

**UNDERGRADUATE THESIS**  
**THE IMPLEMENTATION OF GREEN PROMOTION**  
**TO INCREASE ROOM REVENUE**  
**IN SIX SENSES ULUWATU BALI**



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**BADUNG**  
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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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## THE IMPLEMENTATION OF GREEN PROMOTION TO INCREASE ROOM REVENUE IN SIX SENSES ULUWATU BALI

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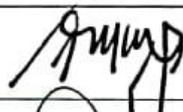
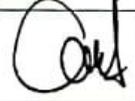
This undergraduate thesis entitled:

### THE IMPLEMENTATION OF GREEN PROMOTION TO INCREASE ROOM REVENUE IN SIX SENSES ULUWATU BALI

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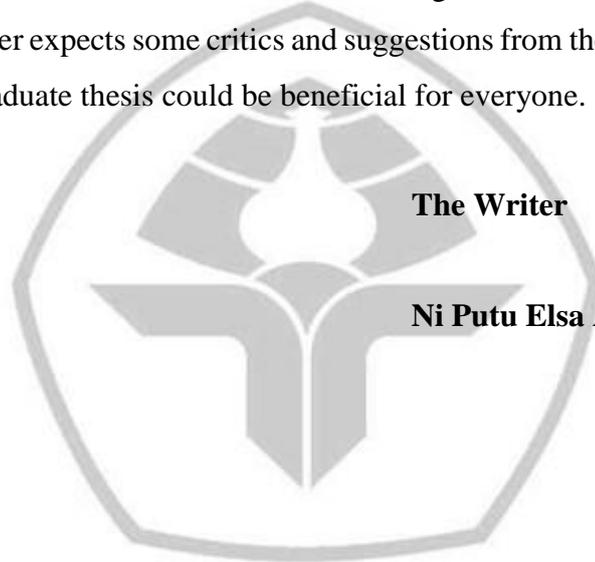
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## ABSTRACT

Dewi, Ni Putu Elsa Artika. (2023). *The Implementation of Green Promotion to Increase Room Revenue in Six Senses Uluwatu Bali*. Undergraduate Thesis: Tourism Business Management, Tourism Department, Politeknik Negeri Bali.

This undergraduate thesis has been supervised and approved by Supervisor I: Dr. Drs. I Ketut Sutarna, MA, and Supervisor II: Ni Nyoman Sri Astuti, SST.Par., M.Par.

Keywords: Implementation, Green Promotion, Media Online, Room Revenue

The Covid-19 pandemic has stopped tourism in Bali. Six Senses Uluwatu, Bali has gradually experienced revival from the pandemic by carrying out promotions that utilize online media that have a wide reach without regional boundaries, results can be measured, are not bound by geography and time, and are more cost-effective. Six Senses Uluwatu, Bali is one of the hotels that applies the concept of sustainability, one of which is implementing Green Promotion in marketing or promoting its products and services and the hard promotion can be minimized. The purpose of this research is to describe how the implementation of green promotion is carried out in increasing room revenue at Six Senses Uluwatu, Bali by using descriptive qualitative and quantitative descriptive methods. The data collection method used was observation, documentation, in-depth interviews with 5 informants and literature studies. The results of the study show that Six Senses Uluwatu has implemented green promotion in the form of advertising, sales promotion, public relations, direct marketing and e-personal selling with online media as a tool properly according to the indicators on each green promotion which efforts have been able to contribute to increase room revenue from the beginning of April 2022 (recovery period) until the last 1 year in April 2023. To further increase room revenue and overcome the drastic decline during the low season, the hotel is expected to be able to maximize the use of the website and review the promotions that have been carried out.

## **ABSTRAK**

Dewi, Ni Putu Elsa Artika. (2023). *The Implementation of Green Promotion to Increase Room Revenue in Six Senses Uluwatu Bali*. Skripsi: Manajemen Bisnis Pariwisata, Jurusan Pariwisata, Politeknik Negeri Bali.

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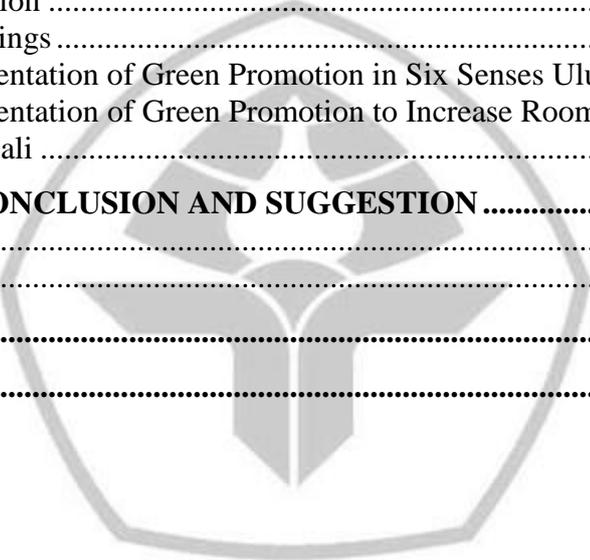
*Kata kunci: Implementation, Green Promotion, Media Online, Room Revenue*

