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**DISTRIBUTION OF PREVENTION TOOLS AND SOCIALIZATION OF THE 5 M HEALTH PROTOCOL TOWARDS TOURIST VISITS IN FACING THE NEW NORMAL
POST-COVID-19 PANDEMIC AT JANJI MARTAHAN VILLAGE,
HARIAN SUB-DISTRICT, SAMOSIR REGENCY**

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ABSTRACT

The Consideration of a public health perspective on the prevention and control of COVID-19 towards the tourism sector requires a recommendation approach to be taken by the tourism sector. This Community service activity was carried out by handing over some equipment to prevent the spread of COVID-19 in welcoming new normal conditions of life in the tourist destination, used by Tourism Awareness Group (Pokdarwis) members in serving tourists. The preventive equipment includes face shields that can be used by entrance ticket sales officers, parking attendants, tour guides, hand sanitizers, and cloth masks to maintain the cleanliness and health of every tourist who will enter the tourist destination in the village of JanjiMartahan.

Based on the problem analysis, the service program was focused on the following methods, namely; (1) Socialization Method, (2) Focus Group Discussion (FGD), and (3) Community Education Method. The data collection technique in this service were observation, interview, documentation, and FGD techniques. The results of this community service shows that the COVID-19 pandemic has brought about new behavior in the community, which is much more concerned with hygiene, health, and security factors, in the tourism destination of the village of JanjiMartahan, HarianSub-District, Samosir Regency.

Keywords: Community Service, Covid-19, New Normal

1. INTRODUCTION

Coronavirus disease-19 (covid-19) is a virus that infects the respiratory system and can cause mild disorders of the respiratory system, severe lung infections, and even death. The new normal is a change in the culture of life that people can get used to dealing with the spread of the coronavirus

(Lai, C., Shih, T., Ko, W., Tang, H., & Hsueh, P. (2020).

The tourism industry needs to prepare for a new normal after the COVID-19 pandemic. The government must encourage communities to implement health protocols to break the chain of the spread of the coronavirus. The wheels of the economy

which collapsed due to the implementation of a physical distancing system have revived. The tourism industry stated that they were ready to welcome the new normal by conducting several new procedures through a strategic plan (Sugihamretha, I. D. G. (2020).

The scheme for the new normal is considered crucial in facing the tourism sector in the future by modifying the way of working, implementing behavior, minimizing touch, and improving sanitation which must be improved by adjusting health protocols. Tourism industry players need to carry out health checks and health certifications for workers in the tourism sector. It needs to do so that tourism workers are free from COVID-19 and tourists are safe to come and visit. They also need to implement new practices for food and beverage, accommodation towards the safety and health of visitors, such as the use of single-use food containers or plates.

After the pandemic, experts estimate that new normal conditions or new trends in travel will occur. Tourists will pay more attention to tourism protocols related to health, security, comfort, sustainable and responsible tourism, and an authentic digital ecosystem. The government encourages stakeholders to take advantage of the momentum of closing tourist areas due to the COVID-19 pandemic to evaluate and rearrange their tourist attractions, to present a better impression for tourists (Muhyiddin. (2020).

All stakeholders emphasize health, hygiene, safety, and security protocols on the side of workers and tourists. The special covid-19 Task Force for the tourism sector

might synergize with the Covid-19 Task Force from the government to anticipate this. The tourism industry players can adapt to the "new normal" conditions arising from the COVID-19 pandemic.

The Decree of the Chief of Police Number MAK/2/III/2020 issued on March 19, 2020, regarding compliance with government policies in handling the spread of Covid-19 revoked through a secret Telegram Letter Number STR/364/VI/OPS.2/2020 dated June 25, 2020, on the handling of Covid-19 concerning the grounds of supporting government policies related to the new normal.

Based on a circular letter from the Governor of North Sumatra Province on tourist visits. The Samosir district tourism office followed up on increasing awareness of the risk of corona disease spread (covid-19) infection, especially in the tourism industry and tourist destinations sector. It is necessary to ensure that there are hand-washing facilities with soap or hand sanitizer and strengthen regular hygiene monitoring of public facilities such as tourist destinations, hotels, restaurants, villages, or tourism villages.

