

The Role of the Human Resource Development (Talent and Culture) Department in Implementing Chse for Employees in the New Normal Era at Novotel Cikini Jakarta

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ABSTRACT: The Covid-19 pandemic that occurred in the last two years resulted in losses in several sectors that generate income in terms of economy for the country. One of the efforts to succeed program New Normal the implementation of CHSE (Clean, Health, Safety and Environmental Sustainability) in the tourism industry, one of which is in the field of hospitality. In Novotel Cikini Jakarta where researchers conduct research, the role of the department HRD in the implementation of CHSE is very crucial. To keep these activities running quickly and safely, the role of a department that can manage employees is needed, so the role of the HRD department is needed to overcome all of this. In the preparation of this thesis, the author uses research with a qualitative approach and the type of research methods that the author uses in this research is descriptive qualitative research. The role of HRD department at novotel jakarta Cikini termask very dominant, both in terms of create policies up to supervision when the implementation of the CHSE protocol is done. The perceived obstacles when implementing the CHSE protocol are not too difficult and can be resolved in a familial way. Peran departemen hrd in the application of chse can be said to be quite good because it starts with a good internal coordination department until external coordination department that strongly supports the program being run. hopefully after this program or protocol is run, both the internal and external HR departments of novotel cikini jakarta can maintain their solidarity.

Keywords: Dept HRD, Role, Implementation, CHSE.



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INTRODUCTION

The Covid-19 pandemic that has occurred in the last two years has resulted in losses in several sectors that generate economic income for the country. The tourism sector is also one of the sectors affected. One of the most pronounced effects of the pandemic is restrictions on tourism activities, this results in losses due to a significant decrease in the number of tourists from abroad and within the country. To overcome this, the government launched a New Normal Order plan

which aims to change habits during the pandemic so that people remain productive by implementing health protocols and avoiding the spread of Covid-19 (A.C.C.O.R., 2021). One of the efforts to make the New Normal program a success is the implementation of CHSE (Clean, Health, Safety and Environmental Sustainability) in the tourism industry, one of which is in the hotel sector (Avichena et al., 2021a; Tourism & Economy, n.d.).

Table 1. Number of Employees Infected with Covid-19 in 2022-2023.

Rapid Test (Every Month)	Number of Employees Infected with Covid-19 in 2022-2023
July	7 people
August	6 people
September	10 people
October	8 people
November	4 people
December	4 people

Source: personal documentation

From the table above, it can be seen that the level of Covid-19 infection among employees at Novotel Cikini Jakarta from July 2022 to January 2023 has decreased quite significantly. But in September 2022 there was a significant increase in the level of Covid-19 infection among employees at Novotel Cikini Jakarta. This increase occurred because regulations regarding preventing the spread of the Covid-19 virus had begun to decrease, so that employees had begun to ignore several regulations, such as creating crowds in various employee-only areas without adhering to social distancing regulations. To overcome this, a department is needed that can create a policy to provide direction and regulate employee behavior in this new normal era. The department that can do this is the Human Resource Development (HRD) department or also known as the Talent and Culture (T&C) department (A.C.C.O.R., 2021b, 2021a)

At Novotel Cikini Jakarta, where researchers conducted research, the role of the HRD department in implementing CHSE is very crucial. Starting from managing the use of protocols during the new normal, employee entry and exit protocols, providing training regarding security such as fire training, providing first aid kits, coordinating with other departments for smooth supervision, to

maintaining cleanliness in the clinic, canteen and locker areas. However, carrying it out does not go as easily as planned, there are obstacles and challenges that must be faced in implementing the CHSE protocol (Valentina et al., 2021). The obstacles and challenges faced include many employees who are not aware of the regulations and policies issued during the pandemic, such as not wearing masks properly, always crowding in special employee areas such as the canteen and smoking areas. Many employees also ignore cleanliness, such as the large number of clogged tissues in the toilets in the employee locker area. In terms of security, some daily worker employees often have problems with carelessly losing and leaving behind the locker keys they lend, so that the security of the lockers used can become ineffective. Apart from that, a lot of single-use plastic waste is also found, so a policy is needed to reduce plastic waste disposal. When evacuating employees infected with the Covid-19 virus, many departments were involved in it, from HRD to the housekeeping department. To keep these activities running quickly and safely, the role of a department that can manage employees is needed, so the role of the HRD department is really needed to overcome all these things (Sugeng, 2016).

Tourist

Prayogo (2018) explains that in simple terms, tourism can be defined as individual or group travel from one location to another with planning within a certain period of time, with the aim of recreation and entertainment so that their desires and needs are met

Hospitality

Webster in Nurjanah (2019) explains that hospitality is an interaction that occurs when hosts and guests consume food, drinks and use accommodation together. Hospitality also describes the attitude of hospitality, which involves the relationship between guests and hosts or service providers, and includes hospitality activities such as reception and services that provide freedom and comfort to guests.

Hotel

According to Lawson in Wigati (2022: 110) Hotels are accommodation facilities that can be used by tourists and are equipped with various service facilities such as room service, restaurants to provide food and drinks, as well as other accommodation services. Use of this hotel facility requires certain compensation or payment (Wigati & Noviasuti, 2022).

Department of Human Resources Development (HRD)

Pengadaan (2020) explains that Human Resources Development (HRD) is part of the department responsible for internal control, and its responsibilities include all activities related to personnel as well as other general activities that support the smooth operation of the company. (Alagaraja, 2013; Zou, 2019).

In Damiyana (2021) it is explained that the HRD department has several functions such as: Planning, Organizing, Directing, Controlling, Recruitment, Development, Compensation, Integration, Maintenance, Discipline, and Termination (Herrmann, 2013; Lisovskaia, 2022; Muduli et al., 2023).

Role

Roles can be defined as actions or functions carried out or played by someone who has a certain position or social status in an organization. In other words, a role is an activity played or played by an individual in accordance with his position or status. Apart from that, role can also be interpreted as a role played by a person, or an action carried out by an individual in an event or incident. Hanafie in Hia (2019) defines role as a person's actions in carrying out rights and responsibilities in accordance with his position. Roles are considered important because they can regulate a person's behavior in a certain context.

Application

Wahab, as explained in Sa'diyah (2019), emphasized that implementation is an activity that consists of three important and absolute elements (Paukku, 2021; Tanaka et al., 2017). These elements include:

- a. There is a program that is running
- b. There is a target group, namely employees who are targeted and are expected to benefit from the program.
- c. There are implementers, both individuals and groups who are responsible for carrying out the program

CHSE

CHSE is a program from the Ministry of Tourism and Creative Economy (Kemenparekraf) which includes the implementation of health protocols that focus on aspects of Cleanliness, Health, Safety and Environment Sustainability (Avichena et al., 2021b; Supeno et al., 2021).

A. Cleanliness (Cleanliness)

According to Arifin, as expressed in Hardiana (2018), cleanliness is an environmental condition that looks clean, healthy and beautiful. Having a clean environment is a basic right for every human being to achieve health in their life. Whatever happens in the environment will have an impact on the survival and welfare of humans and other living creatures.

B. Health (Health)

According to WHO, health is a perfect state, including physical, mental and social aspects, not just freedom from disease and disability. Meanwhile, according to Notoadmodjo as stated in Aritonang (2020), health is a state of being physically, mentally, spiritually and socially healthy, which allows every individual to live productively from a social and economic perspective (Kurniawati & Yusran, 2022).

C. Safety (Security)

The concept of security involves security measures and protection of personal data, which allows individuals to share and exchange data with society after fulfilling certain requirements (Dewi, 2018) (Zhang et al., 2023).

D. Environment Sustainability (Environmental Sustainability)

According to Rangkuti, as explained in Wigati (2022), the right to a good and healthy living environment can be seen from two perspectives, namely form and content. The government has the responsibility to interpret policies and take actions that encourage environmental conservation efforts.

Lien (2021) explains that the CHSE program has a scope based on each point in the abbreviation. The scope of CHSE includes:

- a) Availability of hand washing facilities with soap, cleaning of rooms and public items using safe and appropriate disinfectants or cleaning fluids, keeping areas free from disease-carrying vectors and animals, maintaining cleanliness and completeness of toilets, ensuring that rubbish bins remain clean and orderly .
- b) Avoid physical contact and maintain a safe distance to prevent crowds, do not touch parts of the face, especially the eyes, nose and mouth. Do a body temperature check. Use Personal Protective Equipment (PPE) as needed. Apply cough and sneeze etiquette. Ensure food and drinks are processed cleanly and hygienically. Providing simple health equipment and supplies. Ensure public spaces and work spaces have good air circulation. Handle well visitors who experience health problems while carrying out activities at the location.
- c) Ensure the availability of a first aid kit containing emergency medical equipment. Provide fire extinguishers to deal with fires if they occur. Determine gathering points and evacuation routes as gathering places and safe routes to get out of the disaster area. Make sure electronic devices are turned off when leaving the room to avoid the risk of fire or electrical disturbances. Having effective media and communication mechanisms to inform about emergency conditions and handling steps that must be taken.

Use of environmentally friendly equipment and materials. Using water and energy sources efficiently and healthily to maintain ecosystem balance. Carry out waste and liquid waste processing properly, healthily and environmentally friendly. Ensure that the surrounding environment is beautiful and comfortable, both naturally and through technical engineering. Monitor and evaluate the implementation of guidelines and SOPs (Standard Operating Procedures) in cleanliness, health, safety and environmental conservation.

The implementation of this program can be realized by applying for CHSE certification to business actors in the tourism industry and creative economy(Lumanauw et al., 2023; Posumah et al., 2020). Some examples of CHSE certification include:(Haryanto & Sari, 2020)

1. The tourism sector includes various types of businesses such as tourist transportation services, hotels/homestays, restaurants, as well as Meetings, Incentives, Conferencing, Exhibitions (MICE).
2. Other related businesses/facilities include tourist information centers, places selling souvenirs and souvenirs, public toilets, as well as other businesses or facilities related to the tourism industry.
3. Community environment that covers the entire administrative area such as Rukun Warga, Village or Hamlet which is part of a tourist area or is located near a tourist location.

4. Tourist destinations which include all tourist destinations within the province, city/district, or village/subdistrict.

Apart from being used as a program from the Ministry of Tourism and Creative Economy (kemenparekraf), CHSE is also regulated in Indonesian law. Article 1 point 1 of Law No. 13 of 2003 concerning Employment explains that "Employment is all matters relating to labor before, during and after the period of employment." (Kemenparekraf, 2022)

METHOD

The author used a descriptive qualitative research method in this research. According to Noor (2014:34), descriptive research is a type of research that aims to describe a symptom, event or incident that is occurring at the moment. In this research, the researcher tries to describe the events and occurrences that are the problem under study. In this research the author will conduct research on the Role of the HRD Department in Implementing CHSE for Employees in the New Normal Era at Novotel Cikini Jakarta (S.T.E.I., 2019)

Qualitative research methods were used in this research with the aim of gaining an in-depth understanding of the phenomena that occur in social phenomena. This method emphasizes efforts to provide a complete picture of the phenomenon.

RESULT AND DISCUSSION

The results of the findings obtained in the field when the author conducted research in the HRD or T&C department of Novotel Cikini Jakarta, namely that the author obtained data related to the role of the HRD department in implementing the CHSE protocol for employees in the new normal era.

The role of the Novotel Cikini Jakarta HRD department in implementing CHSE in employee in the new normal era, it is a crucial thing that can support the success of the program being implemented. As a department with a fairly high level of standing, the HRD department of Novotel Cikini Jakarta can create several policies or regulations that support the implementation of the CHSE protocol for employees in the new normal era. The HRD Department of Novotel Cikini Jakarta can also monitor each employee when the CHSE protocol is implemented. Apart from acting as a policy maker and supervisor, the HRD department of Novotel Cikini Jakarta also has to coordinate with all departments in the hotel so that the implementation of CHSE runs smoothly. If obstacles occur during the implementation of the policy, the HRD department can provide solutions that are mutually beneficial for both the employee and the company.

A. The Role of the Novotel Cikini Jakarta HRD Department During the Pandemic

During the Covid 19 pandemic, the HRD department of Novotel Cikini Jakarta made several policies aimed at all employees and adapted to the CHSE protocol such as implementing social

distancing, making changes to the layout of areas frequently visited by employees, carrying out Rapid Antigen checks every two weeks to ensure suppressing the spread of Covid 19, carrying out PCR tests and quarantine for every employee infected with the Covid 19 virus, as well as implementing body temperature tests for every employee (Rahmawati, n.d.)

Furthermore, the Novotel Cikini Jakarta HRD department also explained that other policies with CHSE standards had been created to reduce the level of spread of the Covid-19 virus among employees. Several new policies using CHSE standards that were created during the Covid 19 pandemic include managing medical waste such as masks and rapid antigen test kits, providing various safety equipment such as PPE for evacuation when employees are infected with the Covid 19 virus, providing hand washing facilities and disinfectant fluids, as well as collaborating with clinics outside the hotel to provide periodic rapid antigen and provide vaccines up to booster 1.

In this new normal era, the HRD department of Novotel Cikini Jakarta also takes the role of overseeing the implementation of all CHSE protocol programs. The HRD department coordinates with all departments in the hotel, both internal and external to the HRD department itself, so that the protocols or programs that are being implemented provide satisfactory output and can keep the hotel running during the pandemic (Hidayat, 2020).

From what has been said above, it can be concluded that, apart from being a department that participates in making policies to reduce the spread of the virus, the role of the Novotel Cikini Jakarta HRD department is also a department that is tasked with overseeing the ongoing program.

B. Implementation of the CHSE Protocol at Novotel Cikini Jakarta

During the period of implementing the CHSE protocol for employees at Novotel Cikini Jakarta, the HRD department of Novotel Cikini Jakarta was assisted by all departments in the hotel. The HRD Department of Novotel Cikini Jakarta coordinates with all departments in the hotel to facilitate the implementation of the CHSE policy that has been made.

Coordination regarding the implementation of the CHSE protocol carried out by the HRD department of Novotel Cikini Jakarta with other departments in the hotel, including:

- a) Coordinating with the Engineering Department regarding the management of B3 waste (chemical waste, medical waste, etc.).
- b) Coordinate with the Security Department to maintain the safety of employees, starting from checking temperatures, renting lockers, to managing lost items.
- c) Coordinating with the Kitchen Department and FB Service in managing and serving food during the pandemic.
- d) Coordinate with the Housekeeping Department to maintain the cleanliness of employee areas such as employee lockers, hotel hallways, employee canteens, and smoking areas.
- e) Coordinate with clinic staff in implementing rapid antigen activities every 2 weeks.
- f) Coordinate with canteen daily workers to serve food to employees during the pandemic.
- g) Rotating appointment of champion and pic for the ALLSAFE program.

With a fairly high level of position, the HRD department at Novotel Cikini Jakarta can play a dominant role in implementing the CHSE protocol. The implementation of this policy is quite

strict, however, both the company and the employees themselves benefit from implementing this program.

From the results of the discussion above, researchers can analyze that the implementation of the CHSE protocol under the supervision of the Novotel Cikini Jakarta HRD department is quite good. Apart from the obstacles which will be discussed in the next section, the HRD department of Novotel Cikini Jakarta is able to carry out its role as a department with a fairly high position, by making various supporting policies to reduce the level of spread as well as carrying out supervision during the program and coordinating well with other departments.

C. Obstacles and Solutions for the HRD Department in Implementing CHSE

Regarding the obstacles that occurred during the implementation of the CHSE policy at Novotel Cikini Jakarta, the HRD department explained that there were no significant obstacles. Both from the internal side of the HRD department and the external side of the Novotel Cikini Jakarta HRD department.

Furthermore, to provide solutions to the obstacles that occurred, the HRD department of Novotel Cikini Jakarta stated that the solutions used used family methods. This decision was taken because the HRD department is a department that is at the feet of employees and management.

From the discussion above, the author can analyze that the obstacles that exist in implementing CHSE at Novotel Cikini Jakarta are actually not that big, the solidarity between all internal HRD departments at Novotel Cikini Jakarta and all employees in implementing CHSE has a positive impact on the company and the employees themselves. The method for solving problems faced by the HRD department of Novotel Jakarta Cikini when implementing the CHSE protocol in the new normal era is the most effective method, because the HRD department must be at the feet of employees and at the feet of management at the same time in order to continue to create harmony.

CONCLUSION

Based on the results of the research and discussion previously described, it can be concluded as follows:

1. HRD Novotel Cikini Jakarta plays a role in implementing CHSE for Novotel Cikini Jakarta employees in the new normal era.
2. The implementation of the CHSE program at Novotel Cikini Jakarta went very well and smoothly. Even though the implementation of the CHSE protocol can be said to be very strict, it can make it easier to track the spread of the virus so it is very useful for employees working during the new normal era.
3. The obstacles that exist when implementing the CHSE protocol at Novotel Cikini Jakarta are actually quite light. But the HR department can resolve these obstacles using solutions that can create a win-win solution between employees and management.

Based on the research results, there are several things that can be used as input or suggestions and it is hoped that they will be useful to interested parties: The author hopes that the performance and cooperation that has been established between the internal staff of the HRD department can be more unified and remain steadfast in the stance that the HRD department must be at the feet of employees and at the feet of management. The external HRD department is expected to maintain good relations with the HRD department and between other departments so that all employees have a healthy and reliable work environment.

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