

**UNDERGRADUATE THESIS**

**IMPLEMENTATION OF SUSTAINABLE EVENT IN  
WEDDING ACTIVITIES TO INCREASE ENVIRONMENTAL  
AWARENESS AT MAYA SANUR RESORT AND SPA**



**POLITEKNIK NEGERI BALI**

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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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## UNDERGRADUATE THESIS APPROVAL SHEET

### IMPLEMENTATION OF SUSTAINABLE EVENT IN WEDDING ACTIVITIES TO INCREASE ENVIRONMENTAL AWARENESS AT MAYA SANUR RESORT AND SPA

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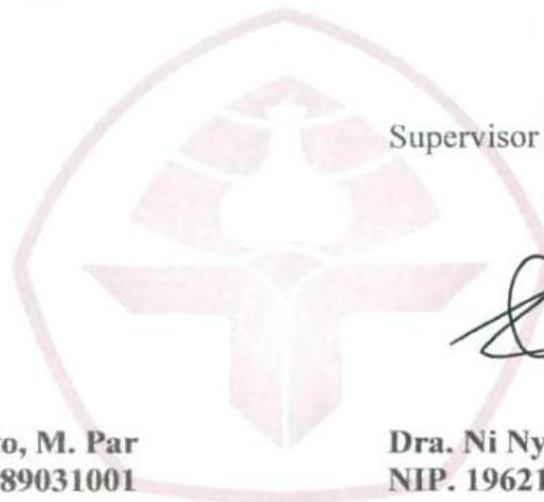


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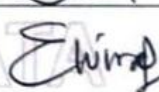
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This undergraduate thesis entitled:

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Badung, 25 July 2023

Who made the statement,



Luh Komang Ayu Agustini

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First of all, the writer would like to thank Ida Sang Hyang Widhi Wasa for His blessing and grace for the writer to accomplish an undergraduate thesis. This undergraduate thesis entitled “Implementation of Sustainable Event in Wedding Activities to Increase Environmental Awareness at Maya Sanur Resort and Spa”. The purpose of this research proposal is to fulfill one of the requirements must be done by students to achieve an applied bachelor’s degree in Tourism Business Management Study Program, Tourism Department, Politeknik Negeri Bali.

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



The Writer

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## ABSTRACT

Agustini, Luh Komang Ayu. (2023). Implementation of Sustainable Event in Wedding Activities to Increase Environmental Awareness at Maya Sanur Resort and Spa. Undergraduate Thesis: Tourism Business Management, Tourism Department, Politeknik Negeri Bali.

This undergraduate thesis has been supervised and approved by Supervisor I: Budi Susanto, M. Par, and Supervisor II: Dra. Ni Nyoman Triyuni, MM.

Keywords: Sustainable Event, Wedding, Environmental Awareness, Hotel

Sustainable event is a concept that is used to prevent negative impacts from holding an event, one of which is in wedding activities. This research was conducted to analyze the implementation of Sustainable Events in wedding activities and to analyze how Sustainable Events in wedding activities increase Environmental Awareness at Maya Sanur Resort and Spa. This research is expected to provide additional information to support other research, add to the bibliography in the academic environment and provide input for those who read it. The data analysis technique used is descriptive qualitative and statistical descriptive with data collection methods in the form of observation, documentation, interviews, questionnaires, and literature study. The informants in this research include department heads who have been working for more than 2 or 9 years, thus having a deep understanding of wedding at Maya Sanur Resort and Spa. This study found that the implementation of Sustainable Events in wedding activities at Maya Sanur Resort and Spa has a percentage value of 98 percent and is in the "Very High" category, it is proven by all the indicators that can be fulfilled through observation, documentation, and interviews that the author has conducted. It is also shows that Sustainable Events can increase Environmental Awareness by showing a percentage value of 79 percent and being in the "High" category. However, if we look at each of the sub-indicators, Maya Sanur Resort and Spa must make improvements, especially on the Flower or Plant indicator which contains the sub-indicator "Reducing plastic decorative flowers". This sub-indicator is in the "Enough" category, so there is a need for improvement to maximize the implementation of Sustainable Events in wedding activities to increase Environmental Awareness at Maya Sanur Resort and Spa.

## ABSTRAK

Agustini, Luh Komang Ayu. (2023). *Implementation of Sustainable Event in Wedding Activities to Increase Environmental Awareness at Maya Sanur Resort and Spa*. Skripsi: Manajemen Bisnis Pariwisata, Jurusan Pariwisata, Politeknik Negeri Bali.

*Skripsi ini telah disetujui dan diperiksa oleh Pembimbing I: Budi Susanto, M. Par, dan Pembimbing II: Dra. Ni Nyoman Triyuni, MM.*

*Kata kunci:* Sustainable Event, Wedding, Environmental Awareness, Hotel

*Sustainable event merupakan sebuah konsep yang digunakan untuk mencegah timbulnya dampak negative dari sebuah event salah satunya dalam aktivitas wedding. Penelitian ini dilakukan untuk menganalisis implementasi Sustainable Event pada aktivitas wedding dan menganalisis bagaimana Sustainable Event pada aktivitas wedding meningkatkan Environmental Awareness di Maya Sanur Resort and Spa. Penelitian ini diharapkan dapat memberikan informasi tambahan untuk mendukung penelitian lainnya, menambah daftar pustaka di lingkungan akademik dan masukan bagi yang membaca. Teknik analisis data yang digunakan adalah deskriptif kualitatif dan statistik deskriptif dengan metode pengumpulan data berupa observasi, dokumentasi, wawancara, kuesioner, dan studi pustaka. Informan dalam penelitian ini adalah kepala departemen yang telah bekerja lebih dari 2 atau 9 tahun, sehingga memiliki pemahaman yang mendalam tentang pernikahan di Maya Sanur Resort and Spa. Penelitian ini menemukan bahwa implementasi Sustainable Event pada aktivitas wedding di Maya Sanur Resort and Spa memiliki nilai persentase 98 persen dan berada pada kategori “Sangat Tinggi”, terbukti dengan semua indikator yang dapat dipenuhi melalui observasi, dokumentasi, dan wawancara yang telah penulis lakukan. Hal ini juga menunjukkan bahwa Sustainable Event dapat meningkatkan Environmental Awareness dengan menunjukkan nilai persentase 79 persen dan berada pada kategori “Tinggi”. Namun, jika dilihat pada masing-masing sub indikator, Maya Sanur Resort and Spa harus melakukan peningkatan terutama pada indikator Flower or Plant yang memuat sub indikator “Reducing plastic decorative flowers”. Sub indikator tersebut berada pada kategori “Cukup”, sehingga perlu adanya peningkatan untuk memaksimalkan implementasi Sustainable Event pada aktivitas wedding untuk meningkatkan Environmental Awareness di Maya Sanur Resort and Spa.*

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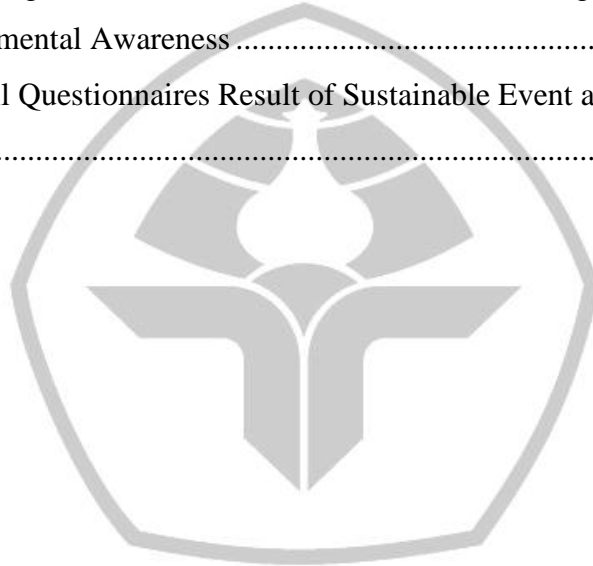
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# CHAPTER I