*Pandemi Covid-19 yang berkepanjangan membuat pariwisata di Bali sempat terhenti. Kebangkitan dari masa pandemic berangsur-angsur di alami oleh Six Senses Uluwatu, Bali dengan melakukan promotion yang memanfaatkan media online yang memiliki jangkauan yang luas tanpa batas wilayah, hasilnya dapat diukur, tidak terikat dengan geografi dan waktu, dan biaya lebih hemat. Six Senses Uluwatu, Bali merupakan salah satu hotel yang menerapkan konsep sustainability yang salah satunya menerapkan Green Promotion dalam memasarkan atau mempromosikan produk dan pelayanannya sehingga hard promotion dapat diminimalisir. Tujuan dari dilakukannya penelitian ini adalah untuk mendeskripsikan bagaimana pengimplementasian green promotion yang dilakukan dalam meningkatkan room revenue di Six Senses Uluwatu, Bali dengan menggunakan metode deskriptif kualitatif dan deskriptif kuantitatif. Metode pengumpulan data yang digunakan adalah dengan melakukan observasi, dokumentasi, interview secara mendalam dengan 5 informant dan literature study. Hasil penelitian menunjukkan bahwa Six Senses telah melakukan penerapan green promotion berupa advertising, sales promotion, public relation, direct marketing dan e-personal selling dengan media online sebagai alatnya dengan baik sesuai dengan indicator pada masing-masih green promotion yang upaya didalamnya sudah mampu memberikan kontribusi untuk meningkatkan room revenue dari awal bulan April 2022 (recovery period) sampai 1 tahun terakhir di April 2023. Untuk lebih meningkatkan room revenue dan mengatasi penurunan yang dratis pada masa low season pihak hotel diharapkan mampu memaksimalkan penggunaan website dan meninjau kembali promosi yang telah dilakukan.*

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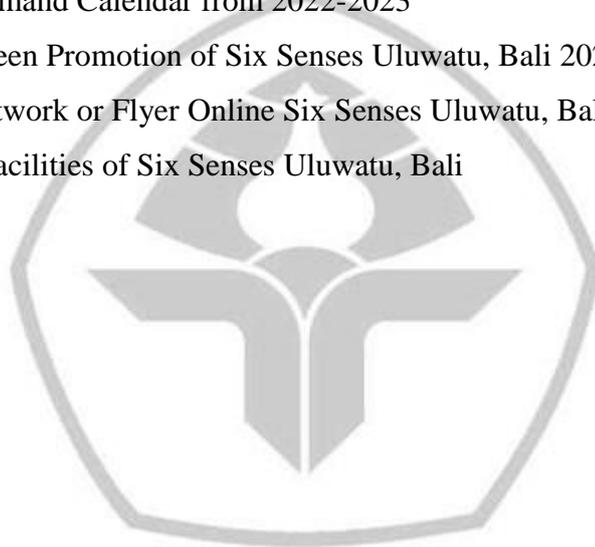
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# CHAPTER I

## INTRODUCTION

### 1.1 Research Background

The term "Wonderful" in the words of Wonderful Indonesia is a promise that Indonesia is rich with wonder, from all aspects of both its human and nature that disturb the heart and promise new experiences that are fun and enchanting (Menteri Pariwisata Republik Indonesia, 2018). One of the islands in Indonesia which is famous by its wonderfulness is Bali, Bali itself is very synonymous with tourism which is the largest contributor to the economy of its people. Quoted from CNBC Indonesia, Minister of Tourism and Creative Economy Sandiaga Salahudin Uno stated that Bali is still the top of mind for Indonesian tourism, 50% of revenue from Bali which is the second largest foreign exchange contributor after oil and gas (Yanwardhana, 2021).

It could not be denied that the economy of the people in Bali is largely influenced by the existing tourism sector that make many business actors are intensively carrying out developments that are directly or indirectly related to the tourism industry in Bali, such as hotels, restaurants, tour & travel, money changers, and many other (Pratiwi, 2022). According to the Central Bureau of Statistics, there will be 3.528 accommodation business units in Bali on 2022, which 434 units or 12,3 percent are star hotels spread across several tourism areas in Bali that are one, two, three, four or five star hotels.

Hotel is a type of accommodation that uses part or all of the building to provide lodging, food and beverage services and other services aimed at the public that are managed commercially (Redjasa & Sudinata, 2014). As a result of the rapid development of the hotel industry in Bali in order to meet tourism needs, competition between hotels in Bali is becoming increasingly stringent as well as threatening the company's business continuity due to competitors which has resulted in industry actors always racking their brains to be able to compete and maintain their existence by using various strategies. One of them is implementing a promotional strategy to increase room sales which at the same time will increase the revenue of the rooms (Hidayati, 2022). Room revenue will be achieved in addition to the company being consistent in producing products that have good quality, appropriate prices and distribution, also supported by the continuity of promotional activities (Widana Putra, 2022).

However, on the one side hoteliers are also required to minimize the negative impact on the environment in carrying out company activities as a form of existing environmental problems including in carrying out their promotional activities. There is also considering that people are starting to be concerned or interested in current environmental problems. Continuously innovations have led to the development of more environmentally friendly promotional practices and tools, where electronic resources should always be privileged in sustainable promotion or green promotion (Nogueira, 2020). Green promotion is a part of green marketing, namely green product, green price, green place, and the last is green promotion which has a big role in it (Islam, 2018). Green Promotion involves configuring the

tools of promotion, such as advertising, marketing materials, web sites, videos, presentations, and many others (Shil, 2012). Green promotion certainly aims to introduce products and services owned by hotels through environmentally friendly activities which will later affect room occupancy rates and also will affect hotel income levels (Widana Putra, 2022).

The Uluwatu area is one of the areas in Bali that carries out a lot of tourism activities, starting from natural, cultural, shopping and other activities. Therefore, to support these various activities, many hotels have been established in this area and hotels in this area compete to get guests to fill their room occupancy. Six Senses Uluwatu, Bali is one of the five-star hotels in Bali which is located on a cliff that offers natural beauty. As one of the five-star hotels in Uluwatