

UNDERGRADUATE THESIS
IMPLEMENTATION OF GREEN PRODUCT
AND GREEN PLACE STRATEGY
IN ENHANCING ENVIRONMENTAL AWARENESS
AT STHALA, A TRIBUTE PORTFOLIO HOTEL UBUD BALI



POLITEKNIK NEGERI BALI

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TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
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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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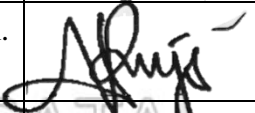
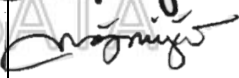
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Komang Ayu Della Puspita Dewi

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Komang Ayu Della Puspita Dewi

JURUSAN PARIWISATA
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ABSTRACT

Dewi, Komang Ayu Della Puspita. (2024). Implementation of Green Product and Green Place in Enhancing Environmental Awareness at Sthala, a Tribute Portfolio Hotel Ubud Bali. Thesis: Tourism Business Management, Department of Tourism, Politeknik Negeri Bali.

This thesis has been approved and examined by Supervisor I: Dra. Ni Nyoman Triyuni, MM and Supervisor II: I Gusti Agung Mas Krisna KomalaSari, S.Si, M.Si.

Keywords: Green Product, Green Place, Environmental Awareness

This research was conducted at Sthala, a Tribute Portfolio Hotel Ubud Bali. This study aims to analyze the implementation of green product and green place and the effect of green product and green place implementation in increasing environmental awareness at Sthala, a Tribute Portfolio Hotel Ubud Bali. The data collection methods used are observation, questionnaires, interviews, documentation, and literature study. The sample used was 28 respondents with purposive sampling, a sampling technique where researchers select subjects based on specific characteristics deemed relevant to the research objectives. The analysis techniques used in this research are descriptive statistical analysis and qualitative descriptive. Data processing is done with the help of Microsoft Excel. The data obtained from distributing questionnaires is then calculated as the score and percentage to categorize the calculation results into 5: Very high, High, Medium, Low, and Very Low. The first research result is the implementation of Green Product and Green Place. The first research result is the Implementation of Green Product and Green Place at Sthala, a Tribute Portfolio Hotel Ubud Bali on the green product variable scored 92.9%, and on the green place variable scored 94%, which means it gets very high criteria. Then, each variable averaged 93.45%, so the Implementation of Green Product and Green Place at Sthala, a Tribute Portfolio Hotel Ubud Bali, has been implemented well. In the second study, namely the effect of implementing green product and green place based on the results of interviews, there is a significant effect between the implementation of green product and green place in enhancing environmental awareness. Some of the practices carried out such as cleaning blitzes, sorting waste, to using tumblr bottles. It is hoped that with this research, Sthala, a Tribute Portfolio Hotel Ubud Bali, will maintain and develop the implementation of green products and green places and always increase the environmental awareness of stakeholders so that they can commit to creating a comfortable and beautiful environment.

ABSTRAK

Dewi, Komang Ayu Della Puspita. (2024). *Implementation of Green Product and Green Place in Enhancing Environmental Awareness at Sthala, a Tribute Portfolio Hotel Ubud Bali*. Skripsi: Manajemen Bisnis Pariwisata, Jurusan Pariwisata, Politeknik Negeri Bali

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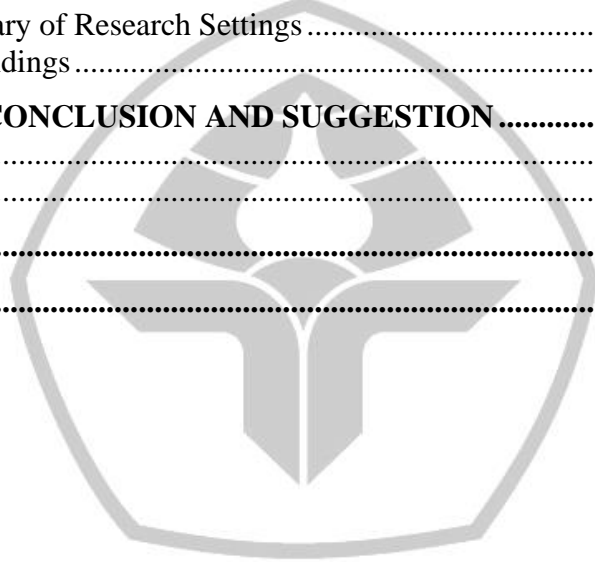
Kata Kunci: Green Product, Green Place, Environmental Awareness

Penelitian ini dilaksanakan di Sthala, a Tribute Portfolio Hotel Ubud Bali. Penelitian ini bertujuan untuk menganalisis implementasi *green product* dan *green place* serta menganalisis pengaruh Implementasi *green product* dan *green place* dalam meningkatkan *environmental awareness* di Sthala, a Tribute Portfolio Hotel Ubud Bali. Metode pengumpulan data yang digunakan adalah observasi, kuesioner, wawancara, dokumentasi, dan studi pustaka. Sample yang digunakan sebanyak 28 responden dengan *purposive sampling* yaitu sampling yang sesuai dan mengerti dengan topik penelitian. Teknik analisis yang dilakukan di penelitian ini adalah analisis statistik deskriptif dan deskriptif kualitatif. Pengolahan data dilakukan dengan bantuan *Microsoft Excel*. Data yang diperoleh dari penyebaran kuesioner selanjutnya dihitung skor dan persentasenya sehingga dari hasil perhitungan akan dikategorikan menjadi 5 yaitu: Sangat tinggi, Tinggi, Sedang, Rendah, Sangat Rendah. Hasil Penelitian pertama yaitu Implementasi *Green Product* dan *Green Place* di Sthala, a Tribute Portfolio Hotel Ubud Bali pada variabel *green product* mendapat skor 92,9% dan pada variabel *green place* mendapat skor 94% yang artinya memperoleh kriteria sangat tinggi. Kemudian dari masing-masing variabel dirata-ratakan menjadi 93,45% sehingga Implementasi *Green Product* dan *Green Place* di Sthala, a Tribute Portfolio Hotel Ubud Bali sudah diterapkan dengan baik. Pada penelitian kedua yaitu pengaruh implementasi *green product* dan *green place* berdasarkan hasil wawancara adanya pengaruh signifikan antara penerapan *green product* dan *green place* dalam meningkatkan kesadaran lingkungan. Beberapa praktik yang dilakukan seperti *cleaning blitz*, pemilahan sampah, hingga menggunakan *tumblr bottle*. Diharapkan dengan adanya penelitian ini Sthala, a Tribute Portfolio Hotel Ubud Bali tetap mempertahankan dan mengembangkan penerapan *green product* dan *green place* serta selalu meningkatkan kesadaran lingkungan para *stakeholder* sehingga dapat berkomitmen menciptakan lingkungan yang nyaman dan asri.

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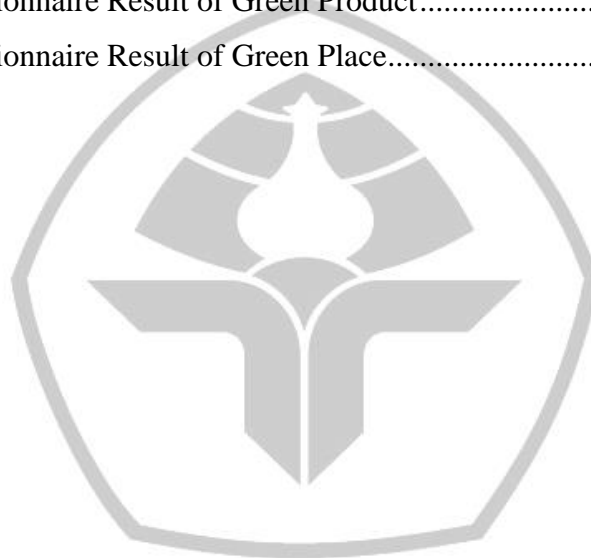
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CHAPTER I

INTRODUCTION

1.1 Research Background

During the development of the hospitality industry, often without realization, they have witnessed the severe impacts of increasingly alarming environmental degradation. This has led to the implementation of many new regulations to promote environmentally friendly practices. The growth of the tourism industry is undeniably beneficial for the economy, but it also has the potential to negatively impact the environment (Widiati & Permatasari, 2022).

Due to the many environmental issues facing the hospitality industry, there is an increasing willingness to meet environmental expectations and adopt good business practices (Isrososiawan et al., 2020). One of them is the application of Green Marketing Mix practices to achieve industrial excellence and to support environmentally friendly practices in the transition towards sustainable tourism. A green marketing mix is a concept where product, price, place, and promotion activities consider environmental sustainability or environmental health (Fatimah & Setiawardani, 2019).

Green products and green places are components of the green marketing mix. Green product is designed and processed to reduce effects that can pollute the environment in production, distribution, and consumption (Balawera, 2013). Green place is a physical product that directly impacts the environment (Kristiana, 2018). The Industry wishes to reach its product effectively in consumers' minds. So, the location or place must align with the adopted concept (Salim et al., 2022).

Currently, the operational aspect of hotels is being emphasized to pay more attention to environmental issues due to the impact of hotel activities on environmental degradation. Therefore, awareness is needed to preserve the hotel environment (Setiawati & Sitorus, 2014). Environmental awareness is a behavior and action that contributes to and positively impacts the environment and the preservation of the environment, earth system, and natural resources (Andrew & Slamet, 2013). One hotel that has paid attention to environmental issues is Sthala, a Tribute Portfolio Hotel Ubud Bali.

Sthala, a Tribute Portfolio Hotel Ubud Bali, is one of the five-star hotels in the Ubud area. Some hotels in the Ubud area, including Sthala, a Tribute Portfolio Hotel Ubud Bali, have received the CHSE (Cleanliness, Health, Safety, and Environment Sustainability) and green hotel certification. The existence of this certification means that a hotel has met the cleanliness, health, and safety standards in the hotel area, and is an environmentally conscious hotel. By having CHSE and green hotel certification, Sthala, a Tribute Portfolio Hotel Ubud Bali, ensures that all aspects of its operations are conducted with full responsibility. This data can be used as a guideline to invite all stakeholders at Sthala, a Tribute Portfolio Hotel Ubud Bali, to be aware of the environment, especially around the hotel. The application of green products and green places has undoubtedly begun to be applied and implemented by Sthala, a Tribute Portfolio Hotel Ubud Bali such as using reusable products, facilities owned using natural materials, a very strategic location, and utilizing green land as a place to grow food and still need improvement for example in every room, plastic bottles are still used for mineral water, and in the

restaurant, plastic straws are still used. This impacts environmental awareness among stakeholders at Sthala, a Tribute Portfolio Hotel Ubud Bali.

However, this is still not optimal and maximum implementation so that, the environmental awareness at Sthala, a Tribute Portfolio Hotel Ubud Bali stakeholder is still lacking. Environmental awareness at Sthala, a Tribute Portfolio Hotel Ubud Bali is not fully implemented perfectly, for example, some employees still use plastic bottles instead of environmentally friendly bottles in the hotel area, employees still look less active when carried out social activities such as cleaning hotel area, employees look not optimal in disposing of waste according to its type.

Based on the background above, several points are still not optimal in their implementation, so Sthala, a Tribute Portfolio Hotel Ubud Bali still needs to be improved. there is a need for research to balance the application of green products and green places with environmental awareness at Sthala, a Tribute Portfolio Hotel Ubud Bali. Therefore, the title of this research is “Implementation of Green Product and Green Place Strategy in Enhancing Environmental Awareness at Sthala, a Tribute Portfolio Hotel Ubud Bali.”

1.2 Research Questions

Based on the background that has been described, the main issues that occur can be stated in the research problem as follows:

1. How is the implementation of green product and green place at Sthala, a Tribute Portfolio Hotel Ubud Bali?

2. What is the effect of implementation green product and green place strategy in enhancing environmental awareness at Sthala, a Tribute Portfolio Hotel Ubud Bali?

1.3 Research Objectives

Based on the problems that are identified above, the research objectives of this research are as follows:

1. To analyze the implementation of green products and green place at Sthala, a Tribute Portfolio Hotel Ubud Bali
2. To analyze the effect of the implementation of green products and green place strategy in enhancing environmental awareness at Sthala, a Tribute Portfolio Hotel Ubud Bali.

1.4 Research Significance

This research will hopefully bring some benefits both theoretically and practically. The benefits that can be obtained from this research are as follows:

1. Theoretical Significances

This research is expected to give others more information and understanding regarding the significance of paying attention while enhancing environmental awareness through the implementation of green products and a green place strategy. It also provides information to support other research.

2. Practical Benefit

a. Sthala, a Tribute Portfolio Hotel Ubud Bali

For Sthala, a Tribute Portfolio Hotel Ubud Bali, this research can serve as a guideline or input in enhancing environmental awareness through the

implementation of green products and green places as an effort to demonstrate care for the surrounding environment.

b. Politeknik Negeri Bali

This study is expected to contribute as a resource. Hopefully, it can be referenced in future research at Politeknik Negeri Bali regarding the theory of implementing green products and green places in enhancing environmental awareness.

c. Writer

As a writer, experience in research activities allows for comparing theory and reality. Additionally, it aims to enhance knowledge about the implementation of green products and green places in enhancing environmental awareness.

1.5 Limitations and Scope of Problems

Based on the research topic of Implementing Green Product and Green Place Strategy in Enhancing Environmental Awareness at Sthala, a Tribute Portfolio Hotel Ubud Bali, it is necessary to limit the discussion to analyze the issues raised in the undergraduate thesis. The variables in this research are Green Products, Green Places, and Environmental Awareness. There are four indicators of Green Products namely meet the human need to be recognized as an environmentally friendly hotel environment, reusable, using natural ingredients, and reduce the use of Resources. Indicators for Green Place are the location, which is easy to reach for consumers and creates an environmentally friendly location. Furthermore, indicators of Environmental Awareness are knowledge, attitude, and action.

