



Analysis of Public Trust toward CHSE Certification Policy in Surabaya City

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ABSTRACT

Adapting to new habits as a trigger for economic development is expected to generate a sense of public trust to return to travel in the Pandemic Era. This policy also aims to build entrepreneurs' confidence in the tourism sector to survive in the era of adaptation to new habits, given that the (Cleanliness, Health, Safety, and Environmental Sustainability) CHSE certification policy is open to all tourism businesses in Indonesia. The Interesting matter in this research was that researchers could find benchmarks for the success of CHSE policies in Surabaya City through the level of public trust in tourism business actors who have been CHSE certified by the Ministry of Tourism and Creative Economy. The objective of this scientific research is relevant and actual nowadays because it can determine the level of public confidence in the CHSE certification policy in the city of Surabaya. The method used in this research was quantitative with 100 samples. This study shows that the CHSE policy is positively appreciated by the people of the City of Surabaya because it is considered to guarantee public safety in the new normal era. The implementation of the CHSE Certification makes business actors consistent in implementing health protocols so that people feel protected from Covid-19. In the future, this policy still needs to be maintained with strict supervision and enforcement of violations and expanded socialization to reach all tourism actors.

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INTRODUCTION

The impact in various aspects has been affected due to the spread of Coronavirus disease (Covid-19) as a global pandemic and has a severe impact on the decline in tourism in the world (Aronica, Pizzuto, & Sciortino, 2021; Shao, Hu, Luo, Huo, & Zhao, 2021; Zhong, Sun, Law, & Li, 2021). Specifically happening in Europe (Williams,

2021), Peru (Gascón & Mamani, 2021) and Poland (Uglis, Jęczmyk, Zawadka, Wojcieszak-Zbierska, & Pszczoła, 2021). In Indonesia, several studies have found that Covid-19 has seriously hit the tourism sector (King, Iba, & Clifton, 2021; Nunkoo, Daronkola, & Gholipour, 2021; Subawa, Widhiasthini, Astawa, Dwiatmadja, & Permatasari, 2021)(Cahyadi & Newsome, 2021; Nunkoo et al., 2021; Olivia, Gibson, & Nasrudin, 2020; Pramana, Paramartha, Ermawan, Deli, & Srimulyani, 2021; Roz, 2021). In contrast, the tourism sector contributed 1,200 trillion to the Indonesian economy in 2019. Based on Moeldoko as the presidential chief of staff, Covid-19 is expected to take 13 million direct workers in the tourism sector. In addition, there are 32.5 million indirect workers affected, such as SMEs tourism and creative economy of money changers, souvenir shops, dancers, musicians, art workers in tourist areas, hotel/restaurant suppliers, shopping center/retail workers, and others (Ayu, 2020).

It is also felt by Surabaya city as the capital of East Java with a high population density. As a business city, Surabaya must be the center of regional growth by utilizing its potential, especially in the tourism sector. The tourism sector in Surabaya is inseparable from entrepreneurs who support tourist visits. Thus, they experience the charm of tourism, such as safe, orderly, beautiful, friendly, warm, and memorable.

According to the performance report of the Surabaya City Culture and Tourism Office in 2018, tourist visits in Surabaya were relatively stable and increased. The number of foreign tourists in Surabaya City from 2018 to 2019 had increased by 159,064 tourists, and domestic tourists had increased by 4,861,233 people. Based on Wahab (1992), quoted by (Hadi, 2016), two factors affect tourist visits to a tourist attraction. The first is irrational factors or so-called unconscious encouragement that includes the scope of association and family ties, personal admiration, religious feelings, prestigious behavior, public relations and tourism promotion, advertising and distribution, and economic conditions. At the same time, the second factor is the rational factor. It consists of tourism resources, tourist facilities, population composition, environmental conditions, political situation, and geographical conditions.

Besides, Covid-19 is a challenge for Surabaya city to maintain the existence of tourism that has begun to creep up in 2019. Relevant policies must support efforts to empower the potential for tourism business actors if the situation is conducive. Given the tourism sector as one of the economic foundations during the pandemic, it has cut many sources of jobs. As Arya 2020 said in (Nurrahma, Hakim, & Parmawati, 2021), many sectors of the economy engaged in the tourism industry have experienced a decline. It is not only in tourist travel and accommodation sectors, but several other tourism support departments are also affected.

In early June 2020, the government issued a policy in the form of a new order (new standard); this order is expected to trigger the rate of economic growth in various sectors. Yet, according to BPS Central Bureau of Statistics) data in East Java, in June 2019, there was a decrease in tourist visits that initially amounted to 17,047 visits. While in June 2020, there were no visits at all. Meanwhile, the number of domestic tourists, until June 2020, was known to have decreased by 79% compared to last June 2019. Visits in June 2019 reached 44.4 million people, while in 2020, there were only 9.4 million tourists.

Public policy is needed to overcome the problems caused by Covid-19, especially in reviving tourism spots/attractions. Public policy is simply anything that is issued and carried out by the government to deal with public problems (Lee & Chang, 2010; Wilder, 2017; Adams, Lind Infeld, Wikrent, & Bintou Cisse, 2016; Nafi'ah, Roziqin, Suhermanto, & Fajrina, 2021; Nafi'ah et al., 2021; Fawcett, Legrand, Lewis, & O'Sullivan, 2018; Sulistyaningsih et al., 2021). According to (Anggara, 2014), revealed that a public policy made by government actors manifested in the actions taken by the government. The public policy contains matters concerning state governance and the interaction between the state and its people (Handoyo, 2012). Therefore, the response from the community is critical so that the government needs to build harmonious relations so that the resulting policies do not get resistance and can be appropriately implemented (Bhuiyan & Farazmand, 2020). Public policies issued by the government certainly have goals for the welfare of society (Awad, Anderson, Anderson, & Liao, 2020; Olavarria-Gambi, 2021; Smith, 2000) regardless of community identity (Béland, 2017). Therefore, public policy must uphold ethics (Cohen et al., 2009; Provis, 2007), placing public interest as its primary goal. During Covid-19, the right public policy is the primary key in crisis management (Holzer & Newbold, 2020; Jenkins, Hall, & Mkono, 2014). Learning from what the Chinese government has done through a scientific approach and substantial financial assistance has effectively suppressed the spread of Covid-19 and slowly restored the tourism sector (Shao et al., 2021).

Based on (Hertati, 2017), the success of public policies can be seen from the implementation descriptions, that include:

1. Interest affected.
2. Type of benefit.
3. The extent of change envisioned.
4. Site of decision-making.
5. Program implementors.
6. Resources committed.

The policy issued by the government to overcome this is the Cleanliness, Health, Safety, and Environmental Sustainable (CHSE) certification policy. CHSE Certification in Permenparekraf (regulation of the minister of tourism and creative economy) Number 13 the Year 2020 (Peraturan Menteri Pariwisata Dan Ekonomi Kreatif/ Kepala Badan Pariwisata Dan Ekonomi Kreatif Republik Indonesia Nomor 13 Tahun 2020, 2020), CHSE certification is the process of granting certificates to tourism businesses, tourism destinations, and other tourism products to guarantee tourists to implement Cleanliness, Health, Safety, and Environmental Sustainable according to Health protocols and existing guidelines in the context of preventing and controlling Covid-19. CHSE certification is given to tourism businesses, tourism destinations, and other tourism products. CHSE certification emphasizes tourism actors to pay attention to cleanliness, health, safety, and environmental sustainability, including management/governance, the readiness of human resources, and participation of visitors /guests/users/other parties.

The CHSE certification policy guarantees the public to make them feel safe traveling in the new normal era. The certification policy offers tourism businesses an offer to apply for the 'I do care' label to guarantee that the tourism sector is safe

following government health and testing protocols. The implementation of the CHSE Program is expected to be a way out to re-ignite the growth of the tourism sector to be better than the tourism sector before the pandemic. The momentum of the pandemic is also a lesson for the tourism sector about the urgency of implementing the concept of the carrying capacity of the tourism environment and avoiding crowds (Hakim, 2020).

Tourism is one of the pillars of the economy; its policy will affect the direction of tourism. The right policies will support tourism development. Therefore, careful preparation and consideration from various sectors are needed to formulate relevant tourism policies

This certification is expected to increase public trust to return to tourism. The CHSE policy given to business actors who have successfully implemented health protocols according to certification criteria is also expected to encourage them to revive themselves after being slumped by Covid-19.

Surabaya city has given a positive signal to fight back and stabilize the economy with the various tourism potentials and widespread business actors. Until the time this article was written in April 2020, there were 183 CHSE-certified tourism businesses. The business actors consist of 1 tourist attraction, 92 hotels, 84 restaurants, 4 MICE places, one rafting business, and one golf business. It is inseparable from the willingness of tourism business actors to rise.

It is undeniable that even though all the focus is on the health sector during the pandemic, the economy needs to be continuously supported to maintain economic stability. The Surabaya city government also tries to optimize digitization to maintain MSMEs and the existence of the tourism sector. Training continues to be conducted for tourism business actors to be open about promotions and transactions online, given the limitations of face-to-face in the era of adaptation to new habits.

However, the courage of the tourism business actors needs to be supported by the public trust to return to travel and maintain the spirit of the tourism business actors to re-formulate the economic foundation. Of course, the community can go back to traveling while still applying the prevailing health protocols. As described by McKnight in (Sirajuddin & Atrianingsi, 2020), public trust can be measured in 2 dimensions: a) Trust in government and b) trust in e-government services. Trust disposition is the extent to which an individual shows a tendency to rely on and trust others. Park and Blenkinsopp (Arwati & Latif, 2019) defined *trust* as a collective assessment of one group of other groups that they will act honestly, fulfill their commitments, and not harm other groups. This definition confirms that the group will not conflict with the expectations of its partners.

Based on (Blind 2006; Walle & Six, 2014) quoted by (Andhika, 2018), Public trust for the government is needed by the ruling regime as consideration for formulating any policies, whether the policy is directly in contact with the community or not, and ensures the public's compliance with the policy itself without coercion. *Public trust* is a human attitude expressing something valuable for the individual dimension (Marquardt, Filipczyk, Gołuchowski, & Paliszkiwicz, 2018; Pennoni & Genge, 2020). During Covid-19, trust in the government is crucial to ensure science-based handling policies can be appropriately implemented (Agle, 2020), so the primary key is public communication (Aoki, 2020).

Cooper et al., in (Gozgor, 2021) explained that a public trust is an essential tool for implementing good governance in any political system. A government that has a higher level of public trust can govern the government effectively. Public trust in the government is essential in order to cope with the pandemic. Francis Fukuyama in (Ladiqi, 2020) explained that there are 3 (three) important aspects when a country must be present to save its citizens from a pandemic. These aspects are the state's capacity (state capacity), public trust (social trust), and leadership. If a state is considered competent in its policies that protect and benefit its citizens, then public trust will emerge in a country. Public trust in the government is a crucial factor determining the ability and competitiveness of the government. As a basis for good governance, transparency, accountability, and responsiveness in public governance are prerequisites for strengthening public trust (Beshi & Kaur, 2020).

