UNDERGRADUATE THESIS

THE IMPLEMENTATION OF GREEN EMPLOYEE RELATIONS IN SUPPORTING ENVIRONMENTAL PERFORMANCE AT HILTON BALI RESORT



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TOURISM DEPARTMENT POLITEKNIK NEGERI BALI BADUNG 2023

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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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is true that it is free from plagiarism. If this statement proves to be invalid, I am fully willing to accept the provisions in accordance with the applicable regulations.

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For that with all humility the writer expects some critics and suggestions especially from readers and hope that this thesis could be beneficial for the study as well as development of tourism industry.

Writter

Ni Putu Itha Mas Putri Dewi

ABSTRAK

Ni Putu Itha Mas Putri Dewi. (2023). Analisis Penerapan Hubungan Karyawan Hijau Dalam Mendukung Kinerja Lingkungan Di Hilton Bali Resort. Skripsi: Manajemen Bisnis Pariwisata, Jurusan Pariwisata, Politeknik Negeri Bali.

Skripsi ini telah disetujui dan diperiksa oleh Pembimbing 1: Drs. I Ketut Astawa, MM dan Pembimbing 2: Elvira Septevany, S.S, M.Li.

Kata Kunci: Manajemen Sumber Daya Manusia Hijau, Hubungan Karyawan Hijau, Kinerja Lingkungan, Keberlanjutan.

Penelitian ini bertujuan untuk menganalisis penerapan hubungan karyawan hijau dan untuk mengetahui bagaimana hubungan karyawan hijau dapat mendukung kinerja lingkungan di Hilton Bali Resort. Penelitian ini menggunakan pendekatan kualitatif dengan teknik analisis data model Miles dan Huberman, yang terdiri dari pengumpulan data, penyajian data, dan penarikan kesimpulan/verifikasi. Metode dalam mengumpulkan data adalah menggunakan wawancara, observasi, dan studi literature. Implementasi green employee relations di Hilton Bali Resort sejauh ini sudah berjalan 75%, ada tiga praktik dari Green Employee Relations yang telah diimplementasikan secara keseluruhan (100%) oleh Hilton Bali Resort, yaitu involving green practices, providing training to the union representatives, provide sharing program related with environmental performance dan tiga praktik dari Green Employee Relations yang belum belum diimplementasikan sepenuhnya (50%) yaitu introducing green whistle blowing and help-lines, joint consultations in resolving environmental issue, dan recognizes union as a key stakeholder. Selain itu praktik-praktik yang belum dilaksanakan secara sempurna, saat ini sedang dalam tahap perencanaan untuk diterapkan di masa yang akan datang. Meski belum sempurna, namun sudah ada proses dalam penerapan hubungan karyawan hijau yang selalu ditinjau.

ABSTRACT

Ni Putu Itha Mas Putri Dewi. (2023). The Implementation of Green Employee Relations in Supporting Environmental Performance at Hilton Bali Resort. Undergraduate Thesis Tourism Bussiness Management, Tourism Department, Politeknik Negeri Bali.

This undergraduate thesis has been supervised and approved by Supervisor 1: Drs. I Ketut Astawa, MM and Supervisor 2: Elvira Septevany, S.S, M.Li.

Keywords: Green Human Resources Management, Green Employee Relations, Environmental Performance, Sustainability.

This research aims to analyze the implementation of green employee relations and to find out how green employee relations can support the environmental performance at Hilton Bali Resort. This research uses a qualitative approach with data analysis techniques Miles and Huberman model, which consists of data collection, data display, and conclusion drawing/verification. The method of collecting data are uses interview, observation, and literature study. The result of this study is the implementation of green employee relations at Hilton Bali Resort has been running at 75% so far, there are three green employee relations practices that have been implemented (100%) by Hilton Bali Resort, namely involving green practices, providing training to the union representatives, provide sharing program related with environmental performance and there are three green employee relations practice not yet implemented perfectly (50%) namely introducing green whistle blowing and help-lines, joint consultations in resolving environmental issue, and recognizes union as a key stakeholder. In addition, practices that have not been implemented are currently in the planning stage to be implemented in the future. Although it is not perfect, there is already a process in implementing green employee relations which is always reviewed and improved.

