

Implementation Of Green Housekeeping In The Room Attendant Section At The Sintesa Jimbaran

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Abstract: This study discusses the implementation of green housekeeping in the Room Attendant section at The Sintesa Jimbaran. The purpose of this study was to determine the implementation of green housekeeping in the Room Attendant section and the impact of implementing green housekeeping in the Room Attendant section on the environment at The Sintesa Jimbaran. The data collection methods used in this study were observation, interviews, and documentation. The analysis technique used is descriptive qualitative with data triangulation techniques, namely a combination of observation, documentation, and interviews in analyzing the data. This study traced 3 informants from the Housekeeping department who are responsible for the Room Attendant section. This study shows the results that the implementation of green housekeeping that has been carried out by the Room Attendant section has been carried out quite well. However, due to the impact of the COVID-19 pandemic, hotels must use the remaining stock of amenities to reduce spending. Thus there is still a need for further improvement in its implementation to better support green practice. This application can help hotels increase efficiency and reduce the impact of damage on the environment

Keywords: Room attendants; Efficiency; Environment; Green housekeeping

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Introduction

The development of industry in the tourism sector in Indonesia has a significant influence, especially for social, economic and cultural growth through the increasing number of tourist visits, especially to the island of Bali. The tourism industry in Bali has become one of the most popular destinations for tourists. The wealth of culture and traditions that exist on the island of Bali has become one of the largest foreign exchange earners in Indonesia because the island of Bali has its unique cultural and natural tourist destinations. One of the tourism infrastructure is the hotel.

Hotel is an effort to provide accommodation in the form of rooms in a building, which can be equipped with food and beverage services, entertainment activities or other facilities on a daily basis with the aim of obtaining profits Kemenparekraf (2013:2). Hotels have an important role in supporting the development of the country, namely to create jobs, assist education and training efforts, increase regional and state income, and increase foreign exchange for the country. However, along with the massive development of hotels, hotels tend to produce a lot of negative impacts on environmental damage. According to a 2012 survey by TripAdvisor in Yulianthi & Sadguna (2020:3) nearly 60% of tourists prefer eco-friendly and green hotels. Half of them are willing to pay more to be able to stay at a hotel that has a high concern for the environment. So that the development of environmentally friendly-based conservative accommodation has emerged which is implemented in green hotels.

A green hotel is an environmentally friendly hotel in the sense that its operations must not produce waste or pollution that disturbs the ecosystem or the environment around Hermawan et al (2018: 78). Green hotels have a significant impact on hotels. The application of this green hotel can increase efficiency and reduce hotel costs. The importance of this green hotel makes the hotel better than hotels that have not implemented the green hotel concept because it has differentiating and unique factors compared to other hotels. One of the differentiating factors is that hotels are becoming more efficient in using excess materials.

In order to reduce the impact of environmental damage, green practice is an action to protect the environment and the products produced are minimal in environmental damage. Some of the "green" actions implemented in the hotel business include using local or organic products, installing water-saving devices, and saving energy. The concept of green practice has been applied to several departments in the hotel, one of which is housekeeping. According to Isdarmanto (2018: 52) the housekeeping department is one part that has a fairly vital role and function, especially regarding service to guests, especially regarding the comfort and cleanliness of hotel rooms. Housekeeping is tasked

with maintaining cleanliness, completeness, beauty, care and health and comfort in all guest rooms and public areas, as well as handling and maintaining guest laundry and house laundry (Polii & Towoliu, 2018:20). With the implementation of green housekeeping in hotels, the satisfaction of guests staying at the hotel is ensured to be maximized and the department's operations can run smoothly and optimally. According to Styles et al (2013: 242) green housekeeping is an important component of accommodation services, the main control point for service quality, and provides a link between accommodation management and guests. In the green concept applied, it affects the efficiency and savings of excess use. Green housekeeping is the right solution and is also believed to be able to reduce the impact on the environment. Green housekeeping is able to answer these problems, because the application is very friendly and of course economical and brings maximum benefits.

One of the hotels that implements the green concept in Bali is The Sintesa Jimbaran which is a 5 star hotel located in the Jimbaran area which has a mission of "Recognizing the value of all stakeholders by maintaining a comfortable and profitable environment". comfortable and beneficial environment. So it is hoped that guests will feel satisfied, impressed, and will not forget about the experience during their stay at the hotel. The Sintesa Jimbaran is also CHSE certified.



Source: Data 2022

Figure 1. CHSE certificate

Based on figure 1 above, this certificate is given to hotels that always apply green concept policies in the operational implementation of green housekeeping policies in the Room Attendant section as one of the indicators in implementing efficiency and effectiveness-based operations on environmental impacts. In the implementation of green housekeeping at The Sintesa Jimbaran, there are still shortcomings in its application, including the use of bathroom amenities in the Room Attendant section still using plastic bottles or single use. Based on the above background, the authors are interested in researching "Implementation of green housekeeping in the Room Attendant section at The Sintesa Jimbaran.

