

UNDERGRADUATE THESIS

**THE IMPLEMENTATION OF SUSTAINABLE CORPORATE
SOCIAL RESPONSIBILITY TO SUPPORT THE GREEN
HOTEL AT MELIÁ BALI**



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**TOURISM DEPARTMENT
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**This undergraduate thesis is submitted as one of the requirements to earn
Applied Bachelor's Degree in Tourism Management Study Program
in Politeknik Negeri Bali**



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This undergraduate thesis entitled:
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The writer expects critics and suggestions from the readers and hopes that this undergraduate thesis could provide benefits for students as well as the development of tourism industry.



The Writer

Ni Gusti Ayu Anggiliani

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ABSTRACT

Anggiliansi, Ni Gusti Ayu. (2023). *The Implementation of Sustainable Corporate Social Responsibility to Support the Green Hotel at Meliá Bali*. Undergraduate Thesis: Tourism Business Management, Tourism Department, Politeknik Negeri Bali.

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Keywords: Hotel, Sustainability, Sustainable Corporate Social Responsibility, Green Hotel

This study aims to analyze the implementation of Sustainable Corporate Social Responsibility and describe its percentage value in supporting the Green Hotel at Meliá Bali. The data analysis technique used is descriptive qualitative and statistical descriptive with data collection methods include observation, documentation, interview, questionnaire, and literature study. The informant determination was carried out through purposive sampling technique. The results showed that the implementation of Sustainable Corporate Social Responsibility at Meliá Bali has a percentage value of 100 percent in the “Very High” category. Sustainable Corporate Social Responsibility is supporting the Green Hotel has a percentage value of 96 percent in the “Very High” category including Environment (98 percent), Community (95 percent), Employment (93 percent), and Customers (100 percent). However, if it is viewed from each sub-indicator, Meliá Bali must make improvements, especially on the Community indicator which contains the sub-indicator “Housing development for the underprivileged to support the collaboration with local community organizations” and the Employment indicator which contains “Providing cooperatives by using green products”. Both of sub-indicators has a percentage value of 80 percent in the “High” category, so there is a need for improvement to maximize the implementation of Sustainable Corporate Social Responsibility to support the Green Hotel at Meliá Bali.

ABSTRAK

Anggiliansi, Ni Gusti Ayu. (2023). *The Implementation of Sustainable Corporate Social Responsibility to Support the Green Hotel at Meliá Bali*. Skripsi: Manajemen Bisnis Pariwisata, Jurusan Pariwisata, Politeknik Negeri Bali.

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Kata kunci: Hotel, Sustainability, Sustainable Corporate Social Responsibility, Green Hotel

Penelitian ini bertujuan untuk menganalisis implementasi Sustainable Corporate Social Responsibility dan memaparkan nilai persentasenya dalam mendukung Green Hotel di Meliá Bali. Teknik analisis data yang digunakan adalah deskriptif kualitatif dan statistik deskriptif dengan metode pengumpulan data berupa observasi, dokumentasi, wawancara, kuesioner, dan studi pustaka. Penentuan informan dilakukan melalui teknik purposive sampling. Hasil penelitian menunjukkan bahwa implementasi Sustainable Corporate Social Responsibility di Meliá Bali memiliki nilai persentase 100 persen dan berada pada kategori "Sangat Tinggi". Sustainable Corporate Social Responsibility mendukung Green Hotel menunjukkan nilai persentase 96 persen dan berada pada kategori "Sangat Tinggi" meliputi Environment (98 persen), Community (95 persen), Employment (93 persen), dan Customers (100 persen). Namun, jika dilihat pada masing-masing sub indikator, Meliá Bali harus melakukan peningkatan terutama pada indikator Community yang memuat sub indikator "Housing development for the underprivileged to support the collaboration with community local organizations" dan indikator Employment yang memuat "Providing cooperatives by using green products". Kedua sub indikator tersebut memiliki nilai persentase 80 persen berada pada kategori "Tinggi", sehingga perlu adanya peningkatan untuk memaksimalkan implementasi Sustainable Corporate Social Responsibility untuk mendukung Green Hotel di Meliá Bali.

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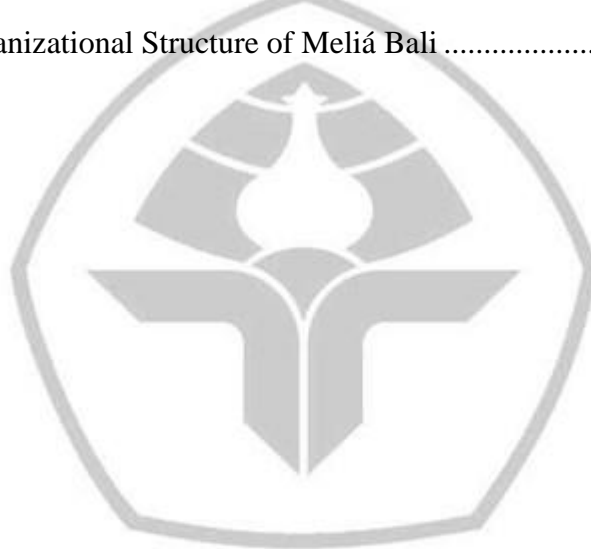
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CHAPTER I

INTRODUCTION

1.1 Research Background

In the midst of the existence of the business development, companies are expected to be able to pay attention to social and environmental issues which include the interests of employees, consumers, society, and the environment (Budiman, 2015). In this case, these social and environmental issues can be of strategic interest to ensure long-term company performance (Wati, 2019). With those social and environmental issues, it is necessary to have a high level of awareness of the importance of preserving the environment and building harmonious relationships with the surrounding community. The impact of business activities must be managed so as not to cause negative consequences for society and the environment. Business actors and companies must have Corporate Social Responsibility (CSR) because of the impact or risk of their business on the environment around their company (Rosilawati & Arsyad, 2019).

Therefore, to create awareness of the importance of social and environmental aspects for the business development, the government issued Law No. 40 of 2007 concerning Limited Liability Companies in Chapter V related to Social and Environmental Responsibility Article 74 which explains that companies that carry out their business activities in the field of and/or related to natural resources are required to carry out social and environmental responsibilities. It aims to improve the quality of life and the environment that benefits the company itself, the local community, and society in general, and

supports the establishment of harmonious, and in accordance with the values, norms, and culture of the local community.

In actualizing this regulation, the tourism industry needs to implement a program that can minimize the existence of social and environmental issues which is sustainable. One of the efforts that can be implemented is Sustainable Corporate Social Responsibility (CSR). The implementation of Sustainable CSR is expected to shape the lives of people who are more prosperous, independent, and the preservation of the surrounding environment is also maintained (Rita, 2019). Therefore, the implementation of Sustainable Corporate Social Responsibility will be a breakthrough that can have a good impact on the environment and social.

In implementing Sustainable Corporate Social Responsibility program, it can be started from one of scopes in the tourism industry, namely hotel. Most hotels in Bali have implemented the Green Hotel concept as one of the actions to care for the environment to achieve sustainability. One of them is Meliá Bali Hotel, which is located at Nusa Dua Resort ITDC Lot 1, Benoa, South Kuta District. The Green Hotel that is implemented brings Meliá Bali to a very remarkable achievement, becoming the first hotel in Asia to achieve an EarthCheck Master certification for environmental management and preservation. Therefore, the writer is interested in analyzing what kind of the implementation that Meliá Bali has done to get a very good achievement through Sustainable Corporate Social Responsibility and whether its implementation has an impact on the Green Hotel concept that they have implemented. However, there are some problems in Meliá Bali especially on environmental aspect such as plastic usage

and flood. In Meliá Bali, there is a cooperative, where the staff can buy something to eat or fulfill their needs during on duty. In this area, the use of plastic is still high, whereas in serving the guests, Meliá Bali has minimized the use of plastic by replacing plastic pen with wooden pen. The second problem is flood. Every time there is heavy rain, there is always almost flooding especially in front of Purchasing Office which is the road to the staff parking area. The rainwater also drips in the lobby, so it can endanger the staff or the guests who are in this area. Therefore, the writer is interested in exploring this issue through the title **“The Implementation of Sustainable Corporate Social Responsibility to Support the Green Hotel at Meliá Bali”**.

1.2 Research Questions

Based on the background described above, the following are the research questions in this undergraduate thesis:

1. How is the implementation of Sustainable Corporate Social Responsibility (CSR) at Meliá Bali?
2. How is Sustainable Corporate Social Responsibility (CSR) supporting the Green Hotel?

1.3 Research Objectives

Based on the background and the previous research questions, the following are the research objectives:

1. To analyze the implementation of Sustainable Corporate Social Responsibility to support the Green Hotel at Meliá Bali.

