

THESIS

**IMPLEMENTATION OF TRI HITA KARANA IN INCREASING
EMPLOYEES ENVIRONMENTAL AWARENESS AT BUTLER
DEPARTMENT THE ST REGIS BALI RESORT**



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**TOURISM BUSINESS MANAGEMENT STUDY PROGRAM
TOURISM DEPARTMENT
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This RESEARCH was proposed as one of the requirements for writing a thesis for the Tourism Business Management Study Program at the Politeknik Negeri Bali



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UNDERGRADUATE THESIS

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**This undergraduate thesis is submitted as one of the requirements to earn
Applied Bachelor's Degree in Tourism Management Study Program
in Politeknik Negeri Bali**



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UNDERGRADUATE THESIS APPROVAL PAGE

**IMPLEMENTATION OF TRI HITA KARANA IN INCREASING
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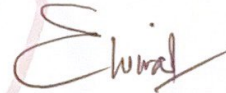
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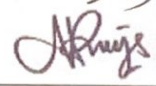
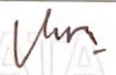
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Which content is my own work, thereby free from plagiarism. Being stated, I am ready to bear the risk or any sanctions impose to me in accordance with regulation.

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PREFACE

Praise the author goes to God Almighty because of His grace and blessing the writer can complete the research entitled "Implementation of Tri Hita Karana in Increasing Environmental Awareness at Butler Department The St Regis Bali Resort". This research was structured to fulfill one of the requirements in obtaining a bachelor's degree at Politeknik Negeri Bali.

In preparing this research, the writer was assisted by many parties, both in the form of thoughts and energy. For this reason, through this opportunity the author would like to thank:

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The writer realizes that this research will not be successful without guidance and direction from various parties. Constructive criticism and suggestions from readers are very important for writers. The writer hopes that this research will be useful for interested parties.

Badung, August 2023

Writer

ABSTRACT

Putra, Ngurah Maha (2023). *Implementation of Tri Hita Karana in Increasing Environmental Awareness at Butler Department The St Regis Bali Resort*. Undergraduate Thesis: Tourism Business Management, Tourism Department, Politeknik Negeri Bali.

This undergraduate thesis has been supervised and approved by Supervisor I: Dra. Ni Nyoman Triyuni, MM and Supervisor II: Elvira Septevany, S.S, M.Li.

Key words: *Tri Hita Karana, Environmental Awareness, and Butler Department*

Tri Hita Karana is a local wisdom plan of the Balinese people which teaches about the importance of maintaining balance and harmony between humans, nature and God. Based on observations made by researchers during the pre-research, it was found that the management of St. Regis Bali Resort experienced several obstacles in implementing this, especially in the Butler Department. This research aims to analyze the implementation of Tri Hita Karana in increasing employee environmental awareness in the Butler Department of The St Regis Bali Resort. This study uses a 5-level Likert scale, namely 1 - Strongly Disagree; 2 – Disagreement; 3 – Neutral; 4 – Agree; 5 - Strongly Agree with the qualitative quantitative descriptive method. The research results show that the implementation of Tri Hita Karana in the Butler Department at The St. Regis Bali Resort includes Parahyangan by installing a sacred symbol in the form of a pilgrimage, providing a place for prayer, prayer traditions and ritual programs such as piodalan and holy days. Pawongan by carrying out social mutual cooperation activities for cleanliness, making donations, participating in condolences, and Palaksanaan by implementing local cultural architecture in building concepts, saving electricity, protecting the ecosystem by implementing a chef garden. So that this makes the research findings available, it can be recommended to the management of The St Regis Bali Resort through an assessment achieved from the characteristics of all 30 respondents, assessment of qualitative data and descriptive statistical data to increase awareness and concern through training and education regarding environmental awareness.

ABSTRAK

Putra, Ngurah Maha (2023). Implementasi Tri Hita Karana dalam Meningkatkan Kepedulian Lingkungan di Butler The St Regis Bali Resort.