Janji Martahan Village is one of the tourist destinations in the Hariaan sub-district Samosir Regency. This village is safe and ready to welcome tourists by offering cultural, natural, and artificial tourist attractions. In preparing the community for new normal conditions, several steps are needed to create safe conditions and are ready to enter normal conditions. Therefore, it is necessary to socialize Health Protocol (PROKES 5-M) towards tourist visits in the face of the new normal after the COVID-19 pandemic.

2. METHOD OF IMPLEMENTATION

The Community Service Team (Tim Pengabdian Masyarakat) employed a discussion method with village officials and Pokdarwis members in JanjiMartahan Village, Hariaan sub-district, Samosir Regency. The implementation of activities were preliminary surveys, preparing activity plans, and socializing activity plan to village officials by providing details of activity plans. Besides, the Community Service Team also provided activity socialization plans to Pokdarwis members. In addition, they shared COVID-19 prevention tools such as face masks, shields, hand sanitizers, and cloth masks.

The socialization method was aimed to provide an understanding and description of the importance of health protocols for the tourist service visits in the face of the new normal after the COVID-19 pandemic to Pokdarwis in JanjiMartahan village. In addition, the socialization also provided an overview of the tourism potential in the JanjiMartahan village. The data collection technique in this community service were observation, interview, and documentation techniques.

The Community Service Team employed observation techniques to observe community activities during the pandemic. Besides, they also used the interview technique to find out the problems and tourism potential. Meanwhile, to find out regulations, programs, and policies during the COVID-19 pandemic and public education in the JanjiMartahan village, the Team used documentation techniques.

3. RESULTS AND DISCUSSION

Overview and location, time of Community Service Activity

Janji Martahan Village, is the place for Community Service Activity, is one of the villages of Harian sub-district, Samosir Regency, North Sumatra Province. The community service took place from November 18, 2021, to November 19, 2021. Janji Martahan village has tourism potential and is famous for its natural beauty. Geographically it has criteria as a tourist attraction due to the natural scenic beauty and the traditional life of the people.

The people are still strong with ancestral traditions. However, the local community has not fully identified these potentials. This study identified the tropical forest as natural potential and encouraged the local community can develop them into eco-tourism activities. It is hoping to have a positive impact on environmental sustainability and might improve the economy of local communities.

Following the boundaries of the Janji Martahan Village:

- North: Lake Toba;
- East: Hariara Pohan Village;
- West: Turpuk Sihotang Village;
- South: Partukko Naginjang Village.

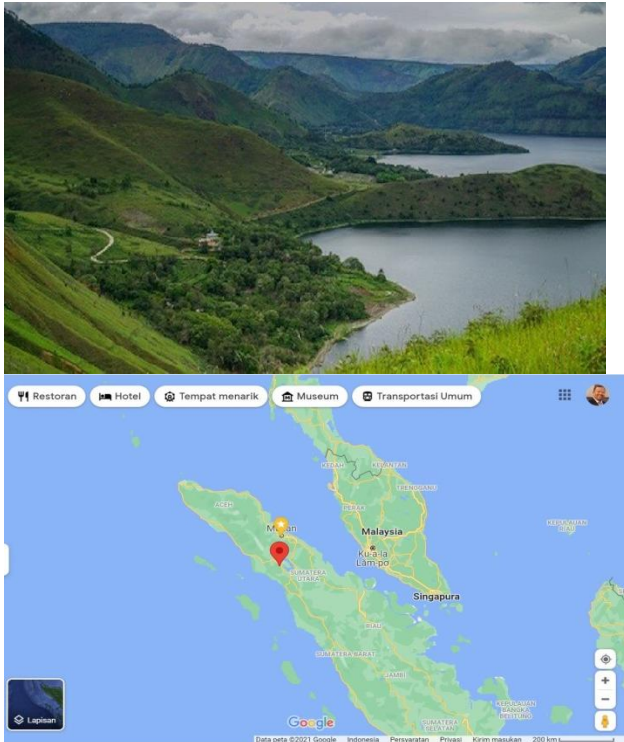


Figure 1: Location of Community Service Activity 2021

3.1 Tourism Potential

Tourism potentials in Janji Martahan Village are highly promising if the local communities develop them properly. Each of these potentials is as follows:

Rice fields

The rice fields in Janji Martahan Village are original, natural, beautiful, and unique because it is built on rocky ground. Furthermore, the rice fields in this village are flat and terraced. The area of rice fields in Janji Martahan Village is 50 ha or 11.42% of the land area in the village. Rice fieldwork is still done traditionally and only used to plant rice. Rice fields with the background behind the mountains is one of the tourists' attractions, especially from urban areas and coastal areas. Rice fields are expected to

maintain according to their function that still provides a comfortable atmosphere with nuances of rural nature. In addition, it can also be used for agronomic education tourism ranging from activities plowing the fields to harvesting rice.

Coffee plantation

Coffee plantations in Janji Martahan Village are also carried out on rocky soil that has its uniqueness, as shown in Figure 2. The coffee plantation in Janji Martahan Village is a people's garden. The area is 60 ha or 13.7% of the land area of Janji Martahan Village. The coffee plantation provides a beautiful view of tourist attractions. Head of Department of Agriculture and Fisheries of Harian Sub-District, Darman Saragih, stated that agriculture in Janji Martahan Village has tourism value because it is original, natural, beautiful, and comfortable. Rice fields and coffee plantations in the village offer an attraction supporting ecotourism activities.



Figure 2: Coffee Plantation and Rice Field 2021

Paragliding in PartukkoNaginjang

Partukko Naginjang which is situated at Janji Martahan Village has a lot of natural attractions and gorgeous scenery. During the rainy season, the temperature might drop significantly. As a result, the sunny season is the perfect season to visit this venue. After all, it's ideal for paragliding. It is preferable to make a reservation ahead of time so that tourists can feel confident about participating in such extreme sports.

Even though while paragliding appears to be a fun way to spend a vacation, it can be rather dangerous. Beginners should

follow the directions carefully. Another factor to consider is the financial situation. The tourist must be financially prepared because it is costly. Fortunately, a paraglider kit is not required. It's because the organizer might be able to give it. They hire out the necessary equipment and supplies. Ensure you tell them about your weight, health problems, and other personal details. It assists you in avoiding unwelcome events while paragliding.



Figure 3: Paragliding in PartukkoNaginjang at JanjiMartahan Village

PartukkoNaginjang is transformed into a paragliding landing area. What is the rationale for this? Its immensity and safety are the reasons for this. Paragliders can do it safely regardless of their level of experience. Are you interested in learning more? Other dangerous activities are less deadly than paragliding. This will be a once-in-a-lifetime chance. You can fly over the sky while taking in the scenery. Then, as you get closer to the earth, progressively lower your height. Many people are attending for the first time. If the right instructions are given, anyone can accomplish anything.

Many travelers come to paragliding to keep their physical and mental health in check. PartukkoNaginjang is an excellent location for it. The majority of you despise training routines. The greatest option may be paragliding. It helps to alleviate both tension and burdens. In MartahanJanji Village, the local authorities recently held a competition. Only Indonesian paragliders are permitted to participate.

3.2 DISCUSSION

The Implementation of Community Service Activity

This activity was held with the theme "Distribution of Prevention Tools and Socialization of the 5 M Health Protocol towards Tourist Visits in Facing the New Normal Post-Covid-19 Pandemic at Janji Martahan Village, Sub-District, Samosir Regency." It was carried out by lecturers and students. The theme was based on the rationale of (1) the existence of a New Normal policy post the COVID-19 pandemic in Janji Martahan Village. (2) the results of an initial survey on the potential of tourism objects and attractions in Janji Martahan Village, and (3) the low participation of the community in implementing the 5 M Health Protocol in the village of Janji Martahan.

One of the efforts to build public awareness of the 5M Health Protocol implementation can be implemented by conducting socialization. This socialization was intended to provide understanding and knowledge of the 5 M Health Protocol and tourism (Commission, E. 2020). The socialization material was primarily focused on the 5M Health Protocol implementation

concerning tourist arrivals and tourism in New Normal.

On the first day of community service activity, November 17, 2021, a socialization activity began lasted approximately 4 (four) hours. The participants were 20 people, including lecturers as resource persons from the Tourism and Hotel Academy of DarmaAgung Medan, community leaders, village officials, youth organizations, tourism awareness groups, and tourism social service student groups.

After the socialization activity, it continued distributing some equipment to Pokdarwis members, village officials, and the local community to prevent the spread of COVID-19 in welcoming new normal conditions in Janji Martahan Village. These preventive equipment include:

- a. Face shield that can be used by ticket sales officers, parking attendants, tour guides;
- b. Hand sanitizer that can be used to maintain cleanliness for every tourist who will enter the location of the tourist destination;
- c. Cloth masks that can be used by every Pokdarwis member in providing services to tourists.

In addition, the team also installed banners in several strategic places to provide information to the public so that they can carry out the 5M Health Protocol program. As described above, this program, namely: (1) wearing masks, (2) washing hands with soap, (3) keeping the distance, (4) avoiding crowds, (5) limiting mobility).



Figure 4: The Community Service Team was conducting socialization of the 5M Health Protocol in JanjiMartahan Village

The community service activities were under the Ministry of Health of the Republic of Indonesia's standard health protocols. According to the Ministry of Health (2020), ways to prevent the transmission of Covid-19 to individuals include the following:

- a. Applying the habit of washing hands with soap and running water for 40-60 seconds or using alcohol-based antiseptic liquid (hand-sanitizer) for at least 20-30 seconds;
- b. If you have to leave the house or deal with other individuals whose health state is uncertain, get used to wearing personal protective equipment such as a mask that covers your nose and mouth;

- c. Implement the habit of keeping a distance of at least 1 meter from other people to avoid getting droplets from people who are coughing or sneezing;
- d. Limit yourself to interaction or contact with other people whose health status is unknown;
- e. When you arrive home after traveling, take a shower and change clothes immediately before coming into contact with family members at home;
- f. Increase endurance by implementing a clean and healthy lifestyle (PHBS);
- g. Manage comorbidities to keep them under control;
- h. Managing mental and psychosocial health;
- i. Apply cough and sneezing etiquette;
- j. Implement adaptation of new habits by implementing health protocols in every activity.

We attempted to foster community trust because many Indonesians have lost confidence in the medical community and the government in the wake of the outbreak in Wuhan City at the end of 2019. During the COVID in Indonesia, anomalies and abnormalities in dealing with COVID cases continued to crop up, particularly in Janji Martahan Village. Why not take a swab test to see if you're dealing with people afflicted with the virus or not? The underlying issue here is not the swab test itself but rather the swab's policy. The community was told that if they did the swab test and it came up positive, the state would cover the costs. For this reason, during this pandemic, building trust in the community is a priority to make people in Janji Martahan more confident that the coronavirus does exist and

can endanger the lives of everyone. This is also something that can reduce the spread of the coronavirus with a sense of public trust in the existing health protocol.



Figure 5: Distribution of covid-19 virus prevention tools: hand sanitizer, face shield, cloth masks in Janji Martahan Village

The rising number of patients infected with COVID-19 demonstrates the community's lack of awareness and compliance in Janji Martahan Village. Anticipation and readiness for a small-scale epidemic, as well as people's lack of understanding of the laws, were some of the triggers. There were also the practices of the residents of Janji Martahan Village, mainly mothers and fathers, who accompanied their children outside the house to play with surrounding children because their children did not feel at home and that playing at home was troublesome. The transmission of the coronavirus is most likely to occur in this situation. Many people in Janji Martahan Village believe that persons under

the age of 50 have physical conditions that are still superb, robust, full of vitality, and have good immunity, allowing them to ward against coronavirus transmission.