The Organization for Economic Co-operation and Development, or OECD for short, has a plan to understand better the policies and bureaucratic reforms that the government can implement to restore and maintain public trust. The OECD points out that integrity, fairness, and institutional openness are essential dimensions of public trust to encourage public trust in government. Likewise, the government's competence, responsiveness, and reliability in providing public services to meet community needs are critical dimensions to increase government confidence. The OECD explained that at least five dimensions could be used to measure public trust in the government. Five dimensions based on (OECD, 2017b) are as follow:

1) Responsiveness

The government, in running public institutions, provides and regulates a public service. Responsiveness refers to how people receive public services well and respond to citizen requests in public service activities. Responsiveness is about availability, access, timeliness, and quality and respect, engagement, and response.

2) Reliability

The government can anticipate change and protect citizens. The government should ensure citizens' protection to obtain certainty in policies in the socio-economic and political environment. Reliability is also the government's ability to respond effectively to citizen demands with the output of a policy.

3) Integrity

Integrity is an essential factor in increasing public trust. How public administration behaves and the extent to which it can be trusted to protect the public interest without a supervisory system directly affects the level of trust in public institutions. High standards of behavior can strengthen the credibility and legitimacy of the government. Corruption cases are the essential sources of distrust. Thus, government policies in order to strengthen integrity will have a significant effect in increasing public trust.

4) Openness

The openness and involvement of stakeholders in the delivery of public policies and services can help the government understand the community's needs, use widely disseminated information, achieve high levels of compliance, and increase trust. As a dimension of trust, openness reflects a renewed social contract

between citizens and the state, in which the former contributes not only by paying taxes and obeying the law but also by accepting public policies and cooperating in planning and implementation.

5) Fairness

The dimension of justice means that it can improve living conditions for all citizens. Citizens share a growing concern after the financial crisis, and the distribution of burdens and rewards among community members is uneven. The higher rate of wealth accumulation among the top percentages helps fuel distrust of the government and its institutions. Justice, as a dimension of trust, addresses this problem by focusing on the government's consistent treatment of citizens and businesses and protection in pursuit of the benefit of society at large.

Several studies on public trust in government have been conducted in Indonesia. (Juliasmara, 2018) sees that media coverage, in this case, the object of which is the compass influences public trust in the government. Published news content can direct public perception and trust in the government. (Masita & Latupeirissa, 2019) in his study of taxpayer awareness at One-stop Administration Services Office (SAMSAT), Denpasar found that the variables of taxation socialization and accountability aimed at the government in tax management are essential keys to increasing the public trust of taxpayers so that they are willing to pay taxes. It is in line with the findings (Masita & Latupeirissa, 2019), who see that good public communication is one of the main requirements to create a good image of the government in society so that public trust can be achieved. In terms of findings policy (Andhika, 2018), there has been resistance from the public because the process of making public policies is not qualified, namely the lack of public participation. In addition to the findings (Imawan, Irianto, & Prihatiningtias, 2019) in Pujon Kidul Village, the government's performance in building public trust through transparency and accountability has been quite successful, although the capacity of the village government's Human Resources (HR) needs to be improved.

This research takes a different point of view. This research was public trust in the CHSE certification policy, which measured the government's level of public trust through the CHSE certification policy. Thus, researchers would find out to what extent the CHSE certification fulfilled the goal of guaranteeing the community's safety in traveling in an era of adaptation to new habits.

METHOD

The method used in this research was a descriptive method with a quantitative approach. Descriptive research was conducted to determine how tourism business actors in Surabaya used public trust or public trust in the CHSE certification. Meanwhile, according to Sugiyono (Sugiyono, 2008), the quantitative approach is a method that uses research data and the presentation of numbers and then analyzes using statistical methods. This method is also called the scientific method because it fulfills scientific principles, such as concrete/empirical, objective, measurable, rational and systematic. In this research, the authors would make a questionnaire distributed to 100 people who had experienced the CHSE-certified tourism places in Surabaya.

