

Implementation of Eco-Green in Butler Department, The St. Regis Bali Resort

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Abstrak: Penelitian ini bertujuan untuk mengidentifikasi manfaat yang didapat dari penerapan eco-green di Butler Department, St. Regis Bali Resort dan peningkatan apa yang didapat dari implementasi dibandingkan sebelum eco-green diterapkan. Metode pengumpulan data berupa observasi, wawancara, dokumentasi, dan angket, sehingga akan lebih mudah untuk dipahami dan juga berguna untuk mencari solusi dari permasalahan yang berkaitan dengan penelitian. Data yang terkumpul kemudian dianalisis menggunakan Analisis Kualitatif. Analisis dalam penelitian ini dilakukan melalui proses pengumpulan dan penyusunan data melalui penetapan informan, observasi, dan dokumen lain yang terkait dengan penerapan eco-green di Butler Department, The St. Regis Bali Resort. Penerapan eco-green di Butler Department, The St. Regis Bali Resort dilaksanakan dengan sangat baik dan memiliki hubungan yang sangat erat. Berdasarkan hasil wawancara dan observasi, dengan lima pernyataan menggunakan distribusi frekuensi, dapat disimpulkan bahwa 27 informan menyatakan bahwa penerapan eco-green di Butler Department sudah dilaksanakan dengan sangat baik dalam operasional sehari-hari di butler department. Penerapan eco-green yang tepat di Butler Department, The St. Regis Bali Resort, seperti: a) Menggunakan kertas daur ulang dan meminimalkan pencetakan, menggunakan aplikasi WA; (b) Mematikan peralatan elektronik sesering mungkin dan cabut kode peralatan elektronik yang tidak digunakan dalam jangka waktu lama; (c) Membeli fasilitas tamu dalam jumlah yang banyak, selain bisa mendapatkan harga yang lebih terjangkau, limbah yang dihasilkan juga lebih sedikit; (d) Menyediakan peralatan makan dan minum yang ramah lingkungan yang terbuat dari kertas sebagai pengganti plastik atau styrofoam; (e) Memisahkan tempat sampah menjadi 2 tempat sampah yang berbeda yakni: Tempat sampah basah untuk sisa makanan; Tempat sampah kering untuk kertas, kotak dan sampah lainnya. Berdasarkan pembahasan dapat direkomendasikan bahwa Butler di The St. Regis Bali Resort harus secara konsisten memperhatikan indikator dan pernyataan, karena indikator dan pernyataan ini nantinya akan membantu departemen untuk dapat menerapkan eco-green dengan sangat baik untuk menjaga lingkungan, menghemat energi, dan memberikan pelayanan terbaik kepada tamu saat menginap.

Kata Kunci: Eco Green, Green Tourism, Butler Service, Lingkungan

Abstract: This study aims to identify the benefits of implementing eco-green in Butler Department, St. Regis Bali Resort, and what improvements are obtained from implementation compared to before eco-green was implemented. Data collection methods are in the form of observation, interviews, documentation, and questionnaires, so it will be easier to understand and useful to find solutions to problems related to research. The collected data is then analyzed using Qualitative Analysis. The analysis in this study was carried out by collecting and compiling data through the determination of informants, observations, and other documents related to implementing eco-green in Butler Department, The St. Regis Bali Resort. The application of eco green at Butler Department, The St. Regis Bali Resort, is very well executed and has a very close relationship. Based on the results of interviews and observations, with five statements using frequency distribution, it can be concluded that 27 informants stated that the implementation of eco-green in the Butler Department had been carried out very well in the daily operations of the Butler Department. The application of the right eco-green at Butler Department, The St. Regis Bali Resort, such as: a) Using recycled paper and minimizing printing, using the WA application; (b) Turning off electronic equipment as often as possible and removing the code for electronic equipment that has not been used for a long time; (c) Buying guest facilities in large quantities, besides being able to get a more affordable price, the waste generated is also less; (d) Providing environmentally friendly eating and drinking utensils made of paper as a substitute for plastic or styrofoam; (e) Separate the trash into two different bins namely: Wet trash can for leftovers; The place dry waste for paper, boxes and other trash. Based on the discussion, it can be recommended that Butler of The St. Regis Bali Resort must consistently pay attention to indicators and statements because these indicators and statements will later help the department able to implement eco-green very well to protect the environment, save energy, and provide the best service to guests while staying.

