

Implementation of Eco-office in Supporting Environmentally Friendly Offices at Front Office Department in Hilton Bali Resort

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Abstract: The reduction of green land will cause environmental problems that can cause flooding, pollution, contamination, and global warming. Environmentally friendly campaigns can be carried out by anyone and it is also important to implement environmentally friendly behavior in offices. For this reason, environmentally friendly actions are needed, especially offices that operate 24 hours a day by implementing eco-offices. Hilton Bali Resort is a 5 star hotel. In its operation, the bigger a hotel is, the more operational needs will be. This study aims to determine the application of eco-office in supporting environmentally friendly offices at the Front Office Department at the Hilton Bali Resort. This study uses a qualitative descriptive method with triangulation techniques, namely a combination of observation, documentation, and interviews in analyzing the data. The conclusion of this study shows that the implementation that has been carried out by the Front Office Department supports the previous study. However, there is still a need for further improvement in its implementation in order to better support the environmentally friendly campaign. The application of this eco-office can help hotels save costs, improve the hotel's image, people's perceptions of being environmentally friendly and increase profits.

Keywords: eco-office, front office, environmentally friendly

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Introduction

The existence of the tourism sector which consists of many elements, opens up employment opportunities for the community to improve the economy, reduce unemployment and advance an area and even a country (Firda Harindah et al., 2014:67). With the development of the tourism industry, it has become one of the biggest foreign exchange supporters in Indonesia. One of the islands whose tourism is growing so rapidly is Bali. Bali has its own characteristics in tourism and culture, making it a well-known tourist destination both in Indonesia and abroad. Tourism that develops in Bali greatly affects the economy because it is a source of livelihood for business people, one of which is the hotel business. Hotel is an effort to provide accommodation in the form of rooms in a building, which can be equipped with food and drink services, activities and/or other facilities on a daily basis with the aim of making a profit (Kemenparekraf, 2013: 2). Hotels are very important accommodations in the tourism industry because without hotel services that support the tourism industry, the number of tourists who come is small. This reason is caused by tourists who really need these services to travel far or for a long time. With the continued increase in the number of tourists who come to Bali, the hotel business is also increasing. The total number of hotels in Bali from 2015 to 2020 reached 380 hotels with the highest peak of hotel development reaching 551 hotels in 2017 and 2018 (Badan Pusat Statistik Provinsi Bali, n.d.). The rise of hospitality in Bali not only has a positive impact, but also has a negative impact, namely an increase in organic and non-organic waste, a decrease in green land, and environmental pollution. The reduction of green land will cause environmental problems that can cause flooding, pollution, pollution, and global warming. These negative impacts will continue if there is no movement from the government to carry out a reforestation movement. In this case, a movement that is known today is made, namely the reforestation movement or what we usually know as Go Green.

With the hotel waste which is one of the causes of environmental pollution, the application of going green is also needed in hotels, namely by implementing green hotels. The application of this green hotel refers to the regulations issued by the government for environmental conservation, namely (Permenparekraf, 2021:170), namely regarding the means of developing a sustainable and environmentally friendly hotel concept (green hotel). The application of a green hotel is not only taking care of the natural environment, but must also be carried out within the scope of work in the office. Office and administrative activities are an inseparable part of the daily activities of an organization. In this case, office activities are growing rapidly along with the development of services (Amelia, 2014:478). One of the efforts to prevent and reduce pollution caused by office activities is to implement the Environmental Management System from ISO 14000 in the office environment through the concept of eco-office or

green office (Amelia, 2014:479). The eco-Office movement is one of the movements in carrying out the environmental care office movement that encourages work activities that are oriented towards improving the quality of a healthy, clean, beautiful and comfortable work environment. It is stated that an office is declared an eco-office if it has several indicators, including: reduction of paper and plastic, energy saving, water saving, cleanliness/comfort of work space, and waste management (Kementerian Lingkungan Hidup Dan Kehutanan, 2018). The implementation of Eco-Office needs to be done in every department in the hotel. This is to support environmentally friendly offices so as to minimize the impact of environmental pollution. The application of this eco-Office needs to be carried out from the present to the future in order to achieve sustainable principles. One department that requires an eco-Office movement is the Front Office Department at Hilton Bali Resort. Front Office is a department that is likened to the face of a hotel, which must look attractive, friendly from the satisfying service of the FO staff to a pleasant first impression, (the first impression) when guests check in during their stay (in the house) and check out leaving the hotel and can give (word of mouth) and become loyal customers (Isdarmanto, 2018: 56).