## INTRODUCTION

### 1.1 Research Background

A wedding is one of the events that belong to the category of personal events. A wedding is a ceremony carried out by two people which is a binding promise to formalize a valid marriage bond based on religious norms, legal norms, and social norms (Tesarari et al., 2020). Wedding involves many parties including wedding decoration, wedding organizer, and entertainment. Organizing weddings provide positive impacts on economic, environmental and social aspects. In addition, hosting a wedding also brings negative consequences, namely increase waste production that comes from decorative waste, and food waste that has accumulated which can cause waste pollution. Besides that, another negative consequence that can occur are environmental damage caused by some heavy item installation (Hanani, 2022), also, the people who live in the place where the wedding event is held can feel uncomfortable due to the noise that arises because of the wedding (Noor, 2017). Those negative consequences are then triggered by the environmental awareness of business people to maintain business continuity in the future, causing the implementation of sustainable event to become a trend.

Sustainable event can occur when there are elements of sustainability in running an event, both in its management practices and operation (Astawa et al., 2019). Sustainable event can be implemented in various places that hold events, one of them is hotel which is currently the location for holding various types of events. Aspects that need to be considered in implementing sustainable event consist of:

location, energy, water management, waste management, catering, promotional giveaways, materials, internal travel, participatory approach, and culture (Astawa et al., 2019). Through the implementation of these sustainable event, hotels can contribute to helping to reduce environmental problems in the hotel environment and surroundings. As a result of environmental problems that can be reduced through the implementation of sustainable event, it is expected that all hotels can start implementing the concept of sustainable event. It can also indirectly show the hotel's concern for the environment. One of the hotels that is expected to implement the sustainable event concept is Maya Sanur Resort and Spa.

Maya Sanur Resort and Spa is a five-star hotel that is used as one of the event venues in Bali and it is also a green hotel. This is proof that Maya Sanur Resort and Spa participates in supporting environmental awareness. Environmental awareness is a form of attitude or action that in daily life seeks to prevent damage to the surrounding natural environment that can arise due to many factors, and to develop solutions to repair the damage to nature that has already occurred (Ithof, 2019). Environmental awareness assessment can be seen from the aspect of a someone efforts to prevent damage to the surrounding environment (Irfianti et al., 2016). As an environmentally friendly hotel, it is not only the building and its energy utilization that is based on sustainability but it is also expected that all business activities and events that are carried out at the hotel can also apply an environmentally friendly concept. One of them is a wedding that is currently developing at Maya Sanur Resort and Spa. The development of wedding activities at Maya Sanur Resort and Spa is quite rapid where this hotel has succeeded in

becoming a wedding venue for both local and international couples and has successfully handled everything from intimate weddings to large weddings with nearly 500 guests. It can be said that wedding is one the largest source of revenue for the hotel, which is around 2 billion of total revenue in 2022. But because of the large activities of weddings, it can trigger environmental problems if it is not maintained well. This makes the management needs to apply a sustainable event concept to reduce the impact of holding wedding events at the hotel as that is one of the ways the hotel shows its environmental awareness. In this case, Maya Sanur Resort and Spa has not fully implemented sustainable event in wedding activities. This hotel is still using plastic decorative flowers and decorations based on plastic. In addition, sometimes hotels can't control the use of energy effectively during the wedding. This shows that environmental awareness at Maya Sanur Resort and Spa has not been fully implemented because sustainable events in wedding activities have also not been implemented perfectly in some aspects.

Based on the background description above, the writer is interested in researching sustainable event with the research title "Implementation of Sustainable Event in Wedding Activities to Increase Environmental Awareness at Maya Sanur Resort and Spa".

## **1.2 Research Questions**

Based on the background that has been described, the main issues that used as a problem are as follows:

1. How is the implementation of sustainable event in wedding activities at Maya Sanur Resort and Spa?

2. How does sustainable event in wedding activities increase environmental awareness at Maya Sanur Resort and Spa?

### **1.3 Research Objectives**

Based on the problem identification above, the purpose of this research proposal are as follows:

1. To analyze how the implementation of sustainable event in wedding activities at Maya Sanur Resort and Spa.
2. To analyze how the sustainable event in wedding activities increase environmental awareness at Maya Sanur Resort and Spa.

### **1.4 Research Significance**

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

#### **1. Theoretical Benefits**

Theoretically, this research is expected to provide additional information to support other researches and to add to the bibliography in the academic environment. This research is expected to be a reference material for further researchers and input for those who read. In addition, the results of this research are expected to provide additional knowledge about how to implement sustainable event concept in wedding activities as an effort to increase environmental awareness.

## **2. Practical Benefits**

Practically, the results of this research are expected to be useful input and guidelines for companies regarding what needs to be improved in the implementation of sustainable event in wedding activities to increase environmental awareness.

### **1.5 Limitations and Scope of Research**

The research object raised in this undergraduate thesis is the implementation of Sustainable Event in wedding activities to increase Environmental Awareness at Maya Sanur Resort and Spa. There are the limitations and scope of research to limit the discussion in order to focus on analyzing the issues raised as follows:

1. This research was only conducted at one location, namely at Maya Sanur Resort and Spa and focused on the wedding department.
2. Focus of this research is discussing the theory of sustainable events which refers to research that has been conducted by (Astawa et al., 2019) and environmental awareness theory by (Irfianti et al., 2016).

## CHAPTER V

### CONCLUSION AND SUGGESTION

#### 5.1 Conclusion

Based on the explanation provided in sections 4.2.1 and 4.2.2, several conclusions can be drawn:

Maya Sanur Resort and Spa has implemented sustainable event in wedding activities currently. Although it is not perfect, there is already a process for implementing sustainable event which is always improved. The implementation of Sustainable Event in Wedding Activities at Maya Sanur Resort and Spa has been running at 98%. Of the 14 indicators, almost all have been implemented (100%) by Maya Sanur Resort and Spa, except for the flower or plant indicator with a sub-indicator, namely reducing plastic decorative flowers that have not yet been implemented perfectly (50%). This is because it is difficult to always be able to reduce the use of plastic in decorations at every wedding. After all, the selection of flowers for decoration is decided entirely by the client and the hotel cannot force the client to must use fresh flowers in all decorations.

Although there is one sub-indicator that is not implemented perfectly in the implementation of Sustainable Event in Wedding Activities, the implementation of the Sustainable Event concept has been able to increase environmental awareness at Maya Sanur Resort and Spa with an average value of 4,0 or in a percentage of 79 percent, which means that the value is included in the criteria for the value of the High category. There is no average value in “Low and Very Low” category. Of the

21 existing questionnaires that have included indicators of sustainable event and environmental awareness, there is 1 question in the “Enough” category, there are 15 questions in the “High” category and there are five questions in the “Very High” category. Therefore based on the data that has been processed all indicators of sustainable event can increase environmental awareness at Maya Sanur Resort and Spa in terms of reducing the use of plastic and energy saving.

## **5.2 Suggestion**

The suggestion that can be given to Maya Sanur Resort and Spa is to further reduce the use of plastic decorative flowers. It's not easy to convince all clients to use fresh flowers for their decorations. However, the hotel wedding team can persuade clients to use fresh flowers by providing an overview of the advantages of using fresh flowers when compared to artificial flowers. The hotel can also offer the best prices for decorations to clients, so for some clients who are concerned about wedding decorations but are constrained by a budget, this will help.

My other suggestion is that Maya Sanur Resort and Spa can add live plants or flowers in the wedding venue area so that it will make the venue more beautiful which can reduce the use of excessive decorations because the venue is already beautiful with plants and fresh flowers. In addition, for further research, they can add more sub-indicators for each sustainable event indicator so that the evaluation of the aspects of assessing the implementation of sustainable events can be more complete.



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