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the analysis and discussion conducted regarding the "Implementation of Green Product and Green Place in Enhancing Environmental Awareness at Sthala, a Tribute Portfolio Hotel Ubud Bali," the conclusions drawn are as follows:

1. Implementation of Green Product and Green Place in Enhancing Environmental Awareness at Sthala, a Tribute Portfolio Hotel Ubud Bali. Based on the results of a questionnaire involving 28 respondents, the implementation of Green Product and Green Place at Sthala, a Tribute Portfolio Hotel Ubud Bali, has proven to be very successful. The score obtained is 92.9% for Green Product and 94% for Green Place, according to Arikunto's criteria which states that a score of 80-100% is included in the highly implemented category. Green Product implementation includes initiatives such as joining the SOS and Sungai Watch communities, the use of reusable amenities bottles for shampoo, shower gel, and conditioner, and the use of natural materials such as wood and bamboo for facilities and ornaments in the hotel. Meanwhile, the application of Green Place in this hotel focuses on locations that are easily accessible to consumers and the creation of an environmentally friendly environment. The hotel's programs such as Chef Garden and Teba Modern support the efforts to protect the environment, while open spaces such as vertical gardens and large green areas

are used as venues for various events such as gala dinners and wedding venues. When compared to the application of green product and green place, the green place is more dominant because the application is maximized and supported by the hotel area which is in a tropical forest area so that it can facilitate the application of green place. Overall, Sthala, a Tribute Portfolio Hotel Ubud Bali, has successfully implemented the concept of Green Product and Green Place highly implemented, reflecting their commitment to the environment and providing an environmentally friendly and meaningful experience for guests.

2. The Effect of Green Product and Green Place in Enhancing Environmental Awareness at Sthala, a Tribute Portfolio Hotel Ubud Bali. Based on the results of interviews conducted by two informants, namely the Director of Sales Marketing and Operational Manager. It can be concluded that there is an effect or relationship between the implementation of green products and green places in enhancing environmental awareness. The presence of motivation, knowledge, and skill in environmental awareness can contribute to the implementation of green products and green places. The stakeholders in this hotel have balanced the application of the external hotel with the internal hotel, for example in the external Sthala, a Tribute Portfolio Hotel Ubud Bali joined several communities such as SOS and Sungai Watch to show their concern for the environment. In this case, not only externally, but internally the hotel stakeholders have shown environmental awareness by doing a cleaning blitz once a month and besides that, there is waste sorting that has

been done to separate organic and inorganic waste. With this, it can be said that the implementation of green products and green places at Sthala, a Tribute Portfolio Hotel Ubud Bali has succeeded in enhancing the environmental awareness of its stakeholders.

5.2 Suggestion

Based on the discussion regarding the "Implementation of Green Product and Green Place in Enhancing Environmental Awareness at Sthala, a Tribute Portfolio Hotel Ubud Bali," the suggestions are as follows:

1. **Sthala, a Tribute Portfolio Hotel Ubud Bali**

For Sthala, a Tribute Portfolio Hotel Ubud Bali continues to maintain and maintain the application of green products and green places so that it can still increase environmental awareness. In addition, continue to evaluate the applications and environmental awareness that have been carried out so that they can innovate in finding new ways to further develop and maximize in becoming a hotel that is committed to environmental and social care.

2. **Stakeholders**

Stakeholders in this hotel certainly have an important role in supporting the implementation of green products and green places to enhancing the environmental awareness of each individual. Environmental awareness that has been carried out needs to be improved again and make it a daily habit to achieve maximum results from before. It is also recommended that there be training or programs that can build initiatives in environmental awareness, especially for new employee.

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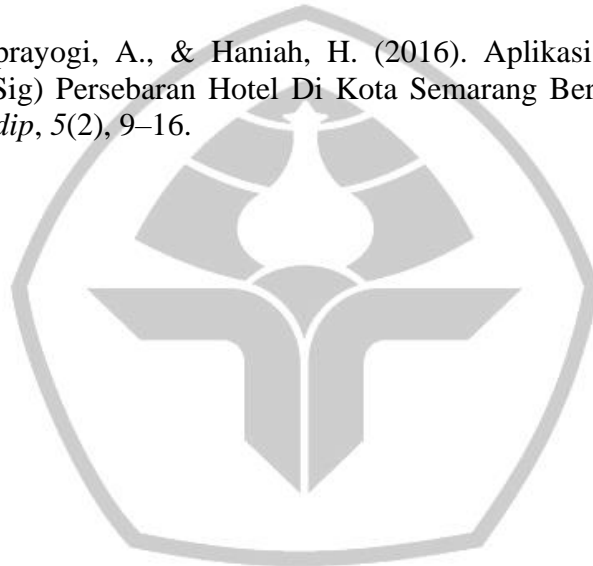
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