Tesis Sarjana: Manajemen Bisnis Pariwisata, Departemen Pariwisata, Politeknik Negeri Bali.

Skripsi ini telah dibimbing dan disetujui oleh Pembimbing I: Dra. Ni Nyoman Triyuni, MM dan Pembimbing II : Elvira Septevany, S.S, M.Li.

Kata Kunci: Tri Hita Karana, Kepedulian Lingkungan, dan Butler Dapartment

Tri Hita Karana merupakan rancangan kearifan lokal masyarakat Bali yang mengajarkan tentang pentingnya menjaga keseimbangan dan keselarasan antara manusia, alam, dan Tuhan. Berdasarkan pengamatan yang dilakukan peneliti selama pra penelitian, ditemukan bahwa manajemen St. Regis Bali Resort mengalami beberapa kendala dalam menerapkan hal tersebut khususnya pada Butler Departemen. Penelitian ini bertujuan untuk menganalisis implementasi Tri Hita Karana dalam meningkatkan employess environmental awareness pada Butler Department The St Regis Bali Resort. Penelitian ini menggunakan skala likert 5 tingkat yaitu 1 - Strongly Disagree; 2 – Disagree; 3 – Neutral; 4 – Agree; 5 - Strongly Agree dengan metode deskriptif Kalitatif kuantitati. Hasil peneliti menunjukkan implementasi Tri Hita Karana di Butler Dapartment pada The St. Regis Bali Resort diantaranya Parahyangan dengan memasang symbol suci berupa pelangkiran, menyediakan tempat persembahyangan, tradisi persembahyangan dan ritual program seperti piodalan dan hari-hari suci. Pawongan dengan melakukan aktivitas social gotong royong kebersihan, melakukan donasi, keikut setaan berbela sungkawa, serta Palemahan dengan implementasi berupa penerapan arsitektur kebudayaan lokal pada konsep bangunan, penghematan tenaga listri, menjaga ekosistem dengan adanya penerapan chef garden. Sehingga hal tersebut meberdarkan temuan penelitian maka dapat direkomendasikan kepada manajemen The St Regis bali Resort melalui penilaian yang dicapai dari kharakteristik keseluruhan responden, sebanyak 30 responden, penilaian data kualitatif dan data deskriptif statistic untuk meningkatkan kesadaran dan kepedulian melalui training dan edukasi terhadap kesadaran lingkungan.

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CHAPTER I

INTRODUCTION

1.1 Research Background

Importance guard sustainability environment life as source Power precious nature for continuity life man the more respected by society and the business world. Environmental awareness is an awareness of the importance preserving the environment as a valuable source of natural power for human survival. This involve awareness will impact negatives caused by the activity man to environment, and efforts that can done for reduce impact (Ratnadi, et al., 2019).

At this time, a lot company start implementing purposeful environmental programs for reduce impact negatives caused by the activity business to environment. However, the implementation of environmental programs is still not yet succeed optimally. No supported by awareness and participation active from employee. One draft wisdom local can applied in effort guard sustainability environment life is the origin of the Tri Hita Karana concept from Bali (Kariyasa, 2018).

Tri Hita Karana is draft wisdom local Balinese who teach about importance guard balance and harmony between humans, nature, and God (Sudira, 2021). This concept covers three main elements: Parahyangan (the relationship between human and God), Pawongan (the relationship between human and other humans), and Palemahan (the relationship between human and environment nature). In the context of environment awareness, the concept of Tri Hita Karana is very relevant

because it teaches that balance and harmony between humans, nature, and God is key for guard continuity life and well-being human. This concept emphasizes that human may not damage the nature and environment, because it will bother the balance and harmony between third elements of Tri Hita Karana (Sudira, 2021). With thus, consciousness environment with Tri Hita Karana teaching about importance guard balance with nature, as well as emphasizing that every action man must consider impact to environment and sustainability life future human. Draft This can become guide in effort guard sustainability environment life for generation moment this and the future (Amerta, 2017).