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CHAPTER I

INTRODUCTION

1.1 Research Background

In the world of business, tourism is one of the most profitable business sectors, because it has developed so rapidly and it is one of the main sources of income for many developing countries (UNWTO, 2017). Indonesia is one of the countries that is relying on income from the tourism sector, the development of tourism in Indonesia has made a positive contribution to economic growth. In 2020 the world was hit by the covid-19 pandemic, which led to restrictions on large-scale social activities, which had an impact on stopping all activities as well as the tourism sector (Caraka et al., 2020).

The government and tourism stakeholders have undertaken several efforts and policies to revive the economy in the tourism sector. According to the Indonesian Central Bureau of Statistics, the number of tourist visits to Indonesia from April 2022 has increased by 49.01% compared to the number of tourist visits in April 2021. The revival of the tourism sector has caused an increasingly competitive competition between companies in maintaining and developing their business segmentation. Nowadays, companies in the tourism sector; hotels, restaurants, recreational and attractions, are no longer only focusing on gaining profits, but also focusing on environmental issues.

In the tourism business, accommodation is the primary facility most required by tourists during their trip. Seeing the number of existing accommodation businesses and the high demand of accommodation, related parties are required to be capable in developing their accommodation business by concerning environmental issues and implementing the sustainable environment or more commonly known as green business.

Sustainability is the capability to keep on doing something without a time limit or continuously. Sustainable environment is a state of balance, resilience, and interconnectedness which allows humans to meet their needs without exceeding the capacity of the supporting ecosystem and being able to continuously regenerate and fulfill the needs well into the future (Cahyani, 2020). In the accommodation business, one of the practices of Green Human Resources Management (GHRM).

GHRM is a sustainable human resource management policy by involving environmental aspects to maintain sustainability in company management. In addition, GHRM is aimed at creating utilization, development, research of resources and natural resources to be managed effectively and efficiently by the company (Purnama & Nawangsari, 2019). In the practice of GHRM includes; Green Job Design and Analysis, Green Human Resources Planning, Green Recruitment & Selection, Green Induction, Green Training & Development, Green Performance Evaluation, Green Reward Management, Green Health and Safety Management, Green Employee Discipline Management and Green Employee Relations (Arulrajah et al., 2015).

Among several GHRM functions, there are one functions which are most closely related with the environment and employees, namely Green Employee Relations. Through Green Employee Relations employees will be able to contribute directly into various environmental activities.

Environmental performance refers to the hotel environment as a result of environmental activities that are carried out to minimize negative impacts on the environment (Isrososiawan et al., 2021). The implementation of environmental performance in a company can be run consistently if there is a willingness and initiative from each individual in a formal management structure. The success of implementing environmental performance depends on the voluntary involvement and support from employees (Paillé et al., 2013).

One of the hotels that has implemented Green Employee Relations is Hilton Bali Resort. Hilton Bali Resort is a 5-star hotel located in Sawangan, Nusa Dua, Bali. This Hotel has 420 rooms and villas completed with various facilities and exclusive services. Hilton Bali Resort is concerned with the employee's performance by providing various employee activities, which will have an impact on environmental performance. The measures which have been taken to realize environmental performance, as follows on Table 1.1

Table 1. 1 Green Employee Relation Activities list

No	Activity Name	Hours/Years
1	Thrive Body – Zumba, Muay Thai, Aerobic, Yoga, Fun	12 Hours
	Walk	
2	Thrive Mind – Yoga, Tree Planting, Mangrove Planting	12 Hours
3	Thrive Spirit – Soap for Hope, Making Coffee Briquette.	12 Hours
4	Cleaning Blitz	48 Hours
5	Travel with Purpose - Plogging, Cooking with SOS	12 Hours

Sources: Hilton Bali Resort, 2023

Table 1.1 showed employee activities for a year. The employee relation activities such as Thrive Cleaning Blitz and Travel with Purpose are routinely carried out every two weeks. All the employee activites about Hilton Bali Resort has practiced GHRM concepts that are Green Employee Relations. However, until now the implementation of green employee relations has not been fully implemented at Hilton Bali resort. Because there are still several things that hinder it, example during cleaning blitz and ploging activities, still using plastic bags as garbage collection, using plastic hand gloves and lack of awareness from employee to participate in such green employee relations activities. That is why the writer raises the research title, "The Implementation Of Green Employee Relations in Supporting Environmental Performance at Hilton Bali Resort".

1.2 Problem Identification:

- 1. How is the implementation of Green Employee Relations at Hilton Bali Resort?
- 2. How Green Employee Relations is can support the environmental performances at Hilton Bali Resort?

1.3 Purpose of the Research:

- To analyze the implementation of Green Employee Relations at Hilton Bali Resort.
- 2. To analyze how Green Employee Relations can support the environmental performance at Hilton Bali Resort.

1.4 Significance of the Research

This study is expected to bring some benefit both theoretically and practically. The benefits to be obtained in this research are:

1.4.1 Theoretical Significance

This research is expected to support other studies theoretically by providing additional information regarding GHRM, especially green employee relations and environmental performance at Hilton Bali Resort.

1.4.2 Practical Significance

The result of this research is expected to be useful for Hilton Bali Resort regarding what needs to be improved in the implementation of green employee relations practices in supporting environmental performance at Hilton Bali Resort.

1.5 Limitations and Scope of Problems

The review of the research topic about the implementation of green employee relation in supporting environmental performance is very broad. It is necessary to limit the problem to focus research so that it has a specific scope. There are the limitations of the problem in this research, namely:

- 1. The variables in this research include: green employee relations, and environmental performance
- 2. The indicators in this research include:
- a. Green employee relations: involving green practices, introducing green whistle blowing and help line, provide training to union, joint consultation in resolving environmental, sharing program, recognize union.
- b. Environmental performance: people, planet, and profit.
- 3. This research took samples from the Human Resources Department at Hilton

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CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

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

- 1. Hilton Bali Resort has started implementing green employee relations currently. Although it is not perfect, there is already a process in implementing green employee relations which is always reviewed and improved. The implementation of Green Employee Relations at Hilton Bali Resort has been running at 75% in line with Renwick (2016). There are four Green Employee Relations practices that have been implemented (100%) by Hilton Bali Resort, namely Involving Green Practices, Providing Training to the Union Representatives, Provide Sharing Program Related with Environmental Performance and there are three Green Employee Relations practice not yet implemented perfectly (50%) namely Introducing Green Whistle Blowing and Help-lines, Joint Consultations in Resolving Environmental Issue, and Recognizes Union As a Key Stakeholder.
- Although the implementation of Green Employee Relations is not perfect,
 but it has been able to help environmental performance at Hilton Bali Resort.
 Every function of Green Employee Relations has aided environmental

Performance, as measured by three indicators: planet, people, and profit. The Planet Indicator can be supported by all functions of Green Employee Relations which is Involving Green Practices, Introducing Green Whistle Blowing and Help-lines, Providing Training to the Union Representatives, Joint Consultations in Resolving Environmental Issue, Provide Sharing Program, and Recognizes Union. Then the People indicator only assisted by five functions of Green Employee Relations, namely Involving Green Practices, Introducing Green Whistle Blowing and Help-lines, Providing Training to the Union Representatives, Provide Sharing Program, Recognizes Union. While the profit indicator also has not been assisted by all functions of Green Employee Relations. Until now, the profit indicator was only assisted by three functions of Green Employee Relations, namely Involving Green Practices, Introducing Green Whistle Blowing and Help-lines, and Providing Training to the Union Representatives. Although not perfect yet, Hilton Bali Resort will continue to improve the implementation of the functions of Green Employee Relations so that all of them can help environmental performance indicators.

5.2 Suggestion LITEKNIK NEGERI BALI

Based on the result of the data analysis and conclusion, the writes proses some suggestions as follow:

It is very important for Hilton Bali Resort to have a good understanding of the implementation of green employee relations at Hilton Bali Resort which will raise more awareness about sustainable ways within the property. Therefore, my suggestion through this research is that Hilton Bali Resort can implement the other

Green Employee Relations practices that have not been fully implemented by Hilton Bali namely Introducing Green Whistle Blowing and Help-lines, Joint Consultations in Resolving Environmental Issue, and Recognizes Union as a Key Stakeholder. By implementing these three-green employee relations practices perfectly, the expectation is greater to having the employees who have green behavior for protecting environment.

My other suggestion is that in the future, by perfecting the implementation of green employee relations practices at Hilton Bali Resort can also improve its environmental performance. Environmental Performance will have an impact on the environment and local community. Currently, the practice of green employee relations does not fully support environmental performance. It is better to improve the practice of green employee relations and start carrying out activities that can support every indicator of environmental performance, namely planet, people and profit.

JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI

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