

**IMPLEMENTATION TRI HITA KARANA TO IMPROVE
SERVICE IN CONCIERGE SECTION AT
THE ST. REGIS BALI RESORT**



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THESIS TITLE

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SERVICE IN CONCIERGE SECTION AT
THE ST. REGIS BALI RESORT**

This Research Proposal is submitted as one of requirement to create thesis for the
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PREFACE

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The Writer

ABSTRACT

This Research aimed to analyze implementation *Tri Hita Karana* to improve service in Concierge section at The St. Regis Bali Resort. This research mainly focusses to identify the implementation of *Tri Hita Karana* in daily operation at Concierge section in order to improve the service to the guest and enliven the St. Regis Bali's mission statement "as St. Regis Host, we make the everyday exquisite". The data used in this research were collected by using qualitative, descriptive and observation. Qualitative and descriptive research methods have been very common procedure for conducting research in many disciplines, including education, psychology and sciences. The goal of descriptive research and descriptive is to describe a phenomenon and its characteristics. This research is more concerned with what rather than how or why something has happened. While the observation is way of gathering data by watching behavior, events, or nothing physical characteristics in their natural setting. Observation can be overt (everyone knows they are being observed) or covert (no one knows they are being observed). The benefit is that people are more likely to behave naturally if they do not know they are being observed. For example, measuring the amount of Concierge staff did not implement concept of *Tri Hita Karana* to improve the service.

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CHAPTER I

INTRODUCTION

1.1 Background

Natural environmental care character is fundamental aspect in the sustainable development. Bali as a part of the Indonesian archipelago which is very rich in art and a diverse culture, furthermore Bali also offers a one stop complete experience from stunning soft white sand beaches and limestone cliffs to extreme water sports and diving, captivating cultural scene that lively practiced by the Balinese people in their everyday life. Tourism business is motivating sector for the National economy, especially in Bali.

Religious aspect from majestic sea temples overlooking the ocean to a soul-soothing grand temple complex up on the mountain, never ending adventures from surfing, natural waterslide, river activities, to walking on the seabed along with every kind of natural beauties start from mountainous areas with lush greenery, scenic lakes, gorgeous waterfalls, iconic rice fields, flower gardens, gushing sacred rivers and secret canyons all make up the island's landscape. Based on the 2021 TripAdvisor Travellers' Choice Awards, Bali has been nominated as The World's Most Popular Destination (Tripadvisor, 2021)

Tourism has been developed in Bali for more than half a century, and hence it has become an integral part of Balinese culture, the type of tourism developed is cultural tourism, hence Balinese culture is directly exposed for tourist consumption. However, in this cultural commoditization, Balinese culture is conserved and

revitalized, and the Balinese people hold their cultural identity firmly. This is associated with the local wisdom that implemented by the Balinese, that life must be in accordance with the changing environment, and that happiness can only be achieved if the life is in balance, a concept locally known as 'Tri Hita Karana'. Augmented by other concepts taken from their traditions, the Balinese are successful in harmonizing tourism development and cultural conservation.

Tri Hita Karana is Three Balinese Wisdom Concept. First is *Parahyangan*, as the way to build a good relationship with God, providing the regular Temple's ceremony and also providing *Pelangkiran* in every corner of office as well as Hotel's Temple. Second is *Pawongan*, this wisdom is to create a harmonious relationship among human beings, as the essence of humans is as social creatures. As an individual, it will not be able to live a real life without others. The concept provides an understanding of universal insight (Adnyana, 2011; Saputra et al., 2018). This is very important thing need to be done by providing communication meeting with all the team to get their feedback, suggestion in order to play as team in hospitality industry. For the guest experience that some facilities need to be provided such as : Handicap room, wheel chair access in the Hotel area.

Palemahan, its wisdom represents a harmonic relationship between the human and the natural sphere. This is the way handling and taking care the cleanliness of the area, and managing the waste,

