

Implementation Of Sustainable Event Management In Wedding Activities At The Apurva Kempinski Bali

Fahrina Aprilla Hanani ^{1*}, Ni Nyoman Triyuni ², I Gusti Agung Bagus Mataram ³

¹ D4 Manajemen Bisnis Pariwisata, Pariwisata, Politeknik Negeri Bali

² D4 Manajemen Bisnis Pariwisata, Pariwisata, Politeknik Negeri Bali

³ D4 Manajemen Bisnis Pariwisata, Pariwisata, Politeknik Negeri Bali

*Corresponding Author: aprillahann@gmail.com

Abstract: 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

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Introduction

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. 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 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

Method

This research was conducted at The Apurva Kempinski Bali in the sales & marketing department for 4 months using qualitative and quantitative data types with primary and secondary data sources. Data collection methods using questionnaires, observations and documentation. The technique used to analyze the data in this study is descriptive statistics to explain data in general or generalization, by calculating the minimum value, maximum value, average value (mean), and standard deviation (Nuryadi et al., 2017). This research using key informants which is represent as the population/sample in quantitative research, and must be determined at the beginning of the research phase in the form of determining the number of informants. Informants are research subjects who provide information about phenomena or problems that are raised as research themes/topics (Heryana, 2018), with the number of respondents used is total 10 respondents which consist of director group and event, sales manager, sales executive, sales coordinator and wedding organizers.

The results of the questionnaire will be calculated on average then the results will be included in the category according to the average value obtained. The interval range of value is used to determine the suitable categories for the value that get from the questionnaire answer. The interval range will be calculated by the formula below:

$$\text{Interval Level Value} = \frac{\text{Highest score} - \text{Lowest score}}{\text{Number of criteria}}$$

The variables to be measured are translated into variable indicators using a likert scale. A likert scale is a tool for assessing a person's or a group's attitudes, opinions, and perceptions of social phenomena that occur in a particular place that has a level from very negative to very positive (Sugiyono, 2017). In this research there are 5 categories namely, very bad implemented, bad implementation, less implemented, well implemented, very well implemented

- 1,00-1,80 = very bad implemented
- 1,81-2,60 = bad implemented
- 2,61-3,40 = less implemented
- 3,41-4,20 = well implemented
- 4,21-5,00 = very well implemented

The interval range in this study was 0,8. This range is obtained from the calculation results as above. Interval range is obtained from the reduction of the highest and lowest scores on the Likert scale for the questionnaire.

Result and Discussion

Implementation of sustainable event management in wedding activities at The Apurva Kempinski Bali using quantitative analysis, showing research data by questionnaire to explain how the implementation of sustainable event management in wedding activities at The Apurva Kempinski Bali using indicator checklist from concept of sustainable event activities that consist of venue, accommodation, catering, communication & event material, local transport, exhibition and stakeholder engagement & communication (Trisna & Arcana, 2014), that have been calculated:

Table 1. Total Questionnaire Result

Indicators	Sub Indicator	Total	Score	Status
1. Venue	Saved Space	3,9	3,9	Well Implemented
	The utensil structures have removable plastic		3,9	Well Implemented
	Signage and communication		3,9	Well Implemented
2. Accommodation	Use of environmentally friendly	3,8	4,1	Well Implemented
	Existence of noise control		4,2	Well Implemented
	Using technology and equipment for saving and reducing energy consumption		3,1	Less Implemented
3. Catering	Providing menus with local ingredients	3,7	3,9	Well Implemented
	Using local distributors in supplying needs		3,9	Well Implemented
	Avoiding single serving containers for food and condiments		3,5	Well Implemented
	Offers vegetarian menu options.		3,6	Well Implemented
4. Communication & Materials	The use of flowers/plants comprised of endemic seasonal species	3,8	3,6	Well Implemented
	Paper, brochures, and documents electronic format, and double-sided printing.		4,5	Very Well Implemented
	Eco friendly products detergent		3,4	Less Implemented
5. Local Transport	Reducing greenhouse gas emissions towards sustainable transport choices	4,1	4,1	Well Implemented
6. Exhibition	An understanding of the impact of the industry and its supply chain on the environment	4	4	Well Implemented
7. Stakeholder Engagement	Activities to help improve quality of life of the community	4,2	4,2	Well Implemented
TOTAL AVERAGE		3,9		Well Implemented

