

UNDERGRADUATE THESIS

**IMPLEMENTATION OF GREEN PRACTICE TO ENHANCE
EMPLOYEE ENVIRONMENTAL AWARENESS
AT THE SAKALA RESORT BALI**



POLITEKNIK NEGERI BALI

Ayu Putu Diah Trisna Dewi

**TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
BADUNG
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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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That is written as partial requirement for the Applied Bachelor's Degree of Tourism Business Management is my own work. All the information contained in this undergraduate thesis which is derived from the work of others had been given an award by citing the name of the source authors correctly according to the academic norms, rules, and ethics.

If it is discovered in the future that a portion or the whole thesis is not my original work or that there is a case of plagiarism, I willingly accept the consequence of my academic title withdrawal and other sanctions as postulates by Indonesian National Law.

Badung, 15 July 2024



Ayu Putu Diah Trisna Dewi

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The writer realizes that this Undergraduate Thesis is still not perfect, the writer expect criticism and suggestions to make this Undergraduate Thesis better so that it can be useful for many people.

Writer



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ABSTRACT

Dewi, Ayu Putu Diah Trisna. (2004). *Implementation of Green Practice to Enhance Employee Environmental Awareness*. Undergraduate Thesis: Tourism Business Management, Tourism Department, Politeknik Negeri Bali.

This undergraduate thesis has been supervised and approved by Supervisor I: I Nyoman Rajin Aryana, S.Pd., M.Hum , and Supervisor II: Drs. I Ketut Astawa, MM

Keywords: Implementation, Green Practice, Employee, Environmental Awareness

The purpose of this study was to determine how the implementation of Green Practice at The Sakala Resort Bali and to find out how the implementation of Green Practice to increase employee environmental awareness at The Sakala Resort Bali. Data collection was carried out by observation, interviews, questionnaires, documentation and literature studies with data analysis techniques used descriptive qualitative then processed using qualitative data and quantitative data. The sources in this research were Human Resource Manager, Food and Beverages Supervisor and Front Office Supervisor. The target of distributing questionnaires was the employees of The Sakala Resort Bali. Sample collection technique with non-probability sampling method was applied and the sample was calculated using the Slovin technique with a total of 40 respondents. The research results through interviews and questionnaires showed that the implementation of *Green Practice* has been done optimally well at The Sakala Resort Bali. The implementation of Green Practice is effective in increasing employee environmental awareness which has been done optimally by obtaining a comparison of the average total score on green action was 4.82, green food was 4.65, and green donation was 4.9.

ABSTRAK

Dewi, Ayu Putu Diah Trisna. (2004). *Implementation of Green Practice to Enhance Employee Environmental Awareness*. Skripsi: Manajemen Bisnis Pariwisata, Jurusan Pariwisata, Politeknik Negeri Bali.

Skripsi ini telah disetujui dan diperiksa oleh pembimbing I: Drs. I Ketut Astawa, MM dan pembimbing II: Drs. I Ketut Astawa, MM

Kata kunci: Penerapan, *Green Practice*, Karyawan, Kesadaran Lingkungan

Tujuan penelitian ini untuk mengetahui bagaimana implementasi *Green Practice* di The Sakala Resort Bali dan untuk mengetahui bagaimana penerapan *Green Practice* untuk meningkatkan kesadaran lingkungan karyawan di The Sakala Resort Bali. Pengumpulan data dilakukan dengan observasi, wawancara, kuesioner, dokumentasi dan studi pustaka dengan teknik analisis data yang digunakan deskriptif kualitatif dan di proses menggunakan kualitatif data dan kuantitatif data. Narasumber dalam penelitian ini yaitu *Human Resource Manager*, *Food and Beverages Supervisor* dan *Front Office Supervisor*. Adapun target penyebaran kuesioner yaitu karyawan The Sakala Reosrt Bali. Teknik pengumpulan sampel dengan metode *non-probability sampling*, Sampel dihitung dengan menggunakan teknik Slovin dengan total responden sebanyak 40 orang. Hasil Penelitian melalui wawancara dan kuesioner menunjukkan bahwa penerapan *Green Practice* sudah dilakukan secara optimal dengan baik di The Sakala Resort Bali. Penerapan *Green Practice* efektif dalam meningkatkan kesadaran lingkungan karyawan sudah dilakukan secara optimal dengan memperoleh perbandingan nilai total rata-rata pada *green action* 4.82, *green food* 4.65, dan *green donation* 4.9.

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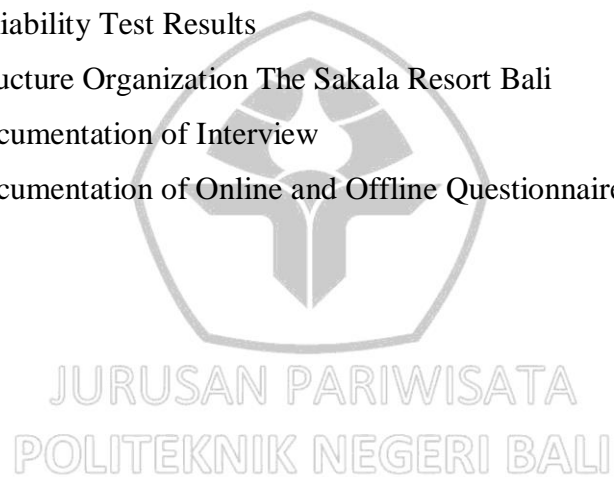
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CHAPTER I

INTRODUCTION

1.1 Background of Study

As an archipelago, Indonesia is known for its wide variety of tourist attractions and offers a wide variety of both natural and man-made tourist attractions, especially in Bali. Due to its natural beauty, lodging, and staff, as well as other characteristics that promote and encourage tourism, Bali has now emerged as one of the top destinations for foreign travelers to Indonesia. The tourists will be warmly welcomed in Bali by the locals who greet them. Balinese people hold culture in high regard. This can be seen from their polite speech and behavior. (Mudrikah et al., 2014).

Since the economy plays a significant part in sustainable development, it is vital to talk about the economic side of any topic, including the sustainability of tourism development. The existence of economic sustainability becomes crucial because its constituent part development and employment, the significant role that stakeholders and communities play in ensuring their realization (Ridho et al., 2021). The development of the tourism industry is related to the hospitality industry which is a means of the tourism industry. The hospitality industry is a type of business or business that prioritizes customer satisfaction with hospitality, as well as a sense of sincerity in serving. (Kurniawati & Hennigusnia, 2019).

The development of the times and accompanied by increased community activities, without realizing the activities carried out can affect the environment

around us, efforts can be made to overcome environmental damage caused by the community by implementing environmentally friendly movements starting in the workplace. Green practice is also an action that consists of efficient use of energy and water, recycling, sustainable food, reducing waste and pollution (Halim et al., 2021).

The implementation of Green Practice aims to reduce the environmental impact of company activities. One way to achieve Green Practice starts from the work environment at the hotel in achieving an environmentally friendly movement. This application is carried out to increase the awareness of employees and tourists about the importance of environmental sustainability, increase hotel competitiveness and can improve the image of the hotel in environmental conservation efforts. Environmental awareness is the desire of a person or group who has the motivation, knowledge and expertise in supporting the development of a healthy environment (Adnyana, 2020). From the data I obtained, there is still no awareness by employees in saving energy, the difference from occupancy is quite significant, it can be seen from the occupancy data table and electricity cost data in the last three months:

Table 1. 1 Electricity Cost & Occupancy Data

Electricity Cost & Occupancy Data		
Month	Electric Cost	Occupancy
October	546,222,829	42.81%
November	464,405,013	29.11%
December	557,492,219	48.93%

Source: The Sakala Resort Bali

Table 1. 2 Difference Electricity Cost & Occupancy Data

Difference Electricity Cost & Occupancy Data		
Month	Electric cost	Occupancy
October - November	81,817,816	13.7%
November - December	93,087,206	19.82%
December - October	11,269,390	6.12%

Source: The Sakala Resort Bali

Based on the data in Table 1.1 Electricity cost and Occupancy data at The Sakala Resort Bali which the writer has reviewed from October to December, there is a very significant difference in November, we can see in the comparison table in Table 1.2 Difference electricity cost and occupancy data, it can be seen that the comparison of occupancy and electricity payments in November with a significant difference in occupancy in November shows that there is no difference in electricity payments, even tends to be almost the same as payments in October, this indicates a waste in the use of electricity. Based on the initial interview with Human Resource Manager at The Sakala Resort Bali.

“In this hotel, the environmental awareness of employees is still lacking, but slowly we will definitely be able to minimize it, sometimes employees here don't pay attention to the existing rules, such as the rules that we post on each door, turn off the lamp and AC before leaving, employees often forget to turn it off when they go to the canteen for a break, actually by paying attention to small things like this can reduce costs in management, sometimes I also still see employees using disposable plastic bottles, although not all. (Interview 05 March 2024)”

Concerning on those situations above, researchers consider the need for research with the aim of increasing employee awareness in the application of Green

Practice at The Sakala Resort Bali and can have an impact on sustainable tourism, especially in the hospitality industry. One of the solution to cope with the problem is through the research entitled: **Implementation of Green Practice to Enhance Employee Environmental Awareness at The Sakala Resort Bali.**

1.2 Statements of the Problem

Based on description of the background above, the main problem in this research as follows:

1. How is Green Practice implemented at The Sakala Resort Bali?
2. How is Green Practice can enhance Employee Environmental Awareness at The Sakala Resort Bali?

1.3 Research Objectives

Based on the research problems, the purpose of this research are:

1. To know how is Green Practice implemented at The Sakala Resort Bali
2. To analysis how is Green Practice can enhance Employees Environmental Awareness at The Sakala Resort Bali

1.4 Research Significance

1. Theoretical Benefits

Theoretically, this research is expected to provide benefits to add insight and knowledge about the importance of employee awareness in implementing Green Practice to realize sustainable tourism, and to add insight for employees to implement an environmentally friendly movement.

2. Practical Benefits

1. Benefits for the Industry

This research is expected to provide input and consideration in increasing employee awareness of the importance of protecting the environment to create Green practice at The Sakala Resort Bali, with the aim of creating an environmentally friendly hotel concept.

2. Benefits for Bali State Polytechnic

This research is expected to contribute to the addition of knowledge, especially for Human Resource Management as well as become reading material in the library and can provide a reference for future researchers.

3. Benefits for Students

This research is expected to provide information and insight to the writer and show the creativity of the writer in identifying and solving problems.

1.5 Limitations and Scope of Problems

Based on the research topic on the implementation of Green Practice, the material is very broad, therefore it is necessary to limit the problem to the focus of the research so that it has a specific scope, including:

1. The variable in this study is Green Practice and Employee Environmental Awareness.
2. The variable dimensions in this study include: Green Action, Green Food, Green Donation, Knowledge, Attitude, and Action.
3. This study took samples from the Human Resource Department at Sakala Bali Resort.

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

This research aims to analyze the implementation of environmentally friendly practices at The Sakala Resort Bali in enhance environmental awareness among employees. The main issue raised is the low environmental awareness among employees which can negatively affect the company's efforts to achieve environmental sustainability. Based on the results of the discussion above, it can be concluded that The Sakala Resort Bali, especially all staff apply efforts related to the concept of Green Practice which are divided into 3 (three) namely green action, green food, and green donation. So as to enhance employee environmental awareness which includes, knowlede, attude and action.

The results showed that the implementation of Green Practice at The Sakala Resort Bali has successfully enhance environmental awareness among employees. Based on data analysis, there is a significant enhancement in the implementation of green action, green food, and green donation by employees. The average score of green action implementation reached was 4.82, green food was 4.65, and green donation was 4.9, all of which fell into the excellent category. The study also found that changes in employee habits, such as turning off lights and electrical appliances that are not in use, as well as actively participating in the company's sustainability program, reflect a high level of awareness of the importance of environmental conservation. These actions not only reflect individual responsibility, but also

create a sustainable work culture where environmentally-friendly practices become an integral part of the daily routine at work.

5.2 Suggestion

Based on the results of this study, there are several suggestions that can be given to improve the implementation of Green Practice at The Sakala Resort Bali.

For The Sakala Resort Bali, it needs to improve training by providing more intensive education and training on environmentally friendly practices to all employees. This can be done through workshops, seminars, and regular training programs that focus on the importance of environmental conservation and practical ways to implement it in the workplace. Provide rewards and incentives to employees who consistently implement environmentally friendly practices. These awards can be in the form of certificates, bonuses, or other forms of appreciation that can motivate employees to continue to actively participate in the company's sustainability programs. Disseminating information on the success and benefits of Green Practice can enhance employee awareness and participation. By implementing these suggestions, it is hoped that The Sakala Resort Bali can continue to enhance environmental awareness among employees and achieve its sustainability goals.

For future researchers, this research is only limited to the variables of Green Practice and Employee Environmental Awareness. Future researchers can conduct a long-term study to measure the effectiveness of various green initiatives that have been implemented at the hotel. This research could include measuring carbon

footprint reduction, energy use efficiency, and the economic impact of sustainable practices. By following these suggestions, further research can provide deeper insights and help the hospitality industry as a whole to become more environmentally friendly.



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