

Implementation of Corporate Social Responsibility Based on Tri Hita Karana Concept at Hotel Infinity8 Bali

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Abstract: This study aims to find out and compile an ideal model for the implementation of corporate social responsibility programs based on the Tri Hita Karana Concept at the Infinity8 Hotel Bali. The data collection methods used are observation, interviews, and documentation. The data analysis technique used is descriptive qualitatively used to describe the information obtained through interviews from hr & GR manager, accounting PT. Guna Setia Wisata, and Financial Controller Infinity8 Bali and related theories that support discussions related to corporate social responsibility and Tri Hita Karana so as to be able to formulate an ideal model for implementing a corporate social responsibility program based on the Tri Hita Karana Concept at the Infinity8 Hotel Bali. The results showed that CSR activities based on the Tri Hita Karana concept for the past four years have been running very well, but there are several factors that have become CSR activities that are not running as has become the goal of the hotel and the owning company, so that it can carry out CSR activities that can help together in the social and economic fields and can contribute to the natural environment, With all the gifts of God that have been given to the Infinity8 Hotel Bali, the hotel can do and share back all the gifts of God to the people around and the environment of the universe.

Keywords: Implementation ;corporate social responsibility; tri hita karana

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Introduction

Bali is one of the most popular tourist destinations in the world, the alluring charm emanates from the beauty of the island of Bali. Many charms that spoil the eye that can be enjoyed by tourists in Bali. The beauty of the beaches, to the culture that is firmly held on the island of Bali. So that the tourism sector is one of the livelihoods of the people in general in Bali. Bali's tourism potential is mainly supported by factors of Balinese Hindu tradition and culture, natural beauty, and the hospitality of its residents which attract domestic and foreign tourists to visit Bali (Suryawati, 2018). The potential of tourism helps the community's economy, where the wheels of the economy rotate, one of which is influenced by the tourism sector which is supported by the macro and micro sectors (Kusuma, 2020). The various benefits derived from the development of the tourism industry in Bali are felt by stakeholders consisting of the local government, central government, and local communities as tourists, as hosts and as tourism actors.

The tourism industry is closely related to the relationship with fostering a sense of caring for fellow human beings, a relationship or devotion to God the creator, as well as a caring relationship with the universe as the main medium in the tourism industry in order to create balance according to Balinese Hindu beliefs called Tri Hita Karana (THK). The word Tri Hita Karana comes from Sanskrit: tri (three), hita (safe/prosperous/happy), karana (cause/because). If put together, Tri Hita Karana means three (things) that lead to safety and prosperity. The three causes of welfare/safety/happiness are created from a balanced and harmonious relationship between humans and God, humans and humans, humans and nature in a unified whole (Rusli, 2014). Bali was bestowed by Sang Hyang Widhi, fertile land, beaches, mountains, beautiful hills, rivers, abundant marine wealth, and even architecture that can be said to be admired. The existence of the THK concept that animates the breath of Balinese life (Hinduism) makes Bali harmonious in macro-cosmos and micro-cosmos (Purana, 2016). It is hoped that there will be balance and harmony between the tourism industry and the concept of Balinese Hindu belief, namely THK because the construction of hotels in the process of tourism development in Bali has a very large impact. Hotels also take advantage of enormous resources (capital, human, and natural) (Massuli et al., 2015). Therefore, the THK concept is an important factor in the balance and development of the Bali tourism industry in the future.

The Bali tourism industry, especially in the hospitality sector, is very important to apply principles that do not only talk about profitability, from the point of view of business law, there are two responsibilities that must be implemented in business ethics, namely legal responsibility and social responsibility. Legal responsibility includes

