

Implementasi Green Practice Di Departemen Housekeeping Dalam Meningkatkan Kenyamanan Di The Ritz Carlton Bali

I Putu Gede Arya Pratama ^{1*}, Ni Nyoman Sri Astuti ², I Ketut Suarja ³

¹ Prodi Manajemen Bisnis Pariwisata, Jurusan Pariwisata, Politeknik Negeri Bali

*Corresponding Author: aryapratama549@gmail.com

Abstract: This study aims to determine the implementation of green practice from green practice that has been implemented and needs to be improved at The Ritz Carlton Bali Housekeeping. Green Practice is an action to protect the environment and the resulting product is minimally damaging to the environment. Housekeeping that implements green practice usually focuses on reduce, reuse, and recycle as well as energy and efficiency. The research data was sourced from the interview method and participatory observation at the research location. The results of the study show that the implementation of Green Practice has been implemented properly and adequately at The Ritz Carlton Bali, especially in the Housekeeping department. Although there are some indicators of green practice that still need to be improved. Indicators that need to be maintained include the use of chemicals from the eco-lab, the use of environmentally friendly materials in room equipment such as safe places made of wood and bamboo as well as participating in environmental care activities such as beach cleaning and mangrove planting, indicators that need to be improved namely educating the public about sustainable reforestation practices, implementing funding for activities that support environmental friendliness and donating organic waste as the use of feed for the community.

Kata Kunci: Implementation, Green Practice, Green Action, Green Product, Green Donation, Improve Guest Comfort

Informasi Artikel: Pengajuan Repository pada September 2022/ Submission to Repository on September 2022

Introduction

Bali is one of the prima donna tourist destinations in Indonesia that brings tourists. The island of Bali is famous in foreign countries and the archipelago, so it is visited by many tourists, both foreign and domestic tourists. This is because the tourist attraction of Bali in the form of its natural and cultural beauty is able to attract tourists to vacation in Bali. (Arief, Abd Rachman. 2005)

The rise in the number of hotel or room service provider accommodations, especially in the Nusa Dua area, requires an application that aims so that the hotel or room service provider does not damage the environment and also the products produced are minimal from environmental damage. Therefore it is important to apply Green Practice. With the implementation of the Green Practice concept, it is hoped that the preservation of Balinese culture can be maintained, and natural damage will begin to decrease (Tzschentke, 2004).

The Ritz Carlton Bali Bali is one of the five-star hotels that implement green practices, which is located on Jl. Raya Nusa Dua Selatan, Benoa, Kec. Kuta Sel., Badung Regency, Bali. The Ritz Carlton Bali has 313 rooms including villas, which are provided for tourists who are going on vacation, honeymoon, business or staying in Bali for a long time (long stay). The Ritz Carlton Bali itself implements Green Practice starting from using cleaning materials that contain chemicals that do not damage the environment, regulating energy use, and protecting the surrounding environment. (Sugiarto, Endar dan Sri Sulartiningrum. 2003) With regard to service quality on tourist satisfaction, The Ritz Carlton Bali has several departments including the Housekeeping Department, especially the room attendant section which is directly face to face with tourists when providing services in the room. Room attendant has duties and responsibilities for the cleanliness of guest rooms during guests staying at the hotel until guests check out of the hotel. In addition, the room attendant must also pay attention to appearance and grooming when meeting guests in the room, as well as being able to meet the needs of guests and the use of foreign languages when meeting with guests. (Fitry, H., & Suyuthie, H. (2017). There is so much quality of service that must be considered by the room attendant when meeting with guests,

because by paying attention to the quality of room attendant service, there will be no complaints and can create good service quality, of course, it will increase tourist satisfaction. (Fitry, H., & Suyuthie, H. (2017).

Based on the description above, the concept of implementing Green Practice is important for every company or industry engaged in tourism, especially in Bali. With a lack of awareness of the importance of the Green Practice Concept, especially in the Housekeeping section which is the most important thing in hotel cleanliness to maintain guest comfort, the researchers are interested in conducting a research entitled "Implementation of Green Practice in the Housekeeping Department in Improving Guest Comfort At The Ritz Carlton Bali" (Bagyono. 2014)

Metode

Data collection methods used in this study are observation, questionnaire, Documentation. In this study using qualitative data analysis methods. qualitative research method is a research method based on the philosophy of postpositivism used or interpretive, used to examine the condition of natural objects, where the researcher is the key instrument, the data collection technique is done by triangulation, the data obtained tends to be qualitative data, the data analysis is inductive/ qualitative and qualitative research results are to understand meaning, understand uniqueness, construct phenomena, and find hypotheses. (Kuncoro, Mudrajad. 2001).

Data Analysis Stages : 1. Processing and preparing data for analysis, 2. Read the entire data.

Result and Discussion

The Ritz Carlton Bali itself implements Green Practice starting from using cleaning materials that contain chemicals that do not damage the environment, regulating energy use, and protecting the surrounding environment. So much quality of service that must be considered by the room attendant when meeting with guests, because by paying attention to the quality of room attendant service, there will be no complaints and can create good service quality, of course, it will increase tourist satisfi

The questionnaire in this study contained 15 questions about the implementation of green practice in the housekeeping department in increasing guest comfort at the Ritz Carlton Bali hotel, consisting of green action, green product, and green donation. Below are the results of the implementation and operation of green practice that the researchers found based on the results of a survey of all sources at the hotel.

1. Green Action,
the implementation of Green Action is very good because it can have a positive impact on the environment as has been implemented by The Ritz Carlton Bali, where the hotel has worked with vendors to recycle waste in the hotel and sort it out by vendors for sale (Fitry, H., & Suyuthie, H. (2017). In this survey, green action was measured using 5 questions. The detailed data given in table 4.1 below shows the results of "yes" answers from 8 respondents:

Table 4.1 Respondents' Answer Data on the Implementation of Green Action

No	Question	Number of Answers Yes	Presenta-tion	Cate-gory
Green Action				
1.	Does Houseepeng Implement Green Action?	8	100%	SS
2.	Does Housekeeping implement electricity and water savings?	8	100%	SS
3.	Does hosekeeping use environmentally friendly products?	7	83%	SS
4.	Does housekeeping do composting and recycling?	7	83%	SS
5.	Does housekeeping do pollution prevention?	8	100%	SS
Average			93,2%	

Table 4.1 shows the answers of 8 respondents and the results of the percentage of answers that the highest percentage of implementing green practice in green action is 5 statements. The first statement regarding Does Houseepeng Implement Green Action? Where The Ritz Carlton Bali hotel has implemented green action as a green practice in a hotel, the second question is whether Housekeeping implements electricity and water savings Where The Ritz Carlton Bali hotel has implemented electricity and water savings such as turning off or turning on electricity and water when needed, questions to 3 Does hosekeeping use environmentally friendly products Where The Ritz Carlton Bali hotel has used environmentally friendly products ranging from chemicals using ecolab, question 4 Does housekeeping do composting and recycling. Where The Ritz Carlton Bali hotel has implemented composting and recycling such as recycling toilet water used to water plants. Question 5 Is housekeeping doing pollution prevention. Where The Ritz Carlton Bali hotel has taken steps to prevent pollution, starting from toilet and kitchen waste that is accommodated and then transported by officers.

2. Green Product

Where for the application of the Green Product it is very important because it can reduce the negative or bad impact on the environment, therefore the hotel has implemented a Green Product such as the hotel using a chemical ecolab because the PH of the ecolab is balanced and also the chemical ecolab has been certified not to harm the environment, the product is the content and the packaging is environmentally friendly, so as to reduce negative or bad impacts on the environment (Nata, E. M. H., Astina, I. B. K., & Sulistyawati, A. S. S. S. 2017.) In this survey, the green product is measured using 5 questions The detailed data given in table 4.4 below shows the results of the answer "Yes" from 8 respondents.

Table 4.2 Respondents' Answer Data About the Application of Green Products.

No	Question	Number of Answers Yes	Presentation	Category
Green Product				
1.	Does housekeeping use environmentally friendly materials?	8	100%	SS
2.	Does housekeeping use local products?	4	50%	SS
3.	Does housekeeping participate in caring for the environment?	8	100%	SS
4.	Does housekeeping participate in the maintenance of local produce?	7	83%	SS
5.	Does housekeeping participate in promoting local products?	8	100%	SS
	Average		86,6%	

Table 4.2 shows the answers of 8 respondents and the results of the percentage of answers that the highest percentage of implementing green practice on green products is 5 statements. The first is housekeeping using environmentally friendly materials. Where The Ritz Carlton Bali hotel has used environmentally friendly materials ranging from equipment in the room using environmentally friendly materials, hangers, amenities and trash cans. Second question does housekeeping use local products. Where The Ritz Carlton Bali hotel, especially in housekeeping, has not fully used local products because the hotel has hotel standards and cooperates with vendors, the third question is Does housekeeping participate in environmental care, Where The Ritz Carlton Bali hotel has participated in environmental care as often participate in beach cleaning activities held by the hotel once a month, participate in mangrove planting, the fourth question Does housekeeping participate in the maintenance of local products, Where the Ritz Carlton Bali hotel participates in the selection of local products, the fifth question Does housekeeping participate in promote local products? Where the Ritz Carlton Bali hotel participates in promoting local products.

3. Green Donation.

It is the hotel's effort to donate funds, or participate in community projects that care about the environment, and educate the public about the impact of environmental damage and how to overcome it (Tzschentke, N.A., Kirk, D. and Lynch, P.A. (2008). In this survey, green donation was measured using 5 questions. The detailed data given in table 4.5 below shows the results of "Yes" answers from 8 respondents:

Table 4.3 Respondents' Answer Data About the Implementation of Green Donation.

No	Question	Number of Answers Yes	Presentation	Category
Green Donation				
1.	Does housekeeping provide education to guests about implementing green practices?	4	50%	SS
2.	Does housekeeping participate in funding and following environmentally friendly projects?	4	50%	SS
3.	Does housekeeping participate in social activities?	8	100%	SS
4.	Does housekeeping participate in environmental maintenance?	8	100%	SS
5.	Does housekeeping organize environmentally friendly social events?	8	100%	SS
	Average		80%	

Table 4.3 shows the answers of 8 respondents and the results of the percentage of answers that the highest percentage of implementing green practice in green donation is 5 statements. The first is whether housekeeping provides education to guests about the application of green practice, where The Ritz Carlton Bali hotel, especially the housekeeping department has not fully provided education to guests about the application of green practice, the second question is whether housekeeping participates in funding and participating in environmentally friendly projects, where The Ritz Carlton Bali hotel, especially the housekeeping department, has not fully funded or participated in environmentally friendly projects, the third question is whether housekeeping participates in social activities, where The Ritz Carlton Bali hotel, especially the housekeeping department, often participates in social activities such as participating in visits to orphanages, the fourth question is whether housekeeping participates in environmental maintenance, where The Ritz Carlton Bali hotel especially the housekeeping department participates in environmental maintenance such as participating in beach cleaning and mangrove planting activities, the question Fifth, does housekeeping organize social events that are environmentally friendly, where The Ritz Carlton Bali hotel, especially the housekeeping department, often holds social activities that are environmentally sound, such as planting mangroves.

Conclusion

Based on the previous description, the key can be as follows:

The application of Green Practice is very important to be known by every company or industry engaged in tourism, especially in Bali. The Ritz Carlton Bali itself implements Green Practice starting from using cleaning materials that contain chemicals that do not damage the environment, regulating energy use, using environmentally friendly products and protecting the environment. With a lack of awareness of the importance of the Green Practice Concept, especially in the Housekeeping section which is the most important thing in maintaining the comfort of the Housekeeping Department guests, especially the staff room section, which is directly face to face with tourists when providing services in the room.

Acknowledgment

In this opportunity, the researcher would like to thank all those who have helped and made this research successful. The authors would like to thank The Ritz Carlton Bali for giving permission and opportunities for researchers to carry out research at The Ritz Carlton Bali Hotel. I would like to thank Ms. Tirza Agata as the trending manager, Mr. Toto Jatmiko as the Manager of the Housekeeping Department. The researcher also thanked the examiner lecturers who have provided suggestions and input for this research. Thanks to Ms. Ni Nyoman Sri Astuti, SST.Par., M.Par as examiner 1 lecturer, Thank you to Ms. Ni Ketut Bagiastuti, SH., M.H as the examiner lecturer 2 and thanks to Dr. I Nyoman Winia, M.Sc. as the examiner lecturer 3.

Reference

- Arief, Abd Rachman. 2005. *Housekeeping Operation Manual*. Yogyakarta: Graha Ilmu.
- Bagyono. 2014. *Pariwisata dan Perhotelan*. Bandung: Alfabeta, cv.
- Budi, Agung Permana. 2013. *Manajemen Marketing Perhotelan*. Yogyakarta: CV Andi Offset.
- Chair, Meirina, Ira dan Heru Pramudia. 2017. *Hotel Room Division Management*. Depok: Kencana.
- Komar, Richard. 2005. *Hotel Management (Manajemen Perhotelan)*. Jakarta: PT. Grasindo.
- Kuncoro, Mudrajad. 2001. *Metode Kualitatif*. Yogyakarta: Unit Penerbit dan Pencetakan Sekolah Tinggi Ilmu Manajemen YKPN.
- Fitry, H., & Suyuthie, H. (2017). *Analisis Green Practice Dalam Pelayanan Room Attendant Di Rocky Plaza Hotel Padang*. *E-Journal Home Economic and Tourism*, 15(2).
- Rumekso. 2004. *Housekeeping Hotel*. Yogyakarta: C.V Andi.
- Rumekso. 2009. *Housekeeping Hotel Floor Section*. Yogyakarta: C.V Andi Offset. Sari, Indah Puspita, Ni Wayan. 2018. *Faktor-Faktor Kualitas*
- Sugiarto, Endar dan Sri Sulartiningrum. 2003. *Pengantar Akomodasi perhotelan*.
- Tzschentke, N.A., Kirk, D. and Lynch, P.A. (2008). *Going green: decisional factors in small hospitality operations*. *International Journal of Hospitality Management*, 27, 126-133
- Tzschentke, N., Kirk, D. dan Lynch, P.A. (2004). *Alasan untuk menjadi hijau di pendirian akomodasi berlayanan*. *Jurnal Internasional*