1. Venue

The Table 1 shows the respondent's answer to the implementation of sustainable event venue which included saved space used, the utensil structures have removable plastic and signage communication have each score is 3,9 and it stated well implementation. The Apurva Kempinski has two kinds of venue, there are outdoor and indoor venue. While the recommended to choose the outdoor venue to minimize the broken caused floor scratch by heavy installation. The utensil structures have removable plastic (or other material) covers, their use is widespread in outdoor events, but they are not generally considered environmentally friendly, due to the plastic by using reusable tablecloths and tableware which consist of ceramic plates, glasses and cutlery set that can reusable to the next event after as below Figure 1:



Figure 1. Reusable Tableware

The risk of outdoor events is higher because it is difficult to control the state of visitors when the event takes place (Lidya, 2013), The Apurva Kempinski Bali management create loading letter permit to arrange what should prohibited while installing and dismantling the heavy equipment. Both parties Hotel Management and vendor are mandatory to signed loading letter, agreeing any damages caused at the event. There are several statements from loading letter which highlighted because it was contain the rules to contribute sustainability practice of wedding venue such as all areas should be covered with plywood / plastic/ rubber mat before construction takes place, covered cables and exit door, fire sprinkle, smoke detector are not allowed to be block with any draping or any kinds.

2. Accommodation

There are several sub indicators for accommodation sustainable event are use environmentally friendly room product, existence of noise control, use a technology equipment for saving and reducing energy consumption. The implementation of sustainable event of accommodation that consist of using environmentally friendly room product has score 4,1 which stated well implementation by has program called Soap for Hope. This program was created in effort to promote not only community hygiene, but also waste management because this process uses no electricity or running water, and so no more unnecessary waste will be generated here.



Figure 2. Eco Friendly Soap

The existence of noise control with 4,2 which stated well implementation because all amplifier speaker must be concluded no later than 10 PM with the use of sound on television and other media that is more than 75 dB can consume a large amount of electrical power, which is 120 watts (Wantoro, 2017). While using technology and equipment for saving and reducing energy consumption has score 3,1 which stated less implementation because the saving mode still using manual system while the using of lighting can be decrease because the location of Apurva is on the coastline where the hotel gets enough sun exposure and strong wind gusts so it would be better if Apurva made its own electricity source for using in operation such as solar panels.

3. Catering

Catering and service application of sustainable event concept is measured through several sub-indicators consisting of offering and providing menus with local ingredients with score 3,9 with stated well implementation, using local distributors in supplying needs already well implementation with 3,9 score through held collaboration with some local brand company to provide food and beverage materials such as Plaga Farm to providing becomes the resort's partner that demonstrates accountability for their people and environment. Tanamera Coffee participate as brands that are committed to respect the ecosystem and communities that working together with local farmers across the country in providing education and has been consistently improving the coffee processing. Balian water is from a free-flowing spring which is not pumping the aquifer like many or harming the ecosystem. This collaboration with local supplier was part of sustainable wedding program which launching in 2022 and updated to the website as below Figure 3:

SUSTAINABLE WEDDING: THE APURVA KEMPINSKI BALI AND LOCAL PARTNERS COME TOGETHER TO INSPIRE COMMUNITY

Nusa Dua. – 03 May 2022 - The Apurva Kempinski Bali and partners have come together to inspire and seek ways of addressing the important topic of sustainability with another breakthrough at the resort, this time in the form of a **Sustainable Wedding Package**. To promote the activation of this movement, similar-minded key partners are invited. They are Designmill Co., SukkhaCitta, Puri Ata, Taga Woodcraft, Plaga Farm, Tanamera Coffee and Balian Water.

Designmill Co. joined the project to lend their expertise with the decoration. Recycled paper papeteries, wooden chairs and potted plants are utilised to decorate the venue, with hanging natural fabric and printed customised motifs. The event decorator has brought fashion label **Kaean**, who are known for sharing Indonesian creativity through their fabric. Another partner from the fashion industry is **SukkhaCitta**, an award-winning social enterprise that focuses on changing lives in rural Indonesia, who will be creating the wedding dress. This sustainable fashion has been recognised with a B-corp certification, which is exclusively bestowed on companies with social and environmental impact. **Puri Ata** and **Taga Woodcraft** provide their 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.

Figure 3. Sustainable Wedding Website

Sustainable catering also including to avoided any single serving containers for food and condiments (eg milk, cream, sugar, butter, ketchup, breakfast cereal, etc.) already well implementation with 3,5 score, besides that offers vegetarian menu options already well implemented with score 3,6.

4. Communication and Materials

The questionnaire result for materials of sustainable event management are Using flowers/plants comprised of Endemic seasonal species is 3,6 which stated well implementation, paper brochures & document is 4,5 it stated very well implementation and providing ecofriendly product detergents is 3,4 which stated less implementation. The Apurva Kempinski Bali already implemented wedding decoration using by potted plants orchid. Orchids are ornamental plants that indicates as endemic seasonal flowers because the diversity of species and varieties orchids throughout the world are very high distributed in the tropics and subtropics. However, it is mostly found in tropical forest areas. Orchid as one of the groups of flowers that have a diversity of species most abundant and have different habitat characteristics (Dewi, 2021). This is the sustainable concept using the orchid potted plants as below Figure 4:



Figure 4. Sustainable Flower Decoration

In preparing the wedding document, start from the beginning until after wedding event using electronic document such as letter of agreement and loading letter. Besides that, implementation of eco-friendly product detergent by provide cleaning and sanitizing products were contained less alcohol ingredients, because the alcohol in cleaning supplies, as well as wet wipes, and disinfectants can speed up the wear and tear process and peel off the varnish as a protective layer for interior materials include fabric, plastic, vinyl, leather, or wood.

5. Local Transport

Local transportation is a transportation system that only serves local travel, meaning that the origin and destination are closed (Sari, 2019). In local transport consist of reducing greenhouse gas emissions towards sustainable transport choices with the result score 4,1 which stated well implementation. The transportation which can reducing greenhouse gas emissions in hotel area is electric vehicles that called buggy as internal hotel transportation to drop and transfer wedding guest, wedding couple and others to reach wedding venue or another place related with wedding events as below Figure 5:



Figure 5. Dedicated Wedding Buggy

6. Exhibition

The questionnaire result from exhibition indicator statement is an understanding the impact of the industry and supply chain on the environment with score 4 which stated well implementation because The Apurva Kempinski Bali has established the sustainable wedding program collaboration with some local supplier. Its partners have come together to inspire and seek ways of addressing the important topic of sustainability with another breakthrough at the resort, this time in the form of a Sustainable Wedding Package as Figure 6:



Figure 6. Sustainable Wedding Package Exhibition

7. Stakeholder Engagement

Stakeholder engagement is a key part of corporate social responsibility (CSR) by held activities to help improve quality life of the community that already well implemented by The Apurva Kempinski Bali as the questionnaire result which has score 4,2. The CSR program that has applied such as donate Soleman's foundation which assists people living with disabilities, mental health disorders and acute or chronic illness and their families to throughout Bali, donate the recycled newspaper and shredding paper to the Saraswati Papers that each folio which produced by Saraswati Paper was hand-made paper is made using 100% post-consumer recycled paper. Established relationship with CSR Sawangan to empower the local people of the Sawangan to clean the Sawangan beach around some luxury hotels which include The Apurva Kempinski Bali



Figure 7. CSR of The Apurva Kempinski Bali

Conclusion

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.

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