People of Janji Martahan Village believe that if they are exposed to the virus, it will be milder and they will recover faster than older people. Many people are not scared to break established health regulations because they believe they are not at danger of spreading the coronavirus because of their perception of susceptibility and severity. This is especially true for persons who live alone and do not have any old people in their houses. As a result, our efforts as academics in this program are a positive effort that is expected to improve public awareness of the importance of following health protocols. However, it appears that many of the violators are still unconcerned. Even if the increasing number of Covid-19 patients who are still being treated or who have died is not the main topic of violation, it is worth noting. The fear of catching COVID-19 is real, yet it doesn't stop people from doing what they do best: earning money.

However, during the COVID-19 pandemic, people's compliance with the government's protocols, which were established at the start of the epidemic, can be hampered by a variety of factors, such as the pressure to satisfy their fundamental necessities. This occurs frequently, especially in the lower middle class in Janji Martahan Village. When it comes to community service activities, it's apparent that in Janji Martahan Village community's appearance of obedience is growing stronger, owing to the existence of

enormous social networks that they establish and manage in their various settings.



Figure 6: Group Discussion with participants in the socialization of the implementation of the 5 M Health Protocol in JanjiMartahan Village

Social safety nets and security in society began to work, as well as economic nets were formed, which ultimately affected the awareness and obedience of citizens. The Janji Martahan Village community independently took preventive steps. For example, the community began to limit their territorial area by procuring entrance portals to the area, checking and collecting data on guests or foreigners who entered the community, there was a curfew, and so on. Of course, with the movement of the community to be more serious in understanding and being aware of the importance of social restrictions to break the chain of transmission of COVID-19, especially in their respective environments, it has become the focus of the community.

The community's knowledge and obedience were altered as social safety nets and security in society, as well as economic

nets, began to function. The JanjiMartahan Village community took proactive measures on their own. The community, for example, began to limit their territorial territory by obtaining admission portals, screening and collecting data on visitors or foreigners who entered the tourist attraction, imposing a curfew, and so on. Of course, as the community has been more serious about knowing and being aware of the necessity of social limitations in breaking the cycle of COVID-19 transmission, particularly in their specific surroundings, it has become more prevalent.



Figure 7: Group picture at the office of JanjiMartahan Village

Before the large-scale social restriction policy was implemented, residents at the RukunTetangga (RT) level had begun to strengthen their social network to focus on problems that arose. This shows a positive phenomenon where public awareness and obedience emerge from the lower levels. The obedience of each member

of the community is influenced and encouraged by several reasons, namely: (1) the choice between not caring or saving oneself by obeying health protocols by keeping a distance from one another (social distancing); (2) humanity's moral obligations; (3) maintaining social harmony in society; and (4) the existence of threatening legal sanctions.

The results achieved from this community service activity include increasing public insight and knowledge about public service health protocols during the Covid-19 pandemic. The public can know how the potential for transmission of Covid-19 is and how to prevent it. In addition, the public is starting to get used to the practice of the Covid-19 health protocol, which consists of washing hands, maintaining cleanliness, discipline to keep distance, and being active wearing a mask when leaving the house.

4. Conclusion

The COVID-19 pandemic has given rise to new behavior in society, which is much more caring about hygiene, health, and safety factors, including for tourist destinations.

Considerations from a public health perspective on the prevention and control of COVID-19 for the tourism sector need to be made. Community service activities were carried out through socialization health protocols and handing over some equipment to prevent the spread of COVID-19, including face shields, hand sanitizers, and cloth masks, to welcome the new normal conditions in the tourist destination.

5. Acknowledgment

The community service activity team expressed their gratitude to the village head of JanjiMartahan, village officials, and members of PokdarwisJanjiMartahan Village, Harian District, Samosir Regency, and all parties who supported this activity successfully.

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