2. To analyze how Sustainable Corporate Social Responsibility (CSR) can support the Green Hotel.

1.4 Research Significance

There are 2 types of research significances which include theoretical and practical benefits. The following are the explanation:

1. Theoretical Benefits

This undergraduate thesis is expected to develop the content for the next research and increase knowledge about the importance of Sustainable Corporate Social Responsibility to support the Green Hotel in the tourism industry as well as find out the impact if all scopes in the tourism industry implement this concept.

2. Practical Benefits

This undergraduate thesis is expected to be beneficial for all hotels especially in Bali in implementing Sustainable Corporate Social Responsibility to support the Green Hotel. From this research, the writer hopes all hotels could realize how important this program is and try to carry out this program and do some improvements to get positive impacts.

1.5 Limitations and Scope of Research

The research object raised in this undergraduate thesis is the implementation of Sustainable Corporate Social Responsibility (CSR) to support the Green Hotel at Meliá Bali. The following are the limitations and scope of research to limit the discussion in order to focus on analyzing the issues that raised in this undergraduate thesis:

1. The variables in this research are Sustainable Corporate Social Responsibility and Green Hotel.
2. The indicators in this research are as follows:
 - a. Sustainable Corporate Social Responsibility: Environment, Community, Employment, and Customers.
 - b. Green Hotel: Environmental Policy and Actions for Hotel Operation, Use of Green Products, Collaboration with the Community Local Organizations, Human Resource Development, Solid Waste Management, Energy Efficiency, Water Efficiency and Water Quality, Air Quality Management (Indoor and Outdoor), Noise Pollution Control, Waste Water Treatment and Management, Toxic and Chemical Substance Disposal Management.
3. This research also describes the percentage value of the implementation of Sustainable Corporate Social Responsibility to support the Green Hotel at Meliá Bali.



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CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

The implementation of Sustainable CSR at Meliá Bali consists of 4 indicators which include Environment (7 sub-indicators), Community (5 sub-indicators), Employment (5 sub-indicators), and Customers (2 sub-indicators). These sub-indicators have been explained in sub-chapter 3.4 above. The results of the interview with HR Director, GEX Director, and POMECE Director stated that all Sustainable Corporate Social Responsibility had been implemented properly. It is evidenced by the percentage results which show that the 4 indicators have a percentage value of 100 percent in the “Very High” category.

The relationship between Sustainable CSR and Green Hotel has been explained in sub-chapter 2.1.6 above. The 4 indicators in Sustainable CSR consisting of 19 sub-indicators can support 11 indicators in the Green Hotel. This is evidenced by the percentage results from the questionnaires that were distributed to the HR Director, GEX Director, and POMECE Director as the informants in this research. The results of the questionnaire show that Sustainable CSR is supporting the Green Hotel with a percentage value of 96 percent which is in the “Very High” category, that includes Environment (98 percent), Community (95 percent), Employment (93 percent), and Customers (100 percent). From these results, Community in the “Housing development for the underprivileged to support the collaboration with local community organizations” sub-indicator and Employment in the “Providing cooperatives by using green products” sub-

indicator which both have percentage value of 80 percent that is in the “High” category. Other sub-indicators got percentage values above 80 percent which are in the “Very High” category.

5.2 Suggestion

In supporting the Green Hotel, Meliá Bali must improve all indicators, especially the Community with sub-indicator “Housing development for the underprivileged to support the collaboration with community local organizations” and the Employment with sub-indicator “Providing cooperatives by using green products”. Those have the lowest percentage values compared to other sub-indicators. Therefore, it is necessary to reduce the use of plastic in the cooperative by providing reusable shopping bags or encouraging staff to bring their own shopping bags. Meliá Bali must also continue to improve the implementation of housing development program to help the underprivileged. The improvements need to be made to maximize the implementation of Sustainable Corporate Social Responsibility to support the Green Hotel at Meliá Bali.

Future research with similar research objects is expected to be able to dig deeper information through interviews with informants. In determining the number of informants must also be considered in accordance with the topics discussed. Opinions from many informants will greatly help increase information from the perspectives of various parties. In addition, it would be better if a Focus Group Discussion (FGD) is conducted to ensure that all data that has been collected is valid and in accordance with the conditions in the field, as well as agree on a final conclusion that is approved by all informants.

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