Effectiveness of The Implementation of Corporate Social Responsibility By Star Hotels in Nusa Dua Area to Improve the Environmental Quality and Community Welfare

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Abstract--This study entitled Effectiveness of the Implementation of corporate social responsibility (CSR) programs by star hotels in Nusa Dua area to improve environmental sustainability and community welfare. Corporate social responsibility is one form of implementing of sustainable development. This is because the implementation of CSR can have a positive impact on the hotel in improving image of the hotel, increasing sales and having a direct impact on the community and the environment. The research objective is for 1). identify the types of activities that have been carried out through CSR programs by five-star hotels in Nusa Dua, 2). to find out the effectiveness of the implementation of the CSR program by five-star hotels in the Nusa Dua area to improve environmental sustainability and the welfare of the community around the area. This research is a type of qualitative descriptive research, and data acquisition uses documentation, observation, interview and questioner methods. The type of data used in this study is qualitative data and also quantitative data providing an assessment of the effectiveness of each activity The data sources used are primary data and secondary data. Determination of respondents was conducted purposively, including CSR teams and village apparatus who were considered to know and have information about the implementation of CSR by five-star hotels in the Nusa Dua Region. The results showed that five-star hotel hotels in the Nusa Dua area implemented CSR programs in villages around the area in the form of activities, giving goods, and donations. The implementation of CSR by five-star hotels is declared effective in the Bualu traditional village because it can help in improving environmental sustainability and community welfare.

Keywords--Effectiveness, corporate social responsibility, environment, and community welfare

I. INTRODUCTION

The success of a company is strongly supported by a conducive climate and synergy with the surrounding community, local government and environmental carrying capacity. This is also applied to the hospitality industry in the Nusa Dua area. As an exclusive tourism area and pretisius, of course the existence of the tourism industry in it can have a positive impact on the community, such as increasing income, creating job opportunities and the environment getting more organized [1]. on the other hand the existence of the hotel can also have a negative impact on the environment such as excessive water use, energy use, and climate change [2]. Therefore, it is an obligation for the hospitality industry to take part in maintaining environmental quality and community welfare around the region in the form of Corporate social responsibility (CSR) programs.

CSR is defined as the social and environmental responsibility of the company. CSR is very important to do because it builds emotions between the community and the company, so as to maintain the image of the company when many stakeholders have a positive emotional attachment to the company [3]. The companies are obligated to participate in preserving the environment and the welfare of the community[4] and each investor is also obliged to carry out corporate social responsibility [5].

Nusa Dua area, is a large and elite resort area in Badung regency, built by adhering to the spatial zoning design, shoreline boundaries, landscape concepts as set out in the development master plan made in 1972[6]. Tourism area is an area developed with the provision of complete facilities and services (for recreation / relaxation, deepening of an experience / health) [7]. Nusa Dua tourism area has completed facilities such as villa hotels, restaurants, shopping places, recreation places, theaters and other tourism businesses. The Nusa Dua area is known as a five-star hotels resort with international standards managed by the Indonesia Tourism Development Corporate (ITDC). The number of five-star hotels in Nusa Dua is 15 hotels [8]. The hotel is a building that is managed commercially by providing accommodation,

services for guests including food and beverages and other facilities [9]. Hotel businesses [10] can be divided into two, star hotels and non-star hotels. Star hotels are divided into 1-star hotels to five-star hotels, while non-star hotels are also referred to as Melati hotels.

The implementation of CSR by hotels can have a positive impact to the hotel itself [11] and [12] because the implementation of CSR can attract more and more guests to stay. CSR activities by companies are also regulated in the Badung Regent District Regulation number 6 of 2013. The government has specific laws and regulations on CSR aimed at avoiding companies that do not carry out decisions that are detrimental to society and the environment. The regional regulation was then elaborated through the Badung Regent Regulation No. 83 of 2013 concerning the implementation of Corporate Social Responsibility in Badung Regency. The Corporate Social Responsibility Program must refer to the scale of regional development priorities such as in the fields of education, health, community development, Increase people's income and improve the quality of healthy homes. The implementation of CSR programs can be done with the Triple Bottom Line (TBL) concept. TBL is a concept that has three aspects consisting of aspects: people, planet and profit [13] . The Triple Bottom Line aspects include:

1. Aspects of people: emphasize the importance of companies to support the interests of human resources. This concept is the basis for the development of CSR programs aimed at empowering the community.
2. The planetary aspect emphasizes the importance of companies to support the preservation of natural resources.
3. The profit aspect is an aspect that is needed because to survive the company still has to make profit in its business activities. The following profit is defined as corporate income in the form of money, positive impacts from the social, economic and environmental aspects.

Referring to the Triple Bottom Line in this study, the aspects that became the focus of research were human aspects and planetary aspects, which involved community empowerment to improve community welfare and environmental quality. The community referred to the local community. Local communities or host communities are people who live around tourist attractions and are directly or indirectly involved with, and / or influenced by tourism activities. The local community in this study meant the community of Bualu traditional village. The involvement of local communities in tourism development as one of the stakeholders can support the sustainability of the tourism.

The research on the implementation of CSR by hotels in Nusa Dua area has been done, and the result that the implementation of CSR has provided financial [11] and non-financial impacts such as regarding reputation and good name of the company [12]. There has been no research on the application of CSR which is seen from the community point of view in the area.

Based on this, a study on the effectiveness of the implementation of CSR programs by 5-star hotels in the Nusa Dua area is necessary to improve the quality of the environment and the welfare of the community around the area. In this study there were eight hotels that became the target of the study, namely five-star hotels in Nusa Dua and including the Bualu traditional village. The reason for choosing five-star hotels as the target of research because five-star hotels are large hotel chains and have extensive networks so that they have greater financial capability in carrying out CSR programs to help the community and improve environmental quality. While the word effectiveness comes from an effective word which means it can bring results; effective [14]. Effectiveness is basically the achievement of results that are in accordance with the objectives as set. If an organization is successful in achieving its goals, then the organization will be said to have run effectively [15]. From this definition, the effectiveness here can be interpreted as an action that can bring results according to the stated goals.

From the background above, the problems in this study are:
1. What types of activities have been carried out through CSR programs by five-star hotels in improving environmental quality and community welfare in the Nusa Dua area?
2. How is the effectiveness of the CSR program implementation to improve the quality of the environment and the welfare of the community in the surrounding area?

Nusa Dua Tourism area is located in two traditional villages namely Bualu traditional village and Peminge traditional village. But among those two traditional villages, the implementation of CSR program by five star hotels is more organized in Bualu traditional village, so that for the next discussion, it only discusses on the implementation of CSR program by five star hotels in Bualu traditional village.

II. RESEARCH METHOD

This study uses qualitative research where the collected data in the form of words or descriptions that describe in depth about the activities that have been carried out by five-star hotels through CSR programs and also there is quantitative data in the form of an assessment of the effectiveness of the implementation of CSR programs in improving environmental quality and the welfare of the surrounding area community. The research locations are in Nusa Dua and in the traditional village of Bualu that located in Benoa village. The source of data used is in the form of primary data, namely data directly obtained from interviews with five-star hotels and village apparatus who know and understand the implementation of CSR programs. Whereas secondary data was obtained from Benoa Village related to village profile data, as well as CSR programs report from CSR team of Bualu traditional village. The indicator used in this study refers to Regent Regulation No. 6 of 2013 concerning the purpose of social responsibility is to improve the quality of environment and the welfare of the community.

In improving the welfare of the community, the fields examined includes the fields of education, health, increasing community income, helping underprivileged people and security. As traditional village so that activities also emphasize to the traditional cultural and religious activities.

Determination of respondents was done purposively, where respondents were considered to know and understand about the implementation of CSR by five-star hotels in the Nusa Dua area. The number of respondents as many as 16 people consisting of the village apparatus from 8 banjars (administrative area under the Team of traditional village) in the traditional village of Bualu where there are also the member of CSR Team in it. Data collection techniques are carried out by interviewing, direct observation , documentation and also distributing questionnaires to the same people. In giving assessment on the questionnaire form the respondents gave a value of 1 to declare ineffective, a value of 2 to declare effective and a value of 3 to declare very effective.

In this study, data analysis was carried out in accordance with the process of qualitative analysis [16] , namely the orientation or description stage, the reduction / focus stage, the analysis phase, the conclusion, and the verification. Using qualitative data analysis obtained how effective the implementation of CSR programs by five-star hotels to the community and the surrounding environment. The presentation of data analysis was carried out using informal techniques, which describe the narrative with various arguments and interpretations of the data obtained from the field.

III. RESULTS AND DISCUSSIONS

A. Types of CSR Activities by 5-star hotels in Nusa Dua area to improve the quality of the environment and the welfare of the people in the surrounding area

The data of this study were obtained by conducting an initial study in the form of interviews with the CSR team about the types of CSR programs carried out by five-star hotels of Nusa Dua area in Bualu traditional village. Then interviewed the five-star hotels in Nusa Dua area to get more valid information. The results obtained are that all hotels state that the implementation of CSR programs is highly depended on the direction of the headquarters, which is in the form of policies to conduct community service. The reason for implementing CSR is because doing business is inseparable from the support of local communities so that the company is also obliged to support the community in the form of CSR activities. The company is obliged to create equality with the environment, both with the government, community institutions, or traditional villages. CSR activities by the hotels are carried out by the human resources department (HRD) even though they have a special team but are still under HRD.

In order to do the community service, the forms of CSR programs carried out by five-star hotels in the Nusa Dua area are divided into several forms, namely the provision of 1) goods, for example donating clothing and trash cans, 2) services, such as being involved in cleaning the surrounding village with the community. 3) donations, namely in the form of cash, and 4) employment opportunities . The five star hotels in Nusa Dua implement the CSR program not only in the village around the area but also outside the village area and even outside the province. The funds for CSR activities have been allocated every year derived from hotel revenues, some hotels place donation boxes in the front office so that funds are also obtained from guests, or additional contributions from hotel workers' organizations as a concern for the community.

The implementation of CSR program in traditional village of Bualu by the hotels currently carried out based on the MOU that has been signed by both party. The important thing of the agreement relate to the topic are: 1) employment opportunities and business opportunities for local people, 2) donation to the traditional village of Bualu. This donation distributed every months, then used to support the activities in traditional village in maintening environment and improving the community welfare.

In utilizing donation from the hotels, the Bualu traditional village form a CSR team that specifically handles the implementation of CSR by hotels in Bualu traditiona village. Furthermore, the traditional village apparatus will plan the activities according to the priority. The activity plan will be discussed in the meeting of all traditional village apparatus (prajuru desa adat). In the meeting they will perfect all activities that have been prepared, by adding activities that are considered important or eliminating activities that are considered unnecessary. Then, the results of the meeting will be carried out by the traditional village apparatus in the community.

In accordance with the problems in this study the kind of activities as a form of implementation of CSR programs carried out by five-star hotels will be divided into two, namely the implementation of CSR programs in improving environmental quality and the implementation of CSR program in improving the welfare of the community.

1. Types of CSR Activities by 5-star hotels in Nusa Dua area to improve environmental quality**.**

The environment in a tourism area is very important to be considered so it is not cause damage and still be interesting to visit for tourists. The implementation of Corporate Social Responsibility by five-star hotels in the Nusa Dua area in order to maintain environmental quality is carried out with the following activities:
- Involvement of the hotel in maintaining environmental cleanliness, both in the area of Nusa Dua and in the village when they get the invitation.
- Using the CSR donation to maintain environmental cleanliness.

2. Type of CSR Activities by 5-star hotels in the Nusa Dua area to improve the welfare of the community around the area

The implementation of CSR to improve the welfare of the community includes the fields of education, health, increased income, efforts to help underprivileged citizens and security. The implementation of CSR in traditional villages certainly also emphasizes to cultural and religious activities.

a. Field of Education

The implementation of CSR in the field of education emphasizes the provision of scholarships for high-achieving students who are not economically capable, providing educational tools and motivation funds for schools whose students participate in the competition

b. Field of Health
The activities that related to
- Make a health insurance card for religious leader and offering maker. This activity uses donation that distributed by hotels as part of CSR program every month to the traditional village according to the agreement.
- Environmental sanitation program, such as fogging if there is a request from the community. The hotel supports the demand for fogging for dengue fever at the beginning of the rainy season including the equipment of fogging, officer and material assistance. This activity is carried out by the hotels in turn.

c. Increase community income and poverty reduction
Activities carried out include:
- Providing employment opportunities for local communities. One of the agreement between star hotels and traditional villages is employment opportunities for local communities. In each hotel the agreed workforce is 30% for local communities and 70% for residents outside traditional village. Besides that the hotel will also use the businesses in the traditional village to help activities at the hotel such as the use of art groups in traditional villages if the hotel needs dancers or musicians for entertainment
- Helping people with disabilities and disadvantages.