This research used dimensions and indicators that have been standardized by the OECD (Organization for Economic Co-Operation and Development). The public trust issued by the OECD was used to measure how public trust in the government. The table below is a table of public trust according to the OECD:

Table 1. Public Trust for OECD

Dimension	Indicator
Responsiveness	Access to public services, regardless of social/economic conditions
	Quality of Public Service Punctuality
	Upholding the provision of public services, including responses to citizen input
Reliability	Anticipating and adequately assessing the needs and challenges of developing citizens
	Be consistent and predictable
	Effective management of social, economic, and political uncertainties
Integrity	High Standards of Conduct
	Commitment against corruption
	Accountability
Openness	Ability to know and understand what the government is conducting
	Engaging opportunities that lead to tangible results
Fairness	Improving the socio-economic progress of the wider community
	Consistent treatment toward citizens and businesses

Source: (OECD, 2017a)

The assessment conducted by researchers used a Likert scale. By using a Likert scale assessment, the available variables were then measured and translated into variable indicators. Furthermore, the available indicators were used as benchmarks in preparing instrument items in statements or questions (Sugiyono, 2008). This research consists of 1-5 choices of a Likert scale with details of Strongly Disbelieve (1 point), Disbelieve (2 points), Neutral (3 points), Believe (4 points), Strongly Believe (5 points) then the data presented in the form of a percentage interval following the results of the distribution of the questionnaire as follows:

Table 2. Percentage Interval of Data Presentation

No	Percentage	Interpretation
1	1%-20%	Strongly disbelieve
2	21%-40%	Disbelieve
3	41%-60%	Neutral
4	61%-80%	Believe
5	81%-100%	Strongly believe

Source: Author's Data Processing, 2021

RESULTS AND DISCUSSION

Based on the results of the questionnaire distributed to 100 respondents who had or experienced CHSE-certified places, it was found that the distribution of the number of tourists or visitors based on domicile was as follows:

Table 3. Domicile Distribution

No	Domicile	Distribution
1	Surabaya	41%
2	Non-Surabaya	59%

Source: Author's Data Processing, 2021

Based on the table, it can be seen that visitors who visit CHSE certified places for Surabaya residents were 41%, and non-Surabaya residents were 59%. It is known that Surabaya tourists were high.

Table 4. Results of the Responsiveness Dimension Questionnaire Distribution

No	Indicator	SD (1pts)	D (2pts)	N (3pts)	B (4pts)	SB (5pts)	Σ TotalIndicator	Percentage	
1	X1.1	0	2	17	56	25	404	80,8	
2	X1.2	1	3	27	42	27	391	78,2	
3	X1.3	0	3	18	52	27	403	80,6	
Total X1		1	8	62	150	79			
Total Score		1	16	186	600	395			
ΣTotal X1		1198							
Percentage		79,86666667							

Source: Author's Data Processing, 2021

According to the results of the questionnaire distributed for responsiveness question number 1, the government has provided public services in the tourism sector in the form of CHSE Certification to reduce public worries about traveling with the X1.1 code. It obtained a percentage rate of 80.8%. It was interpreted that the community strongly believed that it had provided public services to reduce concerns in the tourism sector. For the second question with code X1.2, the government has anticipated the risk of Covid-19 in the tourism sector through the CHSE Certification Policy that obtained a percentage value of 78.2%. It can be interpreted that the public believes that the government had anticipated the spread of Covid-19 through this CHSE Certification. For questions with code X1.3, the CHSE Certification Policy could meet the community's demands so that the tourism business places visited by the community continued to comply with the hygiene, health, safety, and environmental sustainability protocols according to the requirements of the CHSE Certification policy. The percentage value was 80.6%. It means that the community significantly believed that the government had met the demands of the community. Thus, tourism places are safe with the CHSE protocol. From the three questions from the government's responsiveness indicator, it

can be accumulated that the percentage level of public trust in the government was 79.87%. It means that people believe that the government is responsive in dealing with tourism problems amid the Covid-19 pandemic.