Method

The type of data used in this research is qualitative data. Dr. Sandu Siyoto & Ali Sodik (2015:68) said that qualitative data is data in the form of words, not in the form of numbers. Qualitative data were obtained through various data collection techniques such as interviews, document analysis, focused discussions, or observations that had been recorded in field notes (transcripts). This study uses data in the form of interviews with employees in the Room Attendant section, information and information obtained at the time of observation, and documentation at The Sintesa Jimbaran. The data analysis technique used is descriptive qualitative data analysis technique and also to test the validity of the data, this study uses a credibility test. According to Bungin (2012:17) qualitative descriptive analysis techniques have the principle of describing or summarizing various situations or conditions of various social reality phenomena that exist in the community that are the object of research and trying to draw that reality to the surface as a feature, character, description of the condition, situation. and certain phenomena. Meanwhile, the data validity test in qualitative research according to Sugiyono (2013: 270) includes tests, credibility (internal validity), transferability (external validity), dependability (reliability), and confirmability (objectivity). The validity of the data is carried out to prove whether the research conducted is really a scientific research as well as to test the data obtained. Data collection techniques using the concept of triangulation. Triangulation is a combination of observation data, documentation and interviews with the same data source (Sugiyono, 2015:241). Observation is a method of collecting data by direct observation to The Sintesa Jimbaran to get a clear picture of the object being studied, such as observing the location of the hotel and hotel facilities at The Sintesa Jimbaran, through recording and shooting. Furthermore, structured interviews are used as a data collection technique, if the researcher or data collector already knows for sure what information will be obtained. Therefore, in conducting interviews, data collectors have prepared research instruments in the form of written questions. The last is the documentation which is the technique of

collecting data with documents. The document in question is a record of events that have passed, documentation can be in the form of oral, image, or monumental works from someone. Document-like data used in this study are photos, hotel videos, The Sintesa Jimbaran website which can support observations and also in the research process on the implementation of green housekeeping in the Room Attendant section at The Sintesa Jimbaran.

Result and Discussion

The implementation of green housekeeping in the Room Attendant section at The Sintesa Jimbaran refers to the implementation of green housekeeping, namely Efficient Housekeeping from the BEMP (Best Environmental Management Practice) guidelines written by Styles et al (2013) in The Sintesa Jimbaran. The implementation of green housekeeping has an important role in carrying out the duties and obligations of the employees of the Housekeeping department. The implementation of green housekeeping is the implementation of housekeeping actions to reduce the impact of damage to the environment from accommodation as well as to be efficient in the use of excessive materials according to Styles et al (2013)

The implementation of green housekeeping with indicators Reducing one-time-use linen and top-to-bottom-linen-change-system is one of the actions in reducing waste from laundry machines that can pollute the environment for its waste. This indicator can affect efficiency in operations because of its easy implementation



Source: Data 2022

Figure 2. Implementation one time use linen

The results of interviews with hotel management stated that the application of a top-to-bottom linen change system provided that the condition of the linen was still suitable for use, the scheduling of linen replacement for long stay guests was replaced every 3 days, and on-request linen replacement. Thus, the indicator variable "Reduction of one-time-use linen and top-to-bottom-linen-change-system" in the Room Attendant section at The Sintesa Jimbaran hotel was implemented well. Because when the room cleaning was carried out it was in accordance with the available indicators

Implementation of green housekeeping with indicators Reducing the use of chemical-based cleaning agents is one of the actions in reducing chemical-based waste that can pollute the environment. This indicator can affect the impact on the environment and efficiency in operations because of its easy implementation



Source: Data 2022

Figure 3. chemical multi purpose cleaner

The results of interviews with hotel management stated that to reduce chemical-based cleaning agents, they switched to using chemical multi-purpose cleaners. Thus, the indicator variable "Reducing the use of chemical cleaning agents" in the Room Attendant section at The Sintesa Jimbaran hotel has been implemented quite well. However,

when carrying out room cleaning using a chemical multi-purpose cleaner, it is necessary to be equipped with a microfiber cloth to further increase efficiency and reduce the use of cleaning agents.

The implementation of green housekeeping with refill amenities program indicators in the bathroom is one of the actions to reduce plastic waste that can pollute the environment. This indicator can affect the impact on the environment and efficiency in operations because of its easy implementation



Source: Data 2022

Figure 4. Refill amenities

The results of the interview stated that for the time being The Sintesa Jimbaran hotel did not apply the indicator variable "Refill amenities program in the bathroom". The reason for not implementing the indicator variable is due to the pandemic factor that affects the decline in guest revenue and occupancy so it is not possible to buy refill stock for amenities and have to reuse the remaining plastic bottled amenities stock.