Front Office Department is one of the departments that use paper and electrical energy the most compared to other departments. This is because office activities in the Front Office Department are carried out for 24 hours. Office activities that operate continuously will increase paper waste and the amount of energy used. The Front Office department at the Hilton Bali Resort has supported the go green movement. However, there are still some environmentally friendly patterns that are felt to be lacking in the Front Office Department, including in terms of the use of plastic, energy and in environmentally friendly offices, namely the spatial layout in the Front Office Department. Sugiarto & Ertie Pravitasmara Dewi (2016) describe several aspects that must be applied to make an office environmentally friendly, namely by maximizing spatial planning. For this reason, in this study, researchers want to know what are the environmentally friendly patterns in the Front Office Department that have been applied with reference to the application of eco-office.

Method

The type of data used in this research is qualitative data. Qualitative data is data that can be obtained through pictures, symbols, words and others and not in the form of numbers (Sugiyono, 2015: 28). In this research, the data analysis technique used is descriptive qualitative data analysis technique. Meanwhile, according to Bungin (2012:17) qualitative descriptive analysis techniques aim to describe or summarize various situations or conditions of various social reality phenomena that exist in the community that are the object of research and attempt to draw that reality to the surface as a feature, character, description of the condition. , certain situations or phenomena. The data collection technique was done by triangulation. Triangulation is a combination of observation data, documentation and interviews with the same data source (Sugiyono, 2013: 241). In this study, qualitative descriptive analysis was used to describe the information obtained from the results of observations, documentation and interviews with informants, namely information related to the implementation of eco-office in supporting environmentally friendly offices at the Front Office Department in Hilton Bali Resort

Result and Discussion

Result

The use of room key cards in this hotel is still made of PVC, there is no discourse on using room key cards made of wood/environmentally friendly. Regarding air ventilation in the Front Office Department, because some sections such as Reception, Concierge and GRO are in open areas, ventilation is not required and there is exhaust ventilation at the operator. In the back office there is no air vent and only uses the door as air circulation. There is a use of used water used for plants. The water from the AC dew collected using the gerigen is not simply thrown away but is used to water plants in the operator's rear area. In areas such as the back office and operators, there is still no placement of plants, this is due to avoid plants that are not properly maintained. the front office does not require a trash can by type. Garbage taken from the front office by the public area team has been separated from other waste such as organic and non-organic waste.

The use of paper in the Front Office Department has decreased by 40%. This decrease in paper usage is due to the use of barcodes as information dissemination and invoices in the form of email. In addition to these two things, there are other things that have caused a decrease in paper use, namely by calling for paper savings such as printing guest identities on the back sheet of registration cards, using used paper for internal purposes such as luggage records, operator records and other communications

Tabel 1. Comparison Results with Previous Research

Indikator	Judul	Perbandingan	
		Penelitian sebelumnya	Hasil penelitian
Paper bag and plastic waste - Save paper and plastic	Risdiana et al (2021) "Eco-Office Campaign as a way to Achieve the Sustainable Development Goals in Directorate General of Taxes".	<ul style="list-style-type: none"> - e-Filing as an online reporting medium for Annual Notification Letters to reduce paper usage - Reducing disposable drinking bottles by using a tumbler - Reduction of plastic food containers 	<ul style="list-style-type: none"> - Printing double-sided paper bags - Storing waste paper for internal communication purposes - Most of the information dissemination has gone digital - Reference material stored in digital form Reusable tank tinta - Repeated use of key card holders - There is already information dissemination online
Energy saving - Take advantage of natural lighting - Save energy - Provides air ventilation - Use energy-saving lamps	Rukmita et al (2018) "Implementasi Konsep Eco Office Berdasarkan Perilaku Pengguna di Lingkungan Gedung"	<ul style="list-style-type: none"> - Utilize natural lighting by 43% - Reducing the use of air conditioning and in certain rooms by 57% - Turn off the computer during lunch breaks and after work - Turning off the lights during breaks and coming home from work - Increase air ventilation by 42% - Using energy-saving lamps by 51% - Use sufficient lighting as needed 	<ul style="list-style-type: none"> - Utilize natural lighting in 3 sections from 5 sections data - Advise to turn off the computer when not in use - Use energy-saving lamps (LED) in all Front Office Department sections - Turn off lights and AC when not in use - Air ventilation is well implemented in 4 sections out of a total of 5 sections
Save water - Use enough water	Kurianti (2013) "Kajian Penerapan Konsep Eco Office Berdasarkan Perilaku Pengguna Gedung Perpustakaan Universitas Negeri Semarang"	<ul style="list-style-type: none"> - Advise to use water sparingly - Do not use the automatic flushing closet 	<ul style="list-style-type: none"> - Advise to turn off the water when not in use - An appeal not to use excessive water - An appeal to immediately report when there is a water leak - Utilization of used air conditioning to