Table 5. The Results of the Reliability Dimension Questionnaire Distribution

No	Indicator	SD (1pts)	D (2pts)	N (3pts)	B (4pts)	SB (5pts)	ΣTotal Indicator	Percentage	
1	X2.1	0	6	23	47	24	389	77,8	
2	X2.2	0	1	29	34	36	405	81	
3	X2.3	0	5	16	54	25	399	79,8	
Total X2		0	12	68	135	85			
Total Score		0	24	204	540	425			
ΣTotal X2		1193							
Percentage		79,53333333							

Source: Author's Data Processing, 2021

The questionnaire distribution of reliability dimensions of questions with code X2.1 result showed that the government, through the CHSE Certification policy, anticipated and fulfilled the community's needs while on tourism. 77.8% of the community believed that the government was reliable in addressing and meeting the community's needs through CHSE Certification. For the X2.2 questionnaire, the government, through the CHSE policy, was able to conduct periodic checks on tourism business actors to ensure that they continued to comply with the hygiene, health, safety, and environmental sustainability protocols based on the requirements of the CHSE certification policy. It obtained a confidence level of 81%, such as Strongly Believe that the government could regularly monitor CHSE certified sites. Question X2.3 showed that the CHSE policy was effective during the new normal to ensure the community's safety to return to travel on tourism. 79.8% of the people believed that the government guaranteed the safety of the community when tourism. The total accumulation of the three questions distributed obtained a result of 79.53%. It means that the public believed that the government was reliable in carrying out the CHSE Certification policy.

Table 6. Results of the Distribution of Integrity Dimensions Questionnaires

No	Indicator	SD (1pts)	D (2pts)	N (3pts)	P (4pts)	SP (5pts)	ΣTotal Indicator	Percentage	
1	X3.1	0	1	37	27	35	396	79,2	
2	X3.2	6	17	38	22	17	327	65,4	
3	X3.3	0	7	24	45	24	386	77,2	
Total X3		6	25	99	94	76			
Total Score		6	50	297	376	380			
ΣTotal X3		1109							
Percentage		73,93333333							

Source: Author's Data Processing, 2021

The result of the first integrity dimension with code X3.1 showed that the government was consistent in carrying out its authority to restore business in the tourism sector through the CHSE Certification policy of 79.2% with the title of trust. The community believed that the government has the integrity to remain consistent in restoring the tourism sector. The second questionnaire with the code X3.2 showed that the government is committed to eradicating the possibility of corruption in the tourism sector. It obtained a score of 65.4%. This achievement was relatively small than the other questions. Nevertheless, the range of this assessment was still within reach of the community. They believed that the government would eradicate corruption. Third, the government was responsible for restoring tourism through the CHSE Certification policy, getting a total percentage of 77.2%. It means that people believed that the government would always be responsible for restoring tourism. From the total questions that existed and then accumulated, the government obtained total public trust in the integrity dimension of 73.93% in the belief range. The community believed that the government was capable and had the integrity to restore tourism.

Table 7. The Results of the Distribution of the Openness Dimension Questionnaire

No	Indicator	SD (1pts)	D (2pts)	N (3pts)	P (4pts)	SP (5pts)	ΣTotal Indicator	Percentage	
1	X4.1	0	2	33	37	28	391	78,2	
2	X4.2	1	2	23	24	40	410	82	
Total X4		1	4	56	71	68			
Total Score		1	8	168	284	340			
ΣTotal X4								801	
Percentage								80,1	

Source: Author's Data Processing, 2021

The results of the X4.1 distribution showed that the government, through the open CHSE Certification policy regarding the destination and information and the location of the tourism business, was registered with the CHSE Certification (Website <https://chse.kemenparekraf.go.id/>). It showed a total percentage of 78.2 that was in the range that the public believed the government has been open about information about the location of the CHSE. For indicator X4.2, the government involved the community, academics, and the media in decision-making and policy formulation for CHSE Certification. 82% of the public believed that the government had involved experts in the CHSE certification policy process. For this dimension, it can be concluded that 80.1% of the people were very confident that the government has been open to the CHSE certification policy processes to restore tourism.

