

**IMPLEMENTATION OF SUSTAINABLE EVENT  
MANAGEMENT IN WEDDING ACTIVITIES  
AT THE APURVA KEMPINSKI BALI**



**POLITEKNIK NEGERI BALI**

**FAHRINA APRILLA HANANI**

**TOURISM DEPARTMENT  
POLITEKNIK NEGERI BALI  
BADUNG  
2022**

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**POLITEKNIK NEGERI BALI**

**FAHRINA APRILLA HANANI  
NIM 1815834090**

**TOURISM BUSINESS MANAGEMENT STUDY PROGRAM  
TOURISM DEPARTMENT  
POLITEKNIK NEGERI BALI  
BADUNG  
2022**



POLITEKNIK NEGERI BALI

KEMENTERIAN PENDIDIKAN, KEBUDAYAAN,  
RISET, DAN TEKNOLOGI  
**POLITEKNIK NEGERI BALI**  
Jalan Kampus Bukit Jimbaran, Kuta Selatan, Kabupaten Badung, Bali – 80364  
Telp. (0361) 701981 (hunting) Fax. 701128  
Laman: [www.pnb.ac.id](http://www.pnb.ac.id) Email: [poltek@pnb.ac.id](mailto:poltek@pnb.ac.id)

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## STATEMENT OF ORIGINALITY

The undersigned below,

Name : Fahrina Aprilla Hanani  
NIM : 1815834090  
Study Program : Tourism Business Management  
Tourism Department, Politeknik Negeri Bali

I hereby declare that my thesis entitled:

IMPLEMENTATION OF SUSTAINABLE EVENT MANAGEMENT IN  
WEDDING ACTIVITIES AT THE APURVA KEMPINSKI BALI

which content is my own work, thereby free from plagiarism. Being stated, I am ready to bear the risk or any sanctions impose to me in accordance with regulation.

Badung, August 2<sup>nd</sup>, 2022

Who made the statement,



**Fahrina Aprilla Hanani**

**THESIS**

**IMPLEMENTATION OF SUSTAINABLE EVENT MANAGEMENT  
IN WEDDING ACTIVITIES AT THE APURVA KEMPINSKI BALI**

This thesis is proposed as one of the requirements to compile a thesis of the  
applied S1 Tourism Business Management Study Program



**FAHRINA APRILLA HANANI  
NIM 1815834090**

**JURUSAN PARIWISATA  
POLITEKNIK NEGERI BALI**

**TOURISM BUSINESS MANAGEMENT STUDY PROGRAM  
TOURISM DEPARTMENT  
POLITEKNIK NEGERI BALI  
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**THESIS**  
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**FAHRINA APRILLA HANANI**  
**NIM 1815834090**

**Has been kindly approved and accepted by:**

**Supervisor I,**



**Dra. Ni Nyoman Triyuni, MM**  
**NIP. 196212311990102001**

**Supervisor II,**



**Ir. I Gusti Agung Bagus Mataram, MIT**  
**NIP. 196007021990031001**

**Acknowledge by**  
**Head of Tourism Department**



**Prof. Ni Made Ernawati, MATM., PhD**  
**NIP. 196312281990102001**

**IMPLEMENTATION OF SUSTAINABLE EVENT MANAGEMENT  
IN WEDDING ACTIVITIES AT THE APURVA KEMPINSKI BALI**

Has been examined and passed the examination on:

Tuesday, August 2<sup>nd</sup> 2022

**EXAMINERS:**

**HEAD:**



**Dra. Ni Nyoman Triyuni, MM  
NIP. 196212311990102001**

**MEMBERS:**



- 1. Ni Putu Lianda Ayu Puspita, SE., M.Tr.Par  
NIK. 202111012**



- 2. I Gusti Agung Mas Krisna Komala Sari, S.Si, M.Si  
NIP. 198809282014042001**

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Badung, August 2022

The Writer



## **ABSTRACT**

### **IMPLEMENTATION OF SUSTAINABLE EVENT MANAGEMENT IN WEDDING ACTIVITIES AT THE APURVA KEMPINSKI BALI**

Fahrina Aprilla Hanani  
NIM 1815834090

This study aimed to analyze the implementation of sustainable event management in the wedding event activities and its contribution to the environment, social and economy at The Apurva Kempinski Bali. The data collection method used in this research by distributing questionnaires to 10 respondents and observing the wedding event management. The data analysis method used is descriptive statistical analysis by calculating the average and percentage of the questionnaire results. Observation results are described as reinforcement and an explanation of the percentage results obtained from the questionnaire. The results of this study indicated that The Apurva Kempinski Bali has implemented sustainable wedding event management. The results of the questionnaire values obtained show a range of values from 2.60 to 3.40 which indicates less implementation, then a range of 3.41-4.20 which states that it is implemented well and a range of values from 4.21 to 5.00 which states that it is implemented very well. Sustainable wedding event are being implemented in hotels today by creating a sustainable wedding package program and several rules to implement sustainability on loading letters of permits and letters of agreement. This application has a positive effect on several indicators of sustainable events, namely location, accommodation, catering, communication and materials, local transportation, exhibitions and stakeholder involvement at The Apurva Kempinski Bali, but there are also things that need to be improved, namely creating natural environmentally friendly products and by developing technology systems and equipment to save and reduce energy.

**Keywords:** Implementation, Sustainable Event Management, Wedding

## ABSTRAK

### *IMPLEMENTASI SUSTAINABLE EVENT MANAGEMENT DALAM WEDDING ACTIVITIES MANAGEMENT DI THE APURVA KEMPINSKI BALI*

*Fahrina Aprilla Hanani*  
*NIM. 1815834090*

*Penelitian ini bertujuan untuk menganalisis implementasi sustainable event management yang diterapkan pada wedding activities saat ini dan kontribusi terhadap lingkungan, sosial dan ekonomi pada The Apurva Kempinski Bali. Metode pengumpulan data yang digunakan dalam penelitian ini adalah dengan menyebarkan kuesioner kepada 10 responden dan observasi terhadap wedding event management. Metode analisis data yang digunakan adalah analisis statistik deskriptif yaitu dengan menghitung rata-rata dan persentase dari hasil kuesioner. Hasil observasi dideskripsikan sebagai penguat dan penjelasan dari hasil persentase yang didapat dari kuisisioner. Hasil penelitian ini menyatakan bahwa The Apurva Kempinski Bali sudah mengimplementasikan sustainable wedding event management. Hasil nilai kuesioner yang didapat menunjukkan rentang nilai 2,60-3,40 yang menyatakan kurang implementasi, kemudian rentang 3,41-4,20 yang menyatakan diimplementasikan dengan baik dan rentang nilai 4,21-5,00 yang menyatakan diimplementasikan sangat baik. Sustainable wedding yang diterapkan di hotel saat ini dengan membuat program sustainable wedding package dan beberapa aturan untuk menerapkan sustainability pada loading letter permit dan letter of agreement. Penerapan ini berpengaruh positif terhadap beberapa indikator sustainable event yaitu lokasi, akomodai, catering, komunikasi dan material, transportasi lokal, pameran dan keterlibatan pemangku kepentingan di The Apurva Kempinski Bali, namun ada pula yang perlu ditingkatkan yaitu menciptakan produk ramah lingkungan yang alami dan dengan mengembangkan sistem teknologi dan peralatan untuk menghemat dan mengurangi energi.*

***Kata kunci: Implementasi, Sustainable Event, Wedding Event Management***

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# CHAPTER I

## INTRODUCTION

### 1.1 Background

Wedding is one of the life cycles carried out by the social which can't be separated from culture. Wedding is a big scale event which involves by several items those are, wedding decoration, flower arrangement and entertainment. Wedding also including by some parties from hotel wedding venue involves with F&B Product, banquet, housekeeping, engineering, security, concierge and sales wedding, while some external hotel wedding venues consist of wedding organizer, vendor and entertainment crew. Based on this phenomenon, wedding event will give an effect of waste pollution and environmental damage caused by some heavy item installation and footprint by huge of people who involving the wedding venue such as internal, external staff and guest.

In this modern tourism industrialized, bring sustainability concept has to be trend to minimize the environmental damage. Sustainability not only has a meaning to meet our own needs, but also concern about compromised the ability of future generations to meet their own needs. Sustainability consists of three bottom lines those are people, place and planet which also represented as economic, environmental and social. As we know, the most famous wedding venue is outdoor which connected to the environment, while the implementation of wedding the several parties should concerning about environment friendly to keep the wedding venues sustainability from any damage caused by the wedding event action such as plastic waste and wedding venue environment damage. The way to create

sustainable social culture through the wedding need to concerning more about providing local menu or Indonesia cuisine with local ingredients, with the purpose to make a sustainability of the local social production. Involving sustainability social culture by provide the wedding venue with ornament and view about architecture of Indonesian culture.

While we already success to help the environmental venue sustainability, it will have an effect to the sustainability social culture of wedding event in those wedding venue and it automatically will have a positive impact of wedding income in those wedding venue. The wedding industry is promising and profitable business because it has involved several parties to manage the event, such as wedding venue, food and beverage, decoration and entertainment. Wedding event involves an important role to the hotel revenue contribution as the biggest income. Sustainable event has the purpose to maximize economic impacts, optimize socio-cultural effect, and minimize environmental impact.

By apply sustainable concept of wedding event it will help to contribute to against environmental issue in Bali. Currently Bali produces 829 tons of plastic waste every day, only 7% recycled. By implementation a sustainability of wedding event also could help to minimize carbon footprint by prohibited plastic waste and apply waste separation collection into the wedding event, following to Bali Governor Regulation Number 97 of 2018 concerning restrictions on the generation of single-use plastic waste and Bali Governor Regulation Number 47 of 2019 regarding source-based waste sorting, therefore make it easy for them to recycle.

Environment friendly is the key to create sustainability event by provide various indicators to measure the environmental impact of an event. Indicator checklist from concept of sustainable event management that consist of venue, accommodation, catering, communication & event material, local transport, exhibition and stakeholder engagement & communication (Trisna & Arcana, 2014). While conducting the sustainable event management must ensure event operational technical needs, such as collaboration with related parties to meet the needs of the event, provide facilities, food and beverages, health and safety for the parties involved in the event, the number of staff involved is good and required staff qualifications, permits organizing events, event legality, making event contracts and the risk of organizing events (Noor, 2013).

The Apurva Kempinski Bali has implemented CHSE (clean, health, safety and environmental sustainability) protocol by implementing a new era of life, including following the recommendations of the governor's regulation No.79 of 2018 (wear the Balinese traditional clothing), the governor's regulation No. 80 of 2018 (the use of Balinese script), the governor's regulation No.97 of 2018 (concerning restrictions on the generation of single-use plastic waste), the governor's regulation No. 99 of 2018 (use of local products). In the wedding event, The Apurva Kempinski Bali created Sustainable Wedding Package that provide recycled paper papeteries, wooden chairs and potted plants are utilized to decorate the venue, with hanging natural fabric and printed customized motif and provide locally handmade crafts, as a sustainable wedding gift. For food and beverages, Plaga Farm has become the resort's partner that demonstrates accountability for its

people and environment. Similarly, other ingredients are sourced from local producers. Meanwhile, Tanamera Coffee and Balian Water are invited to participate, as brands that are committed to respecting the ecosystem and communities with which they work with their products.

The Apurva Kempinski also concerning about sustainability of their management by create regulation set up to keep safety and protect the venue environment with start from pre-event until post event. In term of social culture, The Apurva Kempinski Bali already create selection wedding menu of Indonesia cuisine and provide ornament of Indonesian culture and landscape of Majapahit Kingdom as wedding reception view. This sustainable implementation become a step to maintain the environment and social culture as the economic triggered development. Therefore, this issue is interested in being researched under the title **"Implementation of Sustainable Wedding Event Management at The Apurva Kempinski Bali"**.

### **1.2 Problems of The Research**

1. How is the implementation of sustainable event management in wedding activities at The Apurva Kempinski Bali?
2. How sustainable event management in wedding activities contribute to environment, social and economy sustainability at The Apurva Kempinski Bali?

### **1.3 Purpose of The Research**

The purpose of the writer to do this research are:

1. To analyze how is the implementation of sustainable event management in wedding activities at The Apurva Kempinski Bali

2. To analyze how sustainable event management in wedding activities has a contribution to the environment, social and economy at The Apurva Kempinski Bali.

#### **1.4 Benefits of The Research**

This research hopefully will bring some benefits both theoretically and practically. The benefits to be obtained in this research are:

##### **1.4.1 Theoretical Benefits**

Theoretically, this research is expected to give insight about sustainable event management.

##### **1.4.2 Practical Benefits**

###### **1. For Student**

This research is expected to provide knowledge and practice on sustainable event management.

###### **2. For Politeknik Negeri Bali**

This research hopefully could be beneficial as references for student and lecturer about implementation of sustainable event management.

###### **3. For Hotel Industry**

By this research, is expected to give advice to the hotel management in order to develop implementation of sustainable event management so that it can be applied while handle event management in the hotel industry to minimize environmental impact with the result that could maintain economy resources.



## CHAPTER V

### CONCLUSION & SUGGESTION

#### 5.1 Conclusion

Based on the result of research that have been done, it can be conducted the conclusion as follows:

1. The Apurva Kempinski Bali has started implementing sustainable event management in wedding activities at this time. Based on the result and discuss on the chapter 4, the implementation of sustainable event management at Apurva Kempinski Bali is on the well implemented category which is the average of all indicators is 3,9. The range value of all indicators that implementation of sustainable event management is 3,41 – 4,20. But, there are 2 statements that less implemented category that is using technology and equipment for saving and reducing energy consumption, and eco-friendly products detergent. The statement of using technology and equipment for saving and reducing energy consumption is on less implemented category with the value is 3,1 because Apurva Kempinski Bali use a saving mode system manually, so the engineering staff has to turn off the energy manually in the office, outlet and ballroom. It is not efficient, so the engineering staff tend to not use saving mode system. The value of eco-friendly products detergent is 3,4. Because the implementation it's minimize the alcohol and chemical contain to the cleaning supplies but does not provide natural based cleaning and sanitizing product.

2. Sustainable event management in the wedding activities has a contribution to environment, social culture and economy sustainability by create written regulation of loading letter permit to maintain wedding environment and provide sustainable wedding package to minimize wedding materials waste. Social culture contribution through sustainable wedding by keep the cultural identity of The Apurva Kempinski Bali by providing program Unity in Diversity which deliver guest experience throughout resort, including mystical stories from the regions, their holistic treatments, cuisine, craftsmanship and even traditional family games. While the economy sustainability will not exist without keep the environment where the business was held. By this hotel consistently keep the culture identity, it will maintain the unique selling points of The Apurva Kempinski Bali. Environment, social culture and economy are the three key pillars which can separated to achieve the successfulness of the sustainability practice.

## 5.2 Suggestion

Based on the conclusions above, the suggestion that can be conveyed is The Apurva Kempinski Bali must consistently to improving system for technology and equipment for saving and reducing energy consumption by create and developing the system technology to have work efficiency and change some equipment to the environmentally friendly. It also needs to improving eco-friendly cleaning and sanitizing product natural plant based. The Apurva Kempinski Bali also need consistently pay attention to the sustainable wedding event practice regarding with sustainable wedding indicator, because it will help hotels to be able to implement

sustainable wedding event management to keep the environments, social culture and economy sustainability through The Apurva Kempinski Bali.



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