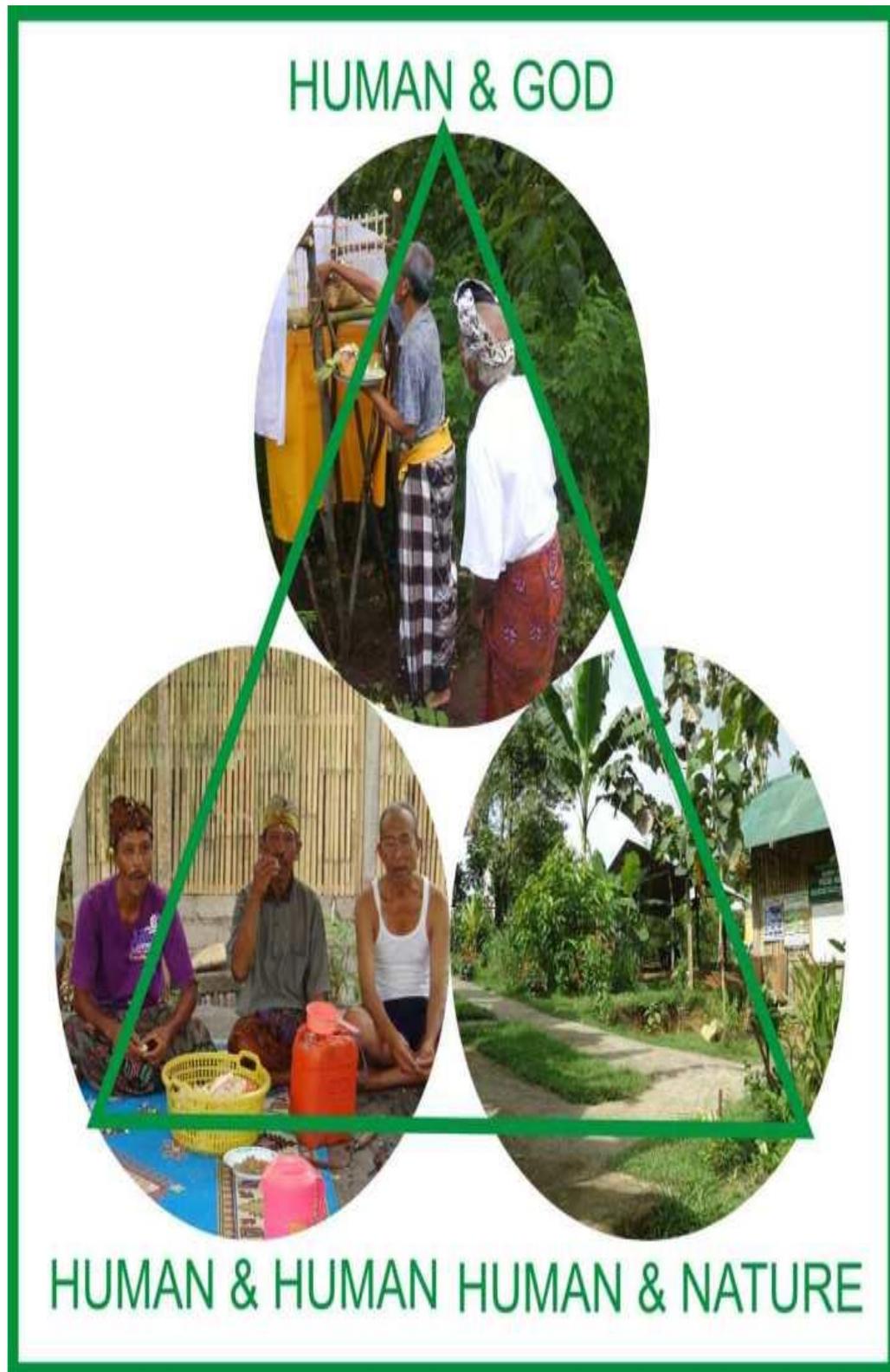


Figure 1. 1 *The Concept of Tri Hita Karana*
Source: <https://thkbali.wordpress.com/2017/08/02/773/>

The St. Regis Bali Resort has adopted and implemented the concept of the *Tri Hita Karana*, and has been certified by the authority and received Gold Medal Since 2009. *Tri Hita Karana* needs to be applied in every hotel in Bali. This concept will be very important to improve the service as well as to maintain great collaboration among the team. Why *Tri Hita Karana* concept need to be implemented? Because by following those 3 wisdoms, The Excellent Service to all guest will be improved and will expect all Concierge team will implement it in daily operation at The St. Regis Bali Resort. The aim of this Research is to know how Concierge section understand and implement concept of *THK* to improve Excellent Service at Concierge Section. Before this Research starting, first concept is *Parahyangan*, there is no special Spiritual Journey was made for the day Tour or Guest activity. *Pawongan* and *Palemahan* some Employees do not fully understand the meaning of them and how to implement in improving Excellent Service at Concierge Section. Based on the descriptions above, the writer would like to a title 'Implementation *Tri Hita Karana* to Improve Service in Concierge Section at The St. Regis Bali Resort.

1.2 Problems Identification

Based on the background, the problem identification in this research are as follows:

1. How is the implementation of *Tri Hita Karana* in concierge section at The St. Regis Bali Resort?
2. How is *Tri Hita Karana* enhanced the service in Concierge section at The St. Regis Bali Resort?

1.3 Purpose of the Research

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

1. To know how is the implementation of *Tri Hita Karana* in concierge section at The St. Regis Bali Resort.
2. To analyze how *Tri Hita Karana* enhanced the service in concierge section at The St. Regis Bali Resort.

1.4 Significance of the Research

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

1. Theoretical Significance

This research is expected to support other research theoretically by learning and understanding concept of *THK* in Hospitality especially at Concierge section

2. Practical Significance

The result of this research is expected to be useful, implement in daily operation of Concierge section at The St. Regis Bali Resort

CHAPTER V

CONCLUSION AND RECOMMENDATION

5.1 Conclusion

Based on the result and discussion that has been described on the previous chapter, The St. Regis Bali Resort has been certified with *Tri Tita Karana* Award from Gold medal since 2009 and the title continues to be awarded every year until at this time got super platinum award. The St. Regis Bali Resort has been implemented the concept of *tri hita karana* through the resort based on three concepts of *Parahyangan, Pawongan and Palemahan*. Implementation of THK concept in Concierge section at The St. Regis Bali Resort can improve service and guest experience where there are some great feedbacks given by guest whom stayed at The St. Regis Bali Resort. This is how THK enhanced the service in Concierge section at The St. Regis Bali Resort.

The implementation of the *tri hita karana* has been applied at concierge section in daily operation. First concept is *Parahyangan*, on daily basis concierge staff conduct the *doa bersama*/ praying at the beginning of the shift. Every six months, there will be a Temple ceremony where concierge will invite all guest to attend, engage and experience the Balinese culture. Second concept is *Pawongan*, where leader and management for the associate appreciation week will invite every concierge staff. The concierge staff will be gathering with other team, leader and management. The aim is to maintain a good relationship among the team, to build teamwork in providing service to the guest, as well as the communication meeting

between leader and concierge team to listen any feedback, idea to improve the service.

Last concept is *Palemahan*, concierge staff, leader, and others employees will be invited the beach cleanliness, this is a very important program to improve the service where almost all of the guest enjoy the beach and spend the time on beach. The 60+ earth hour also one of the implementations for the last *THK* concept, which is *palemahan*, this event is a great way for the saving energy, reduce the carbon dioxide and become unforgettable experience to the guest. The St. Regis Guest will be more than happy to join this event and really enjoy, appreciate with this event.

5.2 Recommendation

Implementation *tri hita karana* concept at The St. Regis Bali Resort has been implemented however, based on the above explanation there are some recommendations as follows:

a. *Parahyangan*,

- a) praying before starting the shift should be on daily basis and on schedule to implement in concierge section
- b) The Temple ceremony schedule must be on the concierge calendar

b. *Pawongan*,

- a) the communication meeting between leader and concierge should be conducted every three months
- b) Associate appreciation week should be held every six months

c. Palemahan

- a) Beach cleaning program should be on the top priority to improve Guest service, experience and Concierge should attend more often based on daily operation's situation in Concierge section.
- b) For saving energy, reducing the carbon dioxide and become an unforgettable experience to the guest. The 60+ earth hour must be scheduled as a yearly event.

After doing the exercise, training and implement above concept in concierge section, the evaluation need to be done every three months to analyze the result of implementation *Tri Hita Karana* to improve service in concierge section at The St. Regis Bali Resort. And daily observation will be done.

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- Bagyono, 2012:6 A Hotel is provided is kind of accommodation that commercially managed. Hotel is provided by a person or a group of people, usually, a hotel offers lodging services, food and beverage service and other service based on the development of needs and technology.
- Palemahan explains the balance of the relationship between humans and their environment. Budiasni, et al (2015).
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- Daryanto & Ismanto, 2014:110, this implies that the true meaning of excellent service is relative to the service itself and customer expectations. Service is an activity to provide and deliver value-added service to meet and exceeded the guest expectation, which implies that we have to deliver a good and excellent service beyond the guest expectation, which consist of 6 elements below
- Huang, Hao and Rockwell, Joti (2019) "Nature and the Spirit: Tri Hita Karana, Sacred Artistic Practices, and Musical Ecology in Bali," *EnviroLab Asia*: Vol. 3: Iss.2, Article 2. Available at:
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Mukhtar, 2013:10. Used by researchers to find knowledge and research theory at some point, the survey is a descriptive survey tends to use analysis (Mukhtar, 2013:10).

Poespowardojo, 1993; Windia et al., 2015

Palemahan explains human harmony with nature, of which humans are a part from nature therefore must be open and sympathetic to nature

PURANA, I. M. (2016). Pelaksanaan Tri Hita Karana Dalam Kehidupan Umat Hindu. *Widya Accarya*, 5(1).

Sulastiyono (2011:5) stated that a hotel is a company managed by its owner by providing food, beverage and room facilities for sleeping to people who travel and are able to pay a reasonable amount in accordance with the services received without any special agreement.

Tripadvisor.com. 2021. *Popular Destinations – World*. [Online]. Available from URL: <https://www.tripadvisor.com/TravelersChoice-Destinations>

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