civil liability and criminal liability, while social responsibility means that the company is not only a business institution that only seeks profit. but is an integral part of the social, economic and environmental conditions in which the company operates (Fahrial et al., 2019). Talking about the implementation of CSR (corporate social responsibility), Article 1 Number 3 of Law Number 40 of 2007 concerning Limited Liability Companies (hereinafter referred to as UU PT) seems to use the term Social and Environmental Responsibility as a translation of the term Corporate Social Responsibility (CSR).) for the context of the company in Indonesian society, and defines it as "the company's commitment to participate in sustainable economic development in order to improve the quality of life and the environment that is beneficial, both for the company itself, the local community, and society in general. Especially its application in the hotel industry where expected to manage the company well in part or as a whole to get a positive impact for himself and the environment (Ratna et al., 2018). The concept of implementing CSR with the concept of implementing THK has continuity and the same goal; namely to create a harmonious relationship between God, humans, and the universe. CSR is a concept or action taken by a company because it has a sense of responsibility for a company towards social or the surrounding environment where the company is located (Agung et al., 2020). One of the hotels that consistently implements CSR programs is Hotel Infinity8 Bali. Hotel Infinity8 Bali started operations in June 2016. The hotel was first built on December 11, 2013. CSR is one of the missions of the hotel. Hotel Infinity8 Bali has several missions including, guest & business partners, safety & security, shareholders, employee, corporate social responsibility. The focus of the implementation of the CSR program at Hotel Infinity8 Bali is the welfare of all hotel employees and the welfare of the surrounding community, even when the Covid-19 pandemic situation hits, but that does not dampen the vision that has been carried out since the beginning of the company's establishment, continues to carry out CSR programs regularly.

Method

Location This research was conducted at Hotel Infinity8 Bali, more precisely on Jalan By Pass Ngurah Rai, No. 88A Jimbaran Village, South Kuta District, Badung Regency, Bali Province. Hotel Infinity8 Bali is one of the 4-star accredited hotels in the South Kuta tourism area. This location was chosen because this place is where the author carries out field work practices to make it easier for the author to obtain data. The type of data used in the research that will be carried out by the author uses qualitative descriptive data. Sources of data used in this study are primary and secondary. In this research, the primary data used were interviews, data on the procurement of CSR programs, data on the percentage of CSR activities at Infinity8 Bali Hotel. In this study, interviews were conducted with the core stakeholders of the CSR program at Infinity8 Bali, while the observations were carried out directly at the Hotel Infinity8 Bali. In this study, secondary data is used to support the primary data, namely internal documentation in the implementation of the CSR program at Hotel Infinity8 Bali. In this research, researchers conducted face-to-face interviews with competent internal parties of Infinity8 Bali Hotel to provide information to the authors about the disclosure of the implementation of corporate social responsibility programs based on the Tri Hita Karana concept at Infinity8 Bali Hotel to obtain supporting data in this study

Qualitative research method can be defined as a research method based on postpositivism/interceptive philosophy, used to examine the condition of natural objects, (as opposed to experimentation) where the researcher is the key, data collection techniques are carried out by triangulatory (combined) (Sugiyono, 2015). Data analysis in qualitative research is carried out during data collection, and after completion of data collection within a certain period. Activities in qualitative data analysis are carried out continuously until complete, so that the data is saturated. Activities in qualitative data analysis, namely data reduction, data display, and conclusion drawing/verification.

Result and Discussion

The implementation of Corporate Social Responsibility (CSR) at Hotel Infinity8 Bali was carried out for the first time in 2016 at which time Hotel Infinity8 Bali was still under the auspices of PT. Aero Wisata which in its implementation is not routine and not optimal due to several internal and external factors. In 2018 Hotel Infinity8 Bali was acquired by PT. Guna Setia Wisata until now Hotel Infinity8 Bali is still operating. Under the auspices of PT. Guna Setia Wisata, Hotel Infinity8 Bali has several missions, one of which is CSR, in its implementation since 2018 Hotel Infinity8 Bali has routinely held CSR activities where the owning company is very concerned and emphasizes that CSR activities run well, namely the main target that is set. The target is that the residents around the hotel operate and are balanced in every aspect. In an interview with Mrs. Ambar Kismi Lestari as Human Capital & GR Manager at Hotel Infinity8 Bali where she is in charge of CSR activities at Hotel Infinity8 Bali said that the owning company expects and emphasizes CSR activities at Hotel Infinity8 Bali run well and balanced and These CSR activities are routinely held, in the Covid-19 pandemic situation, the Infinity8 Bali Hotel does not dampen the implementation of these CSR activities, which is one of the missions of Hotel Infinity8 Bali. Mrs. Ambar explained that the owning company is very concerned about CSR activities at Hotel Infinity8 Bali in three aspects, namely:

- a. Social & Economic
- b. Environment
- c. Religious

CSR activities at Hotel Infinity8 Bali are very structured and can be said to be quite well implemented since 2018. The balance in the three aspects described above greatly influences and has a very good impact on Hotel Infinity8 Bali. but in the interview session, Mrs. Ambar also explained that the implementation of CSR at the Infinity8 Bali Hotel since 2018 there are still many evaluations that must be addressed in the future from the aspect of the activity targets and the addition of the CSR program itself. In a period of four years from 2018 to 2021, the following is the percentage intensity of CSR activities at Hotel Infinity8 Bali in the last four years:

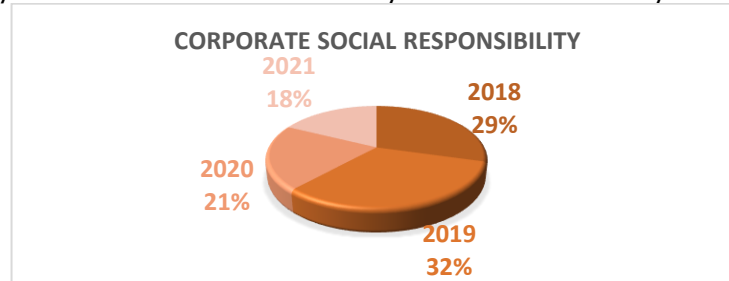


Figure 1. Intensity Diagram of CSR Activities in the Last 4 Years at Hotel Infinity8 Bali

In the diagram Figure 9999 the author gets data from Accounting Pt. Guna Setia Wisata and Financial Controller as the party that manages finances and budgets as well as a core part in the implementation of CSR at Hotel Infinity8 Bali. In the last four years where every year CSR activities at the Infinity8 Bali Hotel have increased and decreased, where the decline occurred during the pandemic which resulted in difficulty in accessing CSR activities outside the Infinity8 Bali Hotel area. In early 2018 after Hotel Infinity8 Bali was acquired by PT. Guna Setia Wisata, the hotel routinely and evenly in every aspect in carrying out CSR activities at Hotel Infinity8 Bali where the owning company very routinely checks directly and evaluates CSR activities in that year, after the first year and carried out several evaluations, the following year, namely the year 2019 the hotel is getting better and more organized in carrying out CSR activities internally and externally, in the third year, 2020 at the beginning of the year period, precisely in March 2020 the Covid-19 case in Indonesia was detected for the first time, which caused the Indonesian government to issue a regulation crowding is prohibited and domestic flights are prohibited, both arrivals and departures. During the initial pandemic situation, the hotel encountered obstacles in implementing CSR in the form of difficulties in accessing the destination and limitations in carrying out activities in the general environment. In 2021 CSR activities at the Infinity8 Bali Hotel decreased but not significantly because the problems and obstacles faced were still the same, namely the pandemic situation which made it difficult for the hotel to carry out CSR activities in the general environment and outside the hotel. The CSR concept applied by Hotel Infinity8 Bali indirectly refers to the basic concept of Tri Hita Karana (THK) which is basically a concept of harmony and balance which in its application is believed to create prosperity for all components at Hotel Infinity8 Bali. CSR carried out by Hotel Infinity8 Bali is aimed at the three THK indicators, namely parhyangan, pawongan, and palemahan, from the results of the data search the author connects CSR activities carried out by Hotel Infinity8 Bali with indicators of the concept of THK according to Balinese Hindu beliefs as follows:

Table 1. CSR Activities with the THK Concept

No.	Corporate Social Responsibility	Tri Hita Karana
1	Padmasana building in the hotel area.	Parhyangan
2	Collaborating with stakeholders who specifically carry out and provide facilities for offering offerings and praying every day.	Parhyangan
3	Freedom to wear hijab for female employees of the Islamic religion.	Parhyangan
4	Piodalan activities every day on the third tilem on the Balinese calendar.	Parhyangan
5	Free Baptist activities for anyone who wants to be Christian, funded by the owning company.	Parhyangan

6	The distribution of free basic necessities to the local community of Jimbaran Village & the Muslim community around the Infinity8 Bali Hotel regularly every month.	Pawongan
7	The distribution of free basic necessities every month to the internal staff of Hotel Infinity8 Bali.	Pawongan
8	provide assistance to single parents and the elderly on a regular basis in the vicinity of Hotel Infinity8 Bali.	Pawongan
9	Providing assistance to the State 1 Special Needs School Badung, Jimbaran, South Kuta, Badung, Bali.	Pawongan
10	Helping morally and materially for communities affected by the eruption of Mount Agung Karangasem.	Pawongan
11	Hotel Infinity8 Bali staff blood donation activity.	Pawongan
12	Facilitate and provide a place for vaccine 1, 2, and booster activities for all residents of Jimbaran Village.	Pawongan
13	Distributing free food around the villages of Jimbaran and Nusa Dua.	Pawongan
14	Jimbaran Village local community development.	Pawongan
15	Assisting in the form of materials for the manufacture of ogoh-ogoh in Jimbaran Village	Pawongan
16	Jimbaran beach cleaning.	Palemahan
17	Management of solid waste & liquid waste.	Palemahan
18	Reduce the use of plastic.	Palemahan
19	Reforestation and maintenance of the Infinity8 Bali Hotel area.	Palemahan
20	Use of Central AC to reduce the use of electrical energy.	Palemahan
21	Reduce paper usage and use recycled paper.	Palemahan
22	Recycle waste products.	Palemahan

Table 1. is a description of the disclosure of CSR activities carried out by Hotel Infinity8 Bali which is revealed into the concept of THK in the beliefs of Balinese Hindus, from Table 1. it can be concluded that the model used in carrying out CSR program activities at Hotel Infinity8 Bali is the concept of harmony from the concept of THK which The aim is to balance the three main aspects of CSR activities that already have the THK principles and concepts that are emphasized, namely that the hotel really maintains a relationship with God the creator (parhyangan) maintains relationships with fellow human beings (pawongan) starting from internal hotels and externally to local residents, especially to the residents of Jimbaran Village by helping and relieving in social and economic aspects, maintaining relationships with nature and the surrounding environment (Palemahan) with the efforts described in Figure 2. and supporting all components involved in implementing CSR programs at Hotel Infinity8 Bali with all efforts of CSR activities based on the concept of THK for all hotel employees without discriminating against a particular religion, starting with the support of religious facilities and infrastructure. In the results of data processing, the following is a CSR concept carried out by Hotel Infinity8 Bali with the following THK indicators:

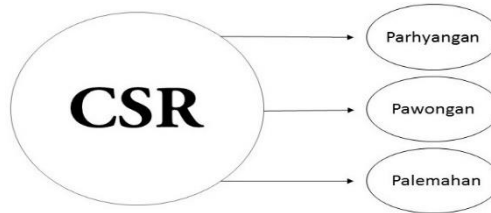


Figure 2. CSR concept with THK indicator approach

Figure 2. shows the CSR concept applied by Hotel Infinity8 Bali which indirectly refers to three THK indicators, namely parhyangan, pawongan, and palemahan. Figure 69 is the result of data processing carried out by the author by combining CSR activities that have been carried out with three THK indicators. CSR in the social & economic fields, the environment, and religious activities that are routinely carried out by Hotel Infinity8 Bali is a THK concept approach which is supported by Mrs. In its application, it is expected to run well and balanced in these three aspects. In the process of searching for data, the author analyzes the percentage of CSR activities carried out by Hotel Infinity8 Bali in the THK indicator for the last four years as follows:

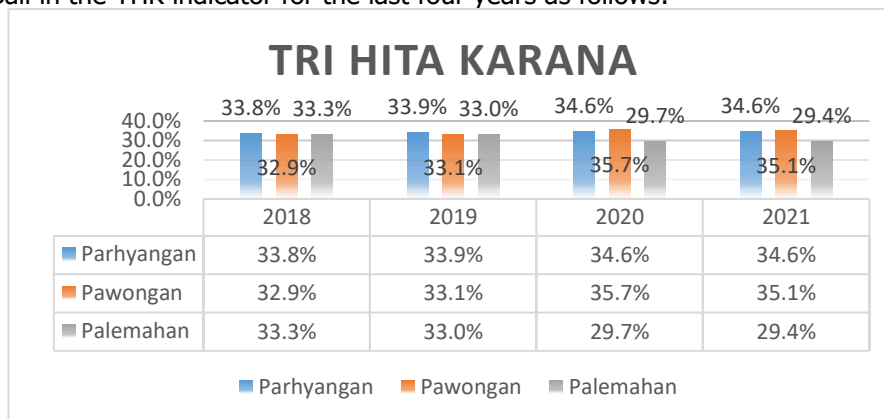


Figure 3. Results of Data Reduction of CSR Activities with the THK Concept in the Last Four Years

The results of the data reduction carried out by the author show that every year, the implementation of CSR based on the THK concept at Hotel Infinity8 Bali has a different percentage each year in the last four years the author uses a basic percentage of 100%. Various reasons and factors that cause CSR activities based on the THK concept at Hotel Infinity8 Bali to increase and decrease in each indicator of the THK concept, the following is an explanation of the results of data reduction of CSR activities based on the THK concept at Hotel Infinity8 Bali:

- a. In the first year since it was acquired by PT. Guna Setia tourism CSR activities based on the THK concept carried out by Hotel Infinity8 Bali can be said to be evenly distributed and there is no very significant difference with a percentage value of 33.8%, Pawongan with a percentage value of 32.9% and Palemahan with a process value of 33.3% due to encouragement from the owning company who hopes that the CSR activities carried out must be balanced and can build or shape the concept or character of CSR that has a positive impact and has a character where CSR activities carried out are a concept of harmony that emphasizes always maintaining a relationship with God the creator which is expected to have an impact positive for the residents around the hotel, the universe and also has a positive impact on the hotel itself.
- b. In the second year, 2019, there is no very significant difference from CSR activities based on the THK concept at Hotel Infinity8 Bali, even the parhyangan indicator has increased by 33.9% but in the other two indicators, namely the pawongan and palemahan indicators, there is an insignificant decrease , in the second year this CSR activity was carried out under the auspices of PT. Guna Setia Wisata has experienced consistency since the first year this CSR activity was carried out, in the second year CSR activities were based on the THK concept carried out by Hotel Infinity8 Bali, on the parhyangan indicator of this CSR activity at 32.9%, pawongan with a percentage value of 33.1 % , and palemahan with a percentage value of 33.0% in this second year, there is no very significant difference from the first year the CSR program was carried out based on the THK concept at Hotel Infinity8 Bali.
- c. The year 2020 is a year that has quite a big difference in CSR activities based on the THK concept at the Infinity8 Bali Hotel this year. The parhyangan indicator with a percentage value of 34.6%, the pawongan indicator with a percentage value of 35.7%, and the palemahan indicator with a percentage value of 28.7%, the palemahan indicator experienced a very significant decrease compared to CSR activities carried out in the

last two years, a decrease this is due to the unrealized of the plans that have been targeted at the palemahan indicator because it is hampered by the Covid-19 pandemic situation which limits activities to the general public, in 2020 there are many plans from the hotel that will hold CSR activities on the palemahan indicator in the concept THK or planet on the CSR indicator, because it is constrained by several external factors this Pamahan indicator in 2020 experienced a very significant decline, because the Palemahan indicator experienced many obstacles in its implementation, the hotel increased activities on the Parhyangan and Pawongan indicators with an increase in the percentage value in seb before.

- d. The last year, 2021, was not much different from the previous year, where the constraints experienced by Hotel Infinity8 Bali were still the same, namely the Covid-19 pandemic, on the parhyangan indicator this year it got a percentage value of 34.6%, on the pawongan indicator with the percentage value is 35.1%, and the palemahan indicator is the percentage value of 29.4%. This year, because the problems and constraints faced by the hotel are still the same, the hotel emphasizes more on two indicators, namely parhyangan and pawongan, this year the palemahan indicator has increased in percentage because the hotel decided to improve the quality of waste treatment by cooperating with third parties.

In the explanation above, it can be concluded that CSR activities are based on the concept of THK at Infinity8 Bali Hotel in the last four years has increased and decreased in each indicator due to several internal and external factors, the authors reduced the data from the percentage value of the three THK indicators, namely parhyangan, pawongan, and palemahan in the form of an average value. average in the last four years as follows:

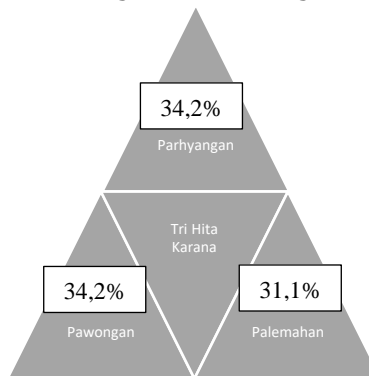


Figure 4. Average Value of CSR Activities Based on the THK Concept

The pyramid in Figure 4. is the result of the average value of CSR activities based on the THK concept at Hotel Infinity8 Bali over the last four years starting from 2018 to 2021. In the three THK indicators, namely parhyangan, pawongan, and palemahan, there is no balance that where in the basic concept of THK, namely harmony or balance against the three main indicators of THK, namely parhyangan, pawongan, and palemahan which according to Balinese Hindu belief this concept is a basic concept in living life which is expected to have a positive impact and lead to prosperity. The parhyangan and pawongan indicators have a balance that is both have a process value of 34.2%, but the palemahan indicator has a different value, namely the percentage value of 31.1% because in the last two years, more precisely in 2020 and 2021 CSR activities on the palemahan indicator are difficult to realize because of the many obstacles faced by the hotel itself, in the process of searching for data, Mrs. Ambar as a core stakeholder of this CSR program also added that she had carried out an evaluation with the core team of CSR program stakeholders and coordinated with the owning company so that CSR activities on the planet indicator or palemahan on the THK concept can be realized if the pandemic situation, especially in Indonesia, has decreased. It can be concluded that the CSR program carried out by the Infinity8 Bali Hotel indirectly refers to the THK concept where each program refers to three THK indicators, namely parhyangan, pawongan, and palemahan. The CSR program carried out by the Infinity8 Bali hotel is a concept of harmony that is carried out routinely every month but in its implementation it has increased or been managed and encountered several obstacles such as regulations during the Covid-19 pandemic and the target to be addressed. The hotel continues to improve and evaluate every month so that the CSR activities carried out are better and meet the expected expectations and maximize in areas that have decreased and are less than optimal in their implementation.

Conclusion

CSR activities which are routine programs carried out by Hotel Infinity8 Bali are positive activities in terms of all forms of activities and the impact felt by Hotel Infinity8 Bali after carrying out a CSR program that has the concept of harmony which is also supported by the owning company in terms of concept and form. full moral and material support. The CSR activities carried out by Hotel Infinity8 Bali have three core objectives, namely CSR activities in the social & economic field, CSR in the field of caring for the natural environment, and CSR in the field

of full support and assistance for religious activities of all hotel employees. even to the local community. Routine CSR activities carried out by Hotel Infinity8 Bali have been routinely carried out since it was acquired by PT. Guna Setia Wisata, where the owning company fully supports CSR activities carried out by Hotel Infinity8 Bali, even in the Covid-19 pandemic situation where hotel income is very low, Hotel Infinity8 Bali continues to carry out routine CSR programs from the beginning carried out, but in the pandemic situation the hotel also found several problems with the activities carried out and the funds to be used in the CSR activities, but thanks to the excellent performance of this hotel company, the problem of funding that became an obstacle could be solved by several factors mentioned that funding for CSR activities is a priority in its budgeting, which becomes another problem, namely CSR activities carried out in open spaces or the general public which cannot be realized because regulations in the Covid-19 pandemic situation are not allowed to carry out activities with many people, places to go the targeted activities do not allow crowding activities, and pay attention to the safety factor of hotel employees who will be on duty in these activities which makes CSR activities engaged in environmental care activities to be hampered more or less during the pandemic situation in the past three years which making CSR activities carried out by Hotel Infinity8 Bali run less than the predetermined target.

Overall, the CSR activity model based on the Tri Hita Karana concept for the last four years has been going very well, but there are several factors that make this CSR activity not run as it has been the goal of the hotel and the owning company, namely the concept of harmony or balance. This causes the CSR activity model at Hotel Infinity8 Bali not to run as expected, the purpose of this CSR activity is to essentially maintain a relationship with God with devotion and show gratitude for all the gifts and smoothness that has been obtained by Hotel Infinity8 Bali so that it can carry out CSR activities that can help together in the social and economic fields and can contribute to the natural environment, with all the gifts of God that have been given to Hotel Infinity8 Bali, the hotel can do and share back all the gifts of God to people around and the universe environment.

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