy is still relatively new, the CHSE program is not familiar to the ears of the Indonesian people, for that it is necessary to carry out branding activities. According to Haroen in (Sepri & Hidayat, 2020), branding is an activity carried out to build a perception from the public about our products. In addition, according to (Syaifudin et al., 2021), branding is done to help consumers organize their knowledge and build their awareness of a product and service that is useful as a value for the company. For this reason, so that the CHSE program can be well perceived and understood by the public, tourist attractions need to carry out branding activities for the CHSE program. In this study, researchers chose Cordela Bandung hotel as the object of research, because this hotel has received CHSE certification from the Ministry of Tourism and Creative Economy.

Branding activities are very important for Cordela Bandung Hotel as a tourist attraction. According to Keller in (Fanaqi et al., 2020) branding has 7 benefits, including: 1) as product source identification; 2) as the assignment of responsibility to certain manufacturers or distributors; 3) signal quality; 4) as a tool for projecting self-image; 5) as a special bond with the manufacturer; 6) to reduce internal and external search costs; and 7) as a risk reduction. In addition to these 7 benefits, according to (Sepri & Hidayat, 2020) branding activities are very important to do because it aims to build public

perception of a brand in consumers' thoughts and feelings. Cordela Bandung hotel as a tourism actor must be able to take advantage of and achieve the CHSE branding goals. According to (Sepri & Hidayat, 2020) one of the strategies for doing CHSE branding during a pandemic is to do digital branding. The branding strategy can later be utilized by the Cordela Bandung hotel by utilizing existing digital media to present the CHSE program that will be branded either through interactive audiovisuals or with visualizations that can attract public attention. In a study conducted by (Lengkawati & Safrina, 2021) said that if a company is going to do branding, then what must be improved is the security facilities it has. In addition, a company must also innovate continuously in order to attract consumers to visit.

In line with research conducted by (Ningsi & Wibowo, 2022), the success of the CHSE branding program requires the cooperation of various parties involved, such as hotel managers, hotel employees and hotel visitors. So that later CHSE services can be created that are safe, clean and comfortable during the COVID-19 pandemic. This will certainly affect the interest of visitors to visit the Cordela Bandung hotel. Cooperation is needed from various parties involved in efforts to build branding, it is necessary to carry out good communication between parties to minimize miscommunication and to maintain the hotel's reputation. According to (Fanaqi et al., 2020) brand and reputation are interrelated and influence each other. After the Cordela Bandung hotel has succeeded in carrying out the CHSE branding well, then the visitors will know that the Cordela Bandung hotel has been equipped with CHSE certification which ensures its cleanliness during the pandemic. This will certainly affect the interest of visitors, because in research (Paramita & Arsa Putra, 2020) what tourism actors in Indonesia must prepare after the pandemic ends is health and safety standardization. Because these two things are the main things that must be considered by the government together with the management of the tourism industry. After this is done well, then we can prepare alternatives that can help new normal travel during the pandemic which will attract visitors to stay safe complying with the existing health protocols.

The results of research conducted by (Arlinda & Sulistyowati, 2021) say that the attention given by the visitor can provide an experience of visiting a tourist destination that gives visitor satisfaction to a tourist destination in the new normal era which can have an influence on visitors and will provide interest. visitors to come to the tourist spot. In addition, the research also says that the implementation of a good CHSE adaptation program can maximize visitor satisfaction to visit tourist attractions which will have an impact on the development of the tourism economy and creative industry. This is in accordance with the CHSE analysis conducted by Cordela Bandung hotel to maximize visitor satisfaction.

4 CONCLUSION

From the results of a literature study that researchers have done by analyzing materials related to research such as literature, scientific journals, it is concluded that the COVID-19 pandemic that occurred made the tourism sector decline. This is the background for the creation of the CHSE (Cleanliness, Health, Safety and Environmental Sustainability) program by the Ministry of Tourism and Creative Economy. Tourists who take part in the CHSE program will later get a CHSE certification which proves that the tourist place is safe and clean and worthy to visit because it has implemented the health protocol that has been set. One of the tourist attractions that have received CHSE certification is Cordela Bandung hotel. To be able to introduce the CHSE program, it is necessary to carry out branding activities for the CHSE program. After branding, visitors will know that the Cordela Bandung hotel has been equipped with CHSE certification which ensures its cleanliness during the pandemic. The CHSE branding program can provide visitor satisfaction for a tourist destination in the new normal era which can influence the interest of visitors to come back to a tourist destination.

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