The concept of Tri Hita Karana has proven effective in increase awareness environment and participation public in guard sustainability environment life, especially in the aspect of tourism (Amerta, 2017). So the application of this is very important, especially in the hospitality industry. One of the hotels that has implemented the *eco-green* concept is The St. Regis Bali Resort. This hotel is a five-star hotel located in the Nusa Dua area, Badung regency, Bali province. In its implementation, this hotel has implemented the concept of environmental awareness, including:

- a. Water and energy saving programs: The St. Regis Bali Resort has installed energy-saving appliances such as LED lights and water-saving devices in guest rooms and public areas. In addition, they also have energy and water saving programs in the hotel kitchen and laundry.

- b. Reducing plastic use: The St. Regis Bali Resort reduces the use of plastic by replacing plastic bottles with refillable glass bottles. In addition, the hotel also uses environmentally friendly packaging materials.
- c. Waste processing: This hotel has a waste management program by separating organic and inorganic waste and recycling paper, plastic and cardboard.
- d. Utilization of renewable energy: The St. Regis Bali Resort uses renewable energy such as solar power and wind power in its operations.
- e. Social and environmental activities: The St. Regis Bali Resort is active in social and environmental activities, such as establishing partnerships with environmental organizations and supporting social activities in the surrounding community.

Based on field observations, there are problems in the St.Regis Hotel butler division, they do not have awareness of the importance of protecting the environment, they do not pay attention to the efficient use of natural resources. For example, they use water excessively and dispose of garbage without regard to good waste management by not separating organic and non-organic waste. This is of course important to do related to the implementation of Tri Hita Karana which highly upholds environmental awareness. These things were done because the management of The St. Regis Bali Resort realizes that, the importance of implementing the eco green concept in the hotel industry in maintaining environmental sustainability, especially in adopting the Tri Hita Karana concept. However, based on the observations made by the researcher during the pre-

research, it was found that the management of St. Regis Bali experienced several obstacles in applying this especially on Butler Departement, including:

- a. Higher costs: The St. Regis Bali Resort needs to pay extra to buy equipment that is more environmentally friendly, such as energy efficient lighting, water saving equipment, or recycling equipment, especially The St. Regis Bali Resort is in an area with a high level of competition.
- b. Lack of guest awareness and participation: Although the management of The St. Regis Bali Resort has implemented environmentally friendly practices, but if hotel guests do not have the awareness and participation to follow environmentally friendly practices, then The St. Regis Bali Resort will be ineffective.
- c. Lack of awareness from employees: The management of The St. Regis Bali Resort experienced problems in increasing employee awareness to implement this concept. This is because employees have diverse backgrounds, so implementing this concept takes quite a long time. UNWTO (2022) states that, although the hotel industry applies the concep environmental awareness, in fact hotels are one of the most wasteful industries in using resources, both from artificial and natural resources. In addition, based on research conducted by Jamaludin (2017) the hotel industry is one of the biggest contributors to waste which will have a negative impact on the environment, and one of the divisions that plays an important role in maintaining environmental awareness is the butler division.

According to Sugiarto (2010), *Butler Service Attendants* are hotel employees who are able to provide a number of services to guests both in the Front Office, Housekeeping and Food & Beverage, so that the butler division can generate waste and use resources such as water and energy in significant quantities. Therefore, employees in the butler division need to realize the importance of implementing the *eco green concept* which is based on the tri hita karana related to waste management and efficient use of resources to reduce the negative impact of hotel activities on the environment, especially in the butler division at The St. Regis Bali Resort.

1.2 Problem Identification

From the description of the background above, the formulation of the problem in this study is as follows:

1. How is the implementation of tri hita karana in increasing employees environmental awareness at butler department The St. Regis Bali Resort ?
2. How is the analysis of tri hita karana in the increasing butler department employees environmental awareness at The St. Regis Bali Resort ?

1.3 Purposes Of The Research

Based on the main issues above, the research objectives are:

1. To identify the implementation of tri hita karana in increasing butler department employees environmental awareness at The St. Regis Bali Resort.
2. To analyze the implementation of tri hita karana in increasing butler department employees environmental awareness at The St. Regis Bali Resort.