<p>Cleanliness/comfort of workspace</p> <ul style="list-style-type: none"> - Placing live plants in the room - There is a smoking ban - There is an appeal to maintain cleanliness 	<p>Kurianti (2013) "Kajian Penerapan Konsep Eco Office Berdasarkan Perilaku Pengguna Gedung Perpustakaan Universitas Negeri Semarang"</p>	<ul style="list-style-type: none"> - There are not enough live plants or pots to green the room - Give an appeal not to smoke but there is no special smoking room - Clean the room and there is no trash strewn about 	<p>water plants behind the operator</p> <ul style="list-style-type: none"> - Implement workplace cleanliness according to standards - Added potted plants in 3 sections from 5 section data - An appeal not to smoke in the Front Office Department and a smoking area has been provided - Placement of equipment is as it should be, does not interfere with work activities
<p>Waste management</p> <ul style="list-style-type: none"> - Placement of trash according to organic and non-organic types 	<p>Amelia (2014) "Konsep Eco-Office dalam Rangka Mewujudkan Perkantoran Ramah Lingkungan"</p>	<ul style="list-style-type: none"> - There is no placement of trash by type - No waste management - There is still a lack of understanding about being environmentally friendly 	<ul style="list-style-type: none"> - There is no placement of trash bins by type in the Front Office Department because the only waste produced is paper and plastic - Garbage generated by the Front Office Department will be sorted according to type at the loading dock

Discussions

The application of eco-office on paper and plastic waste reduction indicators in the Front Office Department is in line with previous research from Firda Harindah et al. (2014:69) namely printing paper two sides, storing documents in electronic form and communicating using electronic devices instead of paper. The indicators of energy saving in the Front Office Department are in line with previous research from Kurianti (2013:88), namely reducing the use of lights, reducing the use of air conditioners, turning off computers when not in use, and using energy-saving lamps. This water saving indicator is in line with previous research from Kurianti (2013:71), namely the recommendation to use water as needed. There is something new that can give a new color to the water saving indicator, namely, in the Front Office Department there is the use of dew water produced by air conditioners that are used for plants. The water from the air conditioner that is collected using the gerigen is not simply thrown away but is used to water plants in the operator's rear area. on indicators of cleanliness/comfort workspace in line with Kurianti (2013:75) namely on the placement of living plants in the workspace. In some areas in the Front Office Department there is still no placement of plants, this is due to avoid plants that are not properly maintained. on waste management indicators in line with previous research from Kurianti (2013:73) which is to provide trash bins by type. Garbage taken from the front office by the public area team has been separated from other waste such as organic and non-organic waste.

Saving paper in the Front Office Department has an effect, namely helping the Front Office Department in saving costs, improving the image of the hotel, the tendency to public perception that Hilton Bali Resort applies the green concept and increases profits. This is supported by the statement of previous research from Firda Harindah et al. (2014:75) which states that

"If the hotel implements an eco-office, they can make savings because of the savings in paper usage and even increase profits. When a hotel implements an eco-office, the hotel forms an image or reputation to the community and companies so that the community or company will choose to use the services or facilities owned by the hotel."

Based on table 1, it can be concluded that on the indicators of paper and plastic waste, the Front Office Department at Hilton Bali Resort supports the existing theory with its application, this is known from the implementation of previous research and the results of this study. From the results of previous studies with the results of this study, there are differences in results regarding reusable plastics, where in previous studies of reusable the result was the use of reusable drinking bottles, while in this study, reusable ink tanks. This gives a new color to the paper and plastic saving indicator. On energy saving indicators, the Front Office Department at Hilton Bali Resort supports the existing theory with its implementation. In terms of water saving indicators, the Front Office Department at Hilton Bali Resort supports the existing theory with its implementation. In this study, there is the use of air conditioning dew water which is used to water plants behind the operator's area. This gives a new color to water-saving indicators that can be used as examples for other companies. On indicators of workspace health/comfort, the Front Office Department at Hilton Bali Resort supports the existing theory with its implementation. In terms of waste management indicators, the Front Office Department at Hilton Bali Resort supports the existing theory with its implementation.

Conclusion

The implementation of eco-office at the Front Office Department is in line with previous research, starting from the application of reducing plastic and paper, reducing energy, saving water, cleanliness/comfort of workspaces and waste management. However, from this application there are still shortcomings in this application, namely the Front Office Department still uses plastic on the key card, the use of air conditioning and lights on operators that never turn off, there is no ventilation in the back office, placement of live plants in the back office area and operators. and there is no placement of trash bins by type.

The effect of implementing this eco-office can help hotels save costs, improve the hotel's image, the tendency to public perception that Hilton Bali Resort applies the green concept and increases profits.

In comparison of previous research with the results of this study, it can be concluded that the applied theory supports the previous research. In this study, there are things that give color to previous research, namely the use of air conditioning dew used to water plants.

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