The implementation of green housekeeping with reuse towel set program indicators in the bathroom is one of the actions in reducing laundry waste that can pollute the environment. This indicator can affect the impact on the environment and efficiency in operations because of its easy implementation. The results of the interview stated that applying the reuse towel set provided that it was hung in an odorless and not too wet condition and applied an on-request change towel replacement system. Thus the indicator variable "Program reuse towel set in the bathroom" in the Room Attendant section at The Sintesa Jimbaran hotel has been implemented well. Because when the room cleaning was carried out it was in accordance with the available indicators

The implementation of green housekeeping, namely Efficient Housekeeping from the BEMP (Best Environment Management Practice) guidelines, is very effective to be applied in an industry, one of which is the hotel industry. By implementing this implementation which has been stated by the resource person above, it can help the company in making efficiency and reducing the impact of damage to the environment, especially in the Room Attendant section at The Sintesa Jimbaran. After implementing green housekeeping, it certainly has a positive impact on the environment during its implementation. First, there is a reduction in chemical waste that pollutes the surrounding environment, due to the implementation of reducing the use of chemical-based cleaners, which are multi-purpose cleaners. This multi-purpose cleaner is categorized as an eco-labeled chemical because the chemical content is very minimal and does not cause any impact to the user, for example irritation. The second is the reduced use of laundry machines and laundry waste, due to the implementation of the one-time-use linen reduction and top-to-bottom linen change system. With the implementation of the schedule for changing the number of days of linen for the same guest, the implementation of the top-to-bottom linen change system or the upper linen is reversed to the bottom and on-request change. Thus, linen does not need to be changed every day and the use of laundry machines and laundry waste is reduced. Third, used waste water can be reused to water plants or gardens around the hotel. Due to the use of chemicals and other cleaners that have been eco-labeled and the use of filtering machines such as multi-port valves in hotels. where the waste water will flow into the hotel basement and enter the ground tank and be filtered using a multiport valve to be used to water plants or gardens around the hotel. Thus, waste water can be recycled. It can be concluded that the implementation of green housekeeping in the Room Attendant section has a positive impact on the hotel environment, namely reducing chemical waste that pollutes the surrounding environment, reducing the use of laundry machines along with laundry waste, and waste water that can be recycled to water plants or gardens around the hotel. It is very effective and friendly to the environment because of its efficient application and does not produce chemical waste that can pollute the environment around The Sintesa Jimbaran hotel.

After implementing green housekeeping, it certainly has a negative impact on the environment during its implementation. First, the cleanliness of the environment around the hotel is not guaranteed to be very clean (super-clean). By implementing green housekeeping, it does not guarantee that the rooms or the environment around the hotel will be super clean, this is because the chemical used during cleaning is a multi-purpose cleaner. This chemical contains minimal chemical substances and its application can be applied to all furniture. Because it contains minimal

chemical substances, it does not react with stubborn spots or dirt. Unlike other chemicals, which are categorized as hard drugs that are very effective and react quickly to stubborn spots or dirt, their handling requires special PPE tools. Second Takes more time when superclean cleaning. By implementing green housekeeping during superclean cleaning, it does not guarantee that the cleaning time will be shorter, but it will be relatively longer. This happens because during superclean cleaning, the chemicals used do not react with stubborn spots or dirt. When cleaning the spot area, this chemical takes time to react with the spot and when rubbed using a brush pad sometimes the spot marks still don't go away. it can be concluded that the implementation of green housekeeping in the Room Attendant section of course also has a negative impact on the hotel environment, namely the cleanliness of the environment around the hotel is not too clean (superclean) because the cleaning material used is a multi-purpose cleaner. This chemical can be used on all furniture, but when carrying out superclean cleaning it takes a relatively longer time and there are some stains that do not react with this chemical because the ingredients in the cleaning agent do not contain too many chemicals. It can be concluded that the implementation of green housekeeping not only has a positive impact on the hotel environment, but can also have a negative impact on the hotel environment

Conclusion

The implementation of green housekeeping in the Room Attendant section has been implemented well, starting from the implementation of one-time-use linen and top-to-bottom linen change systems, reducing the use of chemical cleaning agents, and the reuse of towel sets in the bathroom. However, from this implementation there are still shortcomings in its implementation, namely the Room Attendant section returns to using disposable amenities in plastic bottles. Due to the COVID-19 pandemic, it had a major impact, one of which was on the hotel industry, causing a decrease in guest occupancy and revenue at The Sintesa Jimbaran hotel. The implementation of green housekeeping has helped the Room Attendant section in increasing work efficiency and reducing waste

The impact of the implementation of green housekeeping in the Room Attendant section at The Sintesa Jimbaran on the environment, it can be concluded that the implementation of green housekeeping has positive and negative impacts in its implementation. Based on the results of observations by going directly in the field as described in chapter 4 previously that the positive impacts of implementing green housekeeping are reduced chemical waste, reduced use of laundry machines, and recycled water can be reused to water plants around the hotel. . With the implementation of green housekeeping not only has a positive impact on the hotel environment. However, it has a negative impact on the environment and employees, including the cleanliness of the environment around the hotel is not very clean (superclean) because the cleaning material used is a multi-purpose cleaner and when carrying out superclean cleaning it takes a relatively longer time because the content in the cleaning agent is not too much. contains chemicals

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