1.4 Benefits of the Research

As for the benefits that can be taken from study This is as following :

1. Theoretical benefits

This research is expected to be used as a source of supporting information and a reference in conducting subsequent research regarding the implementation of Tri Hita Karana in increasing environmental awareness. Especially for students in the hospitality sector and for the Bali State Polytechnic.

2. Practical Benefits

The results of this study are expected to be useful for The St. Regis Bali Resort as material for consideration, contribution of thoughts, and additional information regarding efforts that can be made to increase environmental awareness in the butler's department at The St. Regis Bali Resort.

1.5 Scope and Limitation of Research

1. Scope of the research

This study is only covers implementation tri hita karana in increasing environmental awareness to department butler at The The St. Regis Bali Resort.

2. Research Limitations

This research only discusses descriptively the general description of the implementation of Tri Hita Karana in the butler division and the level of environmental awareness without delving deeper into the relationship between the these variable.

CHAPTER 5

CONCLUSIONS AND SUGGESTIONS

5.1 Conclusions

Based on the results and discussion of this research, the researcher concludes the following points:

- a) Based on the research results, it can be seen that the implementation of Tri Hita Karana which is applied by all butler employees at The St. Regis Resort Bali has a good score, but does not have the maximum score as in the Parahyangan Aspect which has an average value of 3.87 in the agree category, the pawongan aspect has an average value of 3.70 in the agree category and the Palemahan aspect has an average value -average 3.64 with the agree category. In addition, there is also a level of Environmental Awareness by butler employees who have a good score but not a maximum of 3.73 in the agree category. Researchers found several factors related to the lack of maximum value, namely: 1. Lack of awareness of employees in understanding the philosophy of Tri Hita Karana, 2. Work Culture of Butler Division Employees and 3. Lack of Employee Communication and Participation.
- b) Related to the implementation of Tri Hita Karana in increasing the Environmental Awareness of employees in the Butler Division, the researcher found that the management of The St. Regis Resort has implemented several programs for this, including: 1. Environmental Training and Education 2. Implementation of Green Hotels 3. Providing Awards and Incentives 4.

Collaboration with Local Communities and 5. Monitoring and Evaluation of Environmental Performance.

5.2 limitation research

Research Limitations

This research only discusses descriptively the general description of the implementation of Tri Hita Karana in the butler division and the level of environmental awareness without delving deeper into the relationship between the these variable.

5.3 Suggestions

Based on the research that has been done, the suggestions in this study are as follows:

1. Management of The St. Regis Resort, Bali

To the Management of The St. Regis Resort Bali, is advised to continue strengthening commitment in implementing Tri Hita Karana and Environmental Awareness in all departments, including the Butler division. This can be done by providing adequate resources, increasing internal communication about the importance of sustainable practices, involving employees in program planning and implementation, and conducting periodic evaluations to improve the effectiveness of implemented programs.

2. Employees of The St. Regis Resort, Bali

Suggestions for employees in The St. Regis Resort Bali is that employees must always be actively involved in environmental programs implemented by the resort. Take part in social and environmental activities, such as beach cleaning or tree planting. Contribute with ideas and suggestions to improve sustainable practices in the Butler division, besides increasing understanding and knowledge about Tri Hita Karana and the importance of Environmental Awareness in daily work. Take advantage of the training and resources provided by management to deepen understanding of Tri Hita Karana implementation and sustainable practices in the Butler division.

3. Further Research

Suggestions for further research are to continue research on the implementation of Tri Hita Karana and Environmental Awareness in the hospitality industry. Research can focus on the concrete impact of the implementation of Tri Hita Karana, the factors that influence its application, as well as the effectiveness of the implemented Environmental Awareness program. In addition, studies can also examine guest perceptions of sustainable practices in hotels. Thus, future research can provide deeper insights in developing more effective strategies to improve the implementation of Tri Hita Karana and Environmental Awareness in the hospitality industry.

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