Table 7. Results of the Distribution of the Questionnaire Dimensions of Justice

No	Indicator	SD (1pts)	D (2pts)	N (3pts)	B (4pts)	SP (5pts)	ΣTotal Indicator	Percentage	
1	X5.1	0	3	20	43	34	408	81,6	
2	X5.2	3	13	29	35	20	356	71,2	
Total X5		3	16	49	78	54			
Total Score		3	32	147	312	270			
ΣTotal X4								764	
Percentage								76,4	

Source: Author's Data Processing, 2021

The dimension of fairness number X5.1 showed that the government conducted innovation through the CHSE Certification in the new normal era to revive the socio-economic for the wider community, especially in the tourism sector. It received the title of Strongly Believe with a total achievement of 81.6% public trust that the government has innovated in implementing policies CHSE certification. For indicator number X5.2 with the question, the government conducted the same treatment of tourism business actors, and the community obtained 71.2%. People Believe that the government was fair in treating business people and the community. In the dimension of fairness, the government obtained a total of 76.4% public trust. It meant that the public believed that the government had behaved reasonably in implementing the CHSE certification policy.

Based on the results of this research, the five dimensions of public trust according to the OECD in 2017 of Responsiveness, Reliability, Integrity, Openness, and Fairness had been fulfilled very well. It shows that the public trusted the government to implement this CHSE Certification policy to provide tourists comfort during the Covid-19 pandemic. In addition to dealing with tourist comfort issues during the Covid-19 pandemic, the government established the CHSE Certification policy, which was also considered a good step to protect tourism business actors. With this policy, public trust in the government in providing policy innovations during a pandemic had experienced an excellent assessment.

Through the Responsiveness dimension, the government had been assessed as having a response or responsiveness in restoring the tourism sector by issuing a CHSE certification policy for every tourist business that wants to continue operating during the Covid-19 pandemic.

The government has also been assessed the reliability to anticipate changes in the tourism sector during a pandemic. This anticipation was in the form of protecting the community while on tourism during a pandemic. Through the CHSE certification, the government has a health protocol component, such as checking tourist business places regularly by paying attention to hygiene, health, security, and sustainability protocols. Thus, people can enjoy tourism during the Covid-19 pandemic with a sense of security.

In the dimension of integrity, the government is considered to have integrity because it is responsible as a public policy actor to restore the state of the tourism sector during the Covid-19 pandemic by formulating and ratifying the CHSE

Certification policy. The Openness dimension proved that the government is considered open in information regarding the CHSE Certification. It is evident from the fact that the government provides all forms of information through the CHSE website. Through the Fairness dimension, the government is considered fair in implementing the CHSE Certification policy because the community considers that in implementing this CHSE Certification, the government treats the tourism business actors and the public as consumers or users of tourism services the same.

CONCLUSION

The analysis of the level of public trust in the CHSE (Cleanliness, Health, Safety, and Environment Sustainability) policy in the City of Surabaya shows that people believe that through this policy, the government can guarantee the safety of the community to travel in the new normal era. It can be assessed from responsiveness, reliability, integrity, openness, and fairness in the dimensions of public trust in the government through the CHSE Certification policy implemented for certified tourism business actors in the city of Surabaya.

Based on this case, this research recommends maintaining the implementation of the CHSE policy and periodically controlling tourism business actors who have been certified to continue to apply health protocols following the provisions to maintain public trust. Moreover, the spirit of tourism business actors that the CHSE policy has supported needs to be maintained to re-create a stable economy in the tourism sector. The government also needs to socialize the CHSE policy more broadly. Thus, people are moved and believe in returning to travel. Therefore, the CHSE policy will work well as a direction to trigger tourism during the new normal.

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