Keywords: Eco Green, Green Tourism, Butler Service, Environments

Informasi Artikel: Submission to Repository on October 2022

Introduction

Tourism is the most important industry for the Balinese people. Currently, the development of the tourism industry is very rapid, as evidenced by the rapidly growing number of tourist facilities and infrastructure throughout Indonesia, such as accommodations, restaurants, and services. transportation, spas, exchange offices, tourist objects, and other facilities. Based on the National Assessment of Tourism Statistics (*bps.go.id*), the number of domestic and foreign tourists increases significantly, an average of 3-5% per year, and is expected in the following years to be 20 million or more tourists. Bali is one of the most amazing tourist destinations in Indonesia and even in the world. With its charm and potential, the island of Bali is well-deserved as one of the best tourist destinations in Indonesia and the world. It can meet the government's goals in an optimistic and optimal way, demonstrating the growth of the fast-growing accommodation industry in this area. This is based on Balinese culture and is eco-friendly. A hotel is a form of accommodation that tourists need to achieve these goals. In the butler service at St. Regis Bali Resort, the butler is responsible for setting up straws and agitators in the suites and villas according to our brand standards. They also offer a takeaway breakfast for guests who do not have time to have breakfast in the restaurant or in the room due to the early hours of operation. Currently, to meet the needs of tourists, the Butler Department at St. Regis Bali Resort has changed some items from plastic to paper or wood. For example, plastic straws and plastic stirrers have changed to plastic straw paper and bamboo stirrers. When the plastic of the take-out box changes to the paper. To reduce paper use, Butler always uses recycled paper for personal or internal notes. We will always unplug any electrical equipment or devices that are not in use. And any trash that the housekeeper clears from the apartment or villa is always separated into organic and inorganic bins in the butler's pantry. Other hotels in Bali are also starting to implement eco-friendly accommodation management as environmental conditions are becoming more of a daily concern. This accommodation is linked to the provision of hotel rooms that are the property of each hotel.

A hotel is one type of accommodation that uses a partial or full part of the building to provide service for the public that is managed commercially (Ekaningrum, 2016:41). Meanwhile, according to the Indonesian Ministry of Tourism and Creative Economy Hotel business is a business of accommodation in the form of rooms in a building with food and beverage services, entertainment activities, and/or other facilities daily with the purpose to make a profit. Starred hotels have met the criteria for classifying one to five-star hotel classes. (PM.53/HM.001/MPEK/2013, 2013). Furthermore, Sulastiyono (2011) stated that a hotel is a company managed by its owner by providing food, beverage, and room facilities for sleeping to people who travel and can pay a reasonable amount following the services received without any special agreement.

A green hotel is a hotel or accommodation that is built with due regard to the environment in which the hotel is built to minimize the impact it has on the environment. Green hotels devote themselves to save energy and water and decrease solid waste in order to minimize the impact on the environment. With the green concept, green hotels provide consumers with green production and service using eco-friendly facilities (Hsiao et al., 2014). A green hotel is a hotel that is friendly to the environment and uses renewable energy.

Based on the explanation above, it can be concluded that green hotel is carried out in more environmentally friendly ways, for example, by using cleaning materials whose chemical content does not damage the environment, regulating energy use, and so on.

The Eco-green concept is the concept of material management and production that is strived to always be environmentally friendly. Green design or eco-design is a sustainable movement that aspires to create a design from the planning, implementing, and using of environmentally friendly materials and the effective and efficient use of energy and resources. To support the eco-green concept, we should start adopting eco-green technology due to its relation to environmental care, the use of recycled-based materials, fuel economy, and energy diversification. Five eco-green activities can be applied in the office environment, i.e., reducing paper usage, unplugging the power cord when not in use, buying something in bulk, using eating and drinking utensils, and separating organic and non-organic waste.

A Butler is a person who works in a house serving and is a domestic worker in a large household. In great houses, the household is sometimes divided into departments, with the butler in charge of the dining room, wine cellar, and pantry. Some also charge the entire parlor floor, and housekeepers caring for the entire house and its appearance. A butler is usually male and in charge of male servants, while a housekeeper is usually a woman in charge of female servants. Traditionally, male servants (such as footmen) were better paid and of

higher status than female servants. The butler, as the senior male servant, has the highest servant status. He can also sometimes function as a chauffeur.

In older houses where the butler is the most senior worker, titles such as majordomo, butler administrator, house manager, manservant, staff manager, chief of staff, staff captain, estate manager, and head of household staff are sometimes given. The precise duties of the employee will vary to some extent in line with the title given, but perhaps, more importantly, in line with the requirements of the individual employer. In the grandest homes or when the employer owns more than one residence, there is sometimes an estate manager of higher rank than the butler. The butler can also be assisted by a head footman or footboy called the under butler. Butler is a type of individual service (personal service) provided to hotel guests. It usually includes the duties of three departments in it, namely the front office, housekeeping, and food & beverage. In general, butlers are only available at luxury resorts. Butler's responsibilities include greeting and checking in guests, making dining and entertainment arrangements, and keeping guest rooms up to hotel standards. Ultimately, it will help us provide the best possible experience for our guests during their stay.

Methodology

In this research, The St. Regis Bali Resort was chosen as the research site located at Tourism Area Nusa Dua, Lot. S6, PO Box 44, Nusa Dua, Badung, Bali, 80363, because this hotel has implemented green hotel management properly to ensure guest satisfaction. Period of study from April 1st, 2022, until August 30th, 2022. The St. Regis Bali Resort has 124 suites and villas set atop nine hectares of lush gardens, this luxury beachfront resort is a 6-minute walk from Bali National Golf Club and 16 km from Ngurah Rai International Airport. The object of this research is implementing eco-green in Butler Department at St. Regis Bali Resort. Research variables are everything in any form determined by the researcher to be studied to obtain information, then create conclusions Sugiyono (2018). In this research, the variables are identified as follows: reducing paper usage, unplugging the power cord when not in use, buying things in bulk, using eating and drinking utensils, and separating organic and non-organic waste.

The Types of Data

Qualitative data is data that can be in the form of word descriptions. This data can describe the facts and phenomena that are observed. The qualitative data referred to in this study are data in the form of information and information that is not in the form of numbers, such as hotel history or organizational structure of the Butler Department. Data sources collected in the research are as follows:

Primary Data

Primary data is data obtained or collected directly in the field in the form of both oral and written information from informants at the research location. The primary data source in this study is the results of interviews conducted with various parties involved in the Butler Department, such as the Chief Butler, Assistant Chief Butler, Supervisor, and Butler.

Secondary Data

Secondary data supporting the processed supporting data. Secondary data were obtained from literature relevant to this study and used as a conceptual basis to support this research. In addition, secondary data were also obtained from literature studies and documentation from books. The data source in this study is to use primary (internal) hotel data obtained directly from hotels or related industries, where the data can directly describe the state of the hotel or industry in real and factual ways.

The Methods Used in Collecting Data

Literature Review

The literature review is an activity to gather information relevant to the topic or problem being the object of research. This information can be obtained from books, scientific papers, theses, dissertations, the internet, and other sources (Darmalaksana, 2020). By conducting a literature study, researchers can utilize all the

information and thoughts relevant to their research. In this literature study method, researchers search for data through references and online journals.

Observation

Observation is the activity of observing an object directly and in detail in order to find information about that object. In general, the method of carrying out observation activities must be systematic, and the correctness can be justified (Riduwan, 2009). In addition, the object observed in the observation activity must be real and directly observed. In this case, the process is carried out by observing the company's state.

Documentation

The documentation method is a method of collecting data by searching for the required data through documents or notes, transcripts, books, newspapers, magazines, inscriptions, meeting minutes, agendas, and so on (Sugiyono, 2013).

Informants Determination Method

Informants are used to provide information about the situation and condition of the research setting. When conducting research, some information is needed, so it is necessary to have an informant (Moleong, 2019). This information comes from several informants who know the ins and outs of the latest conditions in the Butler Department. The following requirements that must be possessed by an informant for research are as follows: has experience working in the Butler Department, contributes directly and actively to the operation of Butler service, and volunteers to be open and nothing to hide the required information.

Data Analysis Technique

The data analysis technique is searching for data and systematically compiling data from data collection techniques such as observations, interviews, documentation, and questionnaires. Hence it will be easier to understand and useful for finding solutions to the problems regarding the research, according to Sugiyono (2010). The analytical technique that researchers use and are very relevant to the object of research is qualitative analysis. Qualitative analysis is used to describe the results of the respondents related to the implementation of eco-green in the Butler Department, The St. Regis Bali Resort so that using this qualitative analysis can make it easier for writers and readers to understand the research results very well, clearly, and optimally.

Result and Discussion

The result and discussion described in this research are to explain how is the implementation of eco-green in Butler Department, The St. Regis Bali Resort, and how the eco-green improving butler service is calculated and explained using qualitative methods. In this case, the writer has collected data using various methods such as observation, interview, documentation, and literature review. It is described as follows:

Reduce Paper Usage

The first thing that can be done is to limit the use of paper for work purposes. The butler activities that have been done to reduce paper usage in Butler Department are: Making an e-book; Brief information shared via WhatsApp application; Making transfer items inter-department using excel format, and sharing via e-mail. According to Table 1, it can be concluded that from a total of 27 informants, to reduce paper usage in Butlers Department, The St. Regis Bali Resort mostly uses digital technology to record all the guest preferences and to update all information daily. But papers are still used for arriving guests' welcome letters and other information that must be delivered to guests if the butler cannot personally meet the guest.

Unplug The Power Cord When Not in Use

The St. Regis Bali Resort has implemented various ways to save electricity, such as the following: Replace ordinary lights with LED lights; Turn on the light as necessary; Unplug the cable from the socket when not in use. This energy-saving activity is quite simple. After you finish work, don't just turn off your computer

or laptop. It would be better if you also unplug the adapter from the socket to cut off electricity. Table 2 shows the summary of an interview about unplugging the power cord.

Table 1. Reduce paper usage

| No. | Question | Answer |
|-----|--|---|
| 1 | What have the butlers done to reduce paper usage? | Use digital technology, Use recycled paper, and minimize printing just the necessary thing. |
| 2 | What alternatives are used instead of paper? | Digital Technology. |
| 3 | Do you think using less paper increases another type of waste? | No, at all, because the digital application doesn't make any waste |

Source: Summary of interview result

Table 2. Unplug the power cord when not in use

| No. | Question | Answer |
|-----|--|---|
| 1 | How often do the butlers unplug the power cords daily? | Some items are unplugged when it not in use, but some items also remain on because it is used frequently. |
| 2 | What devices in the office are the butlers unplugged? | Mobile charger, fan, toaster, and water heater. |
| 3 | Do you think the butler often wastes power usage? | No, Butlers have been briefed to save energy and the environment. |

Source: Summary of interview

According to the table above. It can be concluded that from a total of 27 informants, to unplug the power cord when not in use in the Butler Department at The St. Regis Bali Resort, most of the electronic items in the butler office cannot be unplugged because the use of these items is continuous 24 hours a day where The St. Regis Bali implements on-call Butler service 24 hours, for example, Computers; Coffee machines, as The St. Regis brand standard operation procedure coffee or tea, are complimentary 24 hours; Infrasyt system (cashier machine); and Refrigerator. But some electronic items also unplug the power cord when not in use. The butler in The St. Regis Bali Resort also takes care of 24 hours in-room dining for a house guest.

Buying Things in Bulk

Try to buy office supplies in bulk at once. Besides being able to get a more affordable price, the waste produced is also less. In Butler Department at The St. Regis Bali Resort, we always purchase guests' amenities in bulk, and they stock them for two weeks or even one month, so much easy for us to control them.

Table 3. Buying things in bulk

| No. | Question | Answer |
|-----|--|--|
| 1 | What kind of amenities does a typical room in St. Regis have? | Fresh fruits, tea/coffee/sugar sachets, chef pastry creativities |
| 2 | How often do butlers replace those amenities? | Daily basis and when it consumed |
| 3 | What kind of things besides room amenities should be bought in bulk? | Coffee bean, lunch paper box, paper straw, paper coaster, bamboo stirrer |

Source: Summary of interview

According to Table 3, it can be concluded that from a total of 27 informants, to accommodate all guest's needs, all departments at The St. Regis Bali resort, especially the Butler Department, are advised by the management to buy things in bulk and stock up for up to 3 months at the least. Only short-lived items, such as fresh milk, are purchased every 3 to 4 days. Those amenities will be replaced by Butler daily, depending on guest consumption. All these amenities should be bought in bulk and stored in the butler pantry (home base), supervised by Butler Coordinator and Butler Supervisor.

Using Eating and Drinking Utensils

The St. Regis Bali Resort provides a water dispenser in all offices and outlets, and one tumbler was given by management to all staff to minimize the buying of drinks in plastic packaging. This method can certainly reduce the waste / plastic waste generated from the lunch or snacks you buy outside. Simply put, you must start getting used to bringing lunch to the office. Besides being economical, you can also reduce the potential for using plastic containers (such as styrofoam) and plastic spoons that are not environmentally friendly. The St. Regis Bali Resort gave a tumbler to all staff to minimize staff buying water or drinking in plastic bottles.

Table 4. Using eating and drinking utensils

| No. | Question | Answer |
|-----|---|---|
| 1 | What kind of eating and drinking utensils are provided to the guests? | Cutlery, glasses, chinaware, chopstick, napkin, placemat, paper straws, and bamboo stirrer. |
| 2 | What do you provide as an alternative for Styrofoam packaging? | Paper box and paper bag. |
| 3 | What kind of eating utensils are not reusable? | Lunch paper box, wooden cutlery, paper take-away cup, straw, and bamboo stirrer. |

Source: Summary of interview

According to Table 4, it can be concluded that from a total of 27 informants, same as other outlets at The St. Regis Bali Resort, in butler department also provides eating and drinking utensils for hotel guests. The eating and drinking utensils that The St. Regis Bali Resort uses as an alternative to styrofoam, such as paper lunch boxes, wooden cutlery, paper takeaway cups, paper straws, and a bamboo stirrer.

Separating Organic and Non-Organic Waste

In the St. Regis Bali Resort, all offices and outlets have at least one trash can, and the butler pantry (home base) is provided with two trash cans. Because there are only two trash cans provided in the Butler's pantry, trash is separated only into two different trash bins: Wet trash can for food waste and dry trash for paper and other trash.

Table 5. Separating organic and non-organic waste

| No | Question | Answer |
|----|--|---|
| 1 | Do the butlers provide separate trash bins for each kind of waste? | Yes, they do |
| 2 | How are the separated wastes disposed of? | They separate it between wet and dry waste. |
| 3 | Does St. Regis process organic waste itself? | No, garbage handle by the third party |

Source: Summary of interview

According to Table 5, it can be concluded that from a total of 27 informants, all offices in The St. Regis Bali Resort are provided with at least one trash can, for the butler pantry (home base) provided two trash cans. The St. Regis Bali joins with a third party (PT. Sunari Buana), who collects and processes all the trash at the resort every morning.

Conclusion

The implementation of eco-green in Butler Department, The St. Regis Bali Resort is very well implemented and has a very close relationship. Based on the results of the interview and observation, with five statements using frequency distribution, it can be concluded that 27 informants stated that the implementation of eco-green in the Butler Department had been implemented very well in the daily operations.

The proper implementation of eco-green in the Butler Department, The St. Regis Bali Resort, such as: (a) Using recycled paper and minimizing printing just the necessary thing and internal communication and information maximalist with WA application; (b) Turning off the electronic equipment as often as possible and unplug the code of the electronic equipment that is not used for the long term. Purchase guests' amenities that can keep for a long term in bulk. Besides being able to get a more affordable price, the waste produced is

also less; (c) Provide eco-friendly tableware and drinking utensils made of paper instead of plastic or styrofoam; (d) The eating and drinking utensils that The St. Regis Bali Resort uses as an alternative for styrofoam, such as paper lunch boxes, wooden cutleries, paper take away cup, paper straws, and a bamboo stirrer; (e) Separate the trash into two different trash bins: Wet trash can for food waste, and dry trash for paper, boxes, and other trash.

Acknowledgment

Thank you to the management of The St. Regis Bali Resort, especially the Butler Department, who has allowed the author to do research so that the article with the title “Implementation of Eco-Green in Butler Department, The St. Regis Bali Resort” can be completed on time.

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