d. Field of Art and Culture

Traditional village or customary village or pakraman village in Bali, is a customary law community that is imbued with the teachings of Hinduism and cultural values that live in Bali and refered to the field of religion and socio-culture, so that traditional village activities not only emphasize activities in the social field, namely education, health, and increasing community income but also indigenous and religious arts. Activities included in it are:
- Giving motivation in the form of funds for art competition , and Funding to all art and culture activities in the village. These activities uses the fund from CSR donation

- Use local cultural arts and involve local communities, such as using local artists and musicians to entertain the guest in the hotel.

e. Field of Religion
The majority of the Bualu traditional villagers are Hindus. The donation from CSR program of the hotel is also used to support the religious activities like:
- Assistance in procuring ceremonial equipment
- Financial assistance for ceremonies and
- Assistance for Tirta yatra (a trip to the holy places) activities for religious leaders

f. Field of Security
Security has an important role in creating prosperity. A person who has income, work, good housing will look more prosperity if supported by safe environmental conditions. Security activities are carried out by security forces units called pecalang. The role of CSR programe in this case is to support The activities carried out by providing motivation fund for security.

B. Effectiveness of the implementation of corporate social responsibility by five star hotels in Improving the environmental quality and Community Welfare around the area.

Of the 14 indicators that must be assessed by respondents, the results show that the overall implementation of CSR by 5-star hotels in the Nusa Dua tourism area to improve the quality of the environment and the welfare of the community around the area, are found that 87.2% of the respondent said that the implementation of CSR by five star hotels in Bualu traditional village is effective and 12.5% as said that it is very effective as it can be seen in table 1. It means, the implementation of CSR by 5-star hotels in the Bualu traditional village provides benefits for environmental quality and improving community welfare.

Table I. The assessment results on effectiveness of each indicator.

No	Effectiveness of the Application of Corporate Responsibility by 5-star hotels in the traditional village of Bualu	
	Indicator	*Everage*
1	**Field of education**	
a	Providing scholarships for underprivileged children and achieving	2
b	a motivational fund to schools where students participate in the competition	2
2	**Field of Health**	
a	Assist in making health insurance cards for relious leaders	3
b	Environmental sanitation program	2
3	**Increase community income and poverty reduction**	

No	Effectiveness of the Application of Corporate Responsibility by 5-star hotels in the traditional village of Bualu	
	Indicator	*Everage*
a	Provide employment opportunities for local communities	3
b	Helping disabled and disadvantaged citizens	2
4	**Field of Art and Culture**	
a	Funding assistance to preserve art and culture.	2
b	The use of local cultural art in hotel activities and involvement of local communities	2
5	**Religious field**	
a	Assistance in procuring ceremonial equipment	2
b	Assistance for the temple ceremonies in the traditional village area	3
c	Aid for Tirta yatra (a trip to the holy places) activities for religious leaders	2
6	**Field of security**	
	Motivation for security officers (pecalang)	2

Based on the results of the interview with the vice Bendesa (head of the traditional village) of Bualu on May 4, that before the existence of the contribution from the hotel in the traditional village it is almost impossible to do the activities above, except for ceremonial activities. Besides that, the existence of CSR activities in traditional village, causes there is no withdrawal of funds from the community so that it can reduce the burden to the community. Even though there are one or two banjars that still draw contributions, but they are used for savings as banjar cash. The effectiveness of CSR activities in the Bualu traditional village either carried out directly by five-star hotels or through traditional villages in the form of granting donation has been in accordance with the objective of the CSR itself in particularly in improving the welfare of the local community.

1. Effectiveness of implementing CSR programs in improving environmental quality:
- The implementation of CSR programs in improving the quality of the environment is considered effective, this is because hotels also need a clean and sustainable environment so that they can be sold to tourism. Hotel efforts in the Nusa Dua area to do CSR by getting involved in clean activities in traditional villages on certain days such as during the anniversary celebration of the banjar youth organization (STT) or in hotel anniversary.
Beach cleaning and contributing trash bins in the surrounding villages as a form of concern for the environment. Using environmentally friendly products by

reducing the use of plastic, recycling the remaining soap that has been used by hotel guests. All of these activities are one of the efforts carried out internally in the hotel in maintaining environmental quality.
- The using of donation to buy the truck to maintain environmental cleanliness. This is the effort of traditional village to support the environmental cleanliness.

2. Effectiveness of the implementation of CSR programs in improving community welfare:
The results obtained from the implementation of the CSR program in the Bualu traditional village as an effort to improve the welfare of the community include:

a. Field of education
The implementation of the CSR program by the traditional village of Bualu in the field of education is considered effective, even though its implementation needs to be improved and carried out continuously, so that students who are unable can continue their education without thinking about the cost of education. Activities carried out in the field of education are in the form of:
- Providing scholarships for outstanding and underprivileged students. This program is efektive, although the number of the students who get sholarship are still limited, but that's because the donation got by the traditional village is not enough. At the present the CSR team of Bualu traditional village has succeeded in getting two hotels to adopt the underprivileged students or orphan to get scholarship, and the hotel will pay all school fee until the students completed their education, after that they will be recruited as the staff of the hotel.
- CSR donation from the hotel also used as a motivational fund to schools in this area where students participate in the competition.
Assistance for underprivileged students in education is important to break the chain of poverty, so that in the future they have a better life. The implementation of CSR in the education sector is adjusted to the available funds.

b. Field of health
The health sector is very important, because with a healthy body all activities will be carried out properly. The implementation of CSR programs in the health sector is considered very effective, such as:
- Making health insurance (BPJS) and health fund assistance for religious leaders and offering maker. This activity uses CSR donation, and is considered to be a very effective implementation of CSR in the Bualu traditional village, because it can help religious leaders and the offering maker in treatment. In implementing this program the traditional village also cooperates with a private hospital, Surya Usada Hospital in the Nusa Dua area. For religious leaders this activity is very effective considering they do not have income, but the community needs their

work in the field of religion so it needs attention. This activity has been carried out starting in early 2018.

- Implement environmental health programs. The hotels are ready to carry out fogging if there is a request from a traditional village. This activity was declared effective because it was useful in overcoming dengue fever at that time.

c. Increase community income and overcome poverty.
- Tourism is a labor-intensive industry, it means that the development of tourism in an area can help improve the living standards of the surrounding community. By recruiting the surrounding community, the company has helped the government in alleviating poverty. Based on the agreement between the hotel and Bualu traditional village that provides employment opportunities for the local community as much as 30% for each company and 70% for the outside workforce. The implementation of the CSR program by prioritizing local workforce is considered very effective for the community around the area because it can help the local community to get a better life. This was done by obliging the hotel to inform about the job vacancies in advance to Bualu traditional villages if they needed employees. However, the recruitment process is still carried out according to the area of expertise owned by the citizen. Based on the results of interviews with community leaders, around 75% of the local residents have worked in hotels and other tourism business in Nusa Dua area, and some occupy important positions such as head departments and supervisors.
- Hotel also involve community businesses such as goods delivery, local art studios and decoration needs in supporting activities at the hotel as long as they can offer the same price and quality, the hotels must give priority to the local community business. It can also increase community income and their welfare.

d. Field of Art and Culture
The implementation of CSR programs in the field of arts and culture in Bualu traditional village is considered effective. This is because the program can support traditional village and government programs in maintaining the preservation of cultural arts, moreover Bali is known for its cultural tourism. The implementation of CSR programs in the field of arts and culture such as:
- Funding to maintain the preservation of art and culture, such as providing motivational funds for people who will take part in the competition or receive assistance from the government such as the gong kebyar race and kecak competition. This activity requires significant funds for preparation and also during the competition, so that the use of CSR funds is effective. Likewise, funding assistance for making ogoh ogoh, and Dresta Langu cultural activities

also use CSR donation. Motivational funds for making ogoh ogoh and the implementation of Dresta Langu are provided every year. Dresta Langu is a village program carried out every year during Ngembak Geni day. It is a day after Nyepi, when ogoh ogoh is still lined up along the road. This activity has been carried out for 5 years and uses CSR donation. To prepare for all cultural activities, each STT also receives funds so that it is considered effective. This activity is a people's party and entertainment for people who come to watch the attractions, at the intersection of the entrance to Nusa Dua tourism area, so that it can be a place of promotion and an attraction for tourists. Dresta Langu activities are carried out by the Sabayowana youth organization whose members come from STT of 8 banjars in the traditional village of Bualu. In this activity, besides inviting the regents also representatives of hotels in the Nusa Dua area, where several activities include cultural arts performances such as Bleganjur attractions, community markets, giving scholarships and assistance to disadvantaged citizens, at this time also will be submitted an annual report on the use of CSR donation by the CSR team to the hotel who was present at the time and plans for further activities.
- The involvement of the hotel in maintaining local culture, such as using the interior, architecture, decoration of hotel buildings that characterizes traditional Balinese art, as well as the involving of local artists to intertain to guests. This is considered effective because it has indirectly helped maintain the preservation of local culture.

e. Field of Religious
The implementation of CSR programs in the field of religion is considered effective, especially assistance for ceremonies which is carried out at temples. The existence of motivational funding assistance as the implementation of CSR programs can help facilitate the ceremonial activities. Assistance in the form of donation to traditional villages can be used if there is a shortage in religious-related activities. Based on the CSR team's activity report and interview results, the implementation of CSR in the religious field includes:
- Procurement of ceremonial equipment
  Procurement of some ceremonial equipment also uses CSR funds, but it is done according to conditions or cannot continue due to limited costs. However, this activity was considered effective in helping facilitate ceremonial activities, including the provision of clothing for religious leader. These people in providing services must be clean. But clothes are only given at a certain time.
- Fund assistance for the ceremony.
  Ceremony is one of the most important activities in Hinduism. Religious ceremony requires a large amount of funds, so the existence of CSR funds is considered very effective in helping the community in carrying out religious activities. This activities can take the form of: melasti ceremonies held every before Nyepi day. Mass ngaben and nyekah, melaspas ceremonies, as well as other

activities such as: Nangluk Merana and Sapu leger. The existence of the CSR fund make the community don't need to pay anything for the ceremonial cativities.

- Tirta Yatra

  Tirta yatra is a sacred journey to get holy water. For adherents of Hinduism in Bali it is defined as going or praying to the temple. In Hinduism the activities of tirta yatra are very important. CSR funding assistance in the religious field is considered effective because the existence of CSR funds, make the stakeholders can do tirta yatra activities without having to pay and can be done in more remote areas not only in Bali such as tirta yatra to Lombok, to Pura Semeru in East Java, to Gunung Salak, Bogor by air transportation. This activity can improve the spiritual quality of the stakeholders.

f. Security Sector

Bualu traditional village as a buffer village for Nusa Dua tourism area must also have a good level of security, so as to maintain the image of the area as a safe and pleasant tourist destination to visit. Security in the traditional village area was carried out by pecalang in each Banjar, besides that, patrols were carried out around the area. Nusa Dua has its own security, but during certain events at the hotel, Pecalang is also involved in security. Donation from the hotel are also used to motivate security activities such as uniform procurement, consumption, and transportation for the implementation of security activities.

The effectiveness of the implementation of CSR in Bualu traditional village is inseparable from the role of the CSR Team that has been owned by this village since 2012. The CSR team has a very important role in facilitating the CSR activities of five-star hotels in the traditional village of Bualu. With this team, the collaboration can be done more maximally, between traditional villages and five-star hotels. The Team's activities include: 1) increasing the income earned from hotels in Nusa Dua area, 2) Making monthly and annual financial reports to CSR funders, 3) solving problems arising between local workers and hotels, exploring the problem that arises regarding the recruitment of workers, to explore the tourism industry that has not contributed yet. With this CSR team, the implementation of CSR funds is carried out more efective.

IV. CONCLUSIONS

The results of the analysis on the implementation of CSR programs by five-star hotels in the Nusa Dua area to improve environmental sustainability and community welfare, it can be concluded that the implementation of CSR mostly states that it is effective (87.5%) in the traditional village of Bualu, and 12.5% states it is very effective. From the field of assessed, the health sector, namely the making of BPJS cards , employment opportunities and assistance for the ceremonies in the Bualu traditional village area are considered very

effective. The emplimentation of CSR program both carried out by the hotel diractly or carried out by the traditional village have been able to help improve the quality of environment and the community welfare. But the village apparatus still keep try to increase the assistance to the outstanding but poor people and disabled people to get the scholarship from the hotel. The implementation of CSR in Bualu Traditional village not only in the fields of education, environment, health, increasing income as stated in the regional regulations. Badung No. 83 of 2013 concerning Corporate Social Responsibility (TJSP), but also can help the community to maintain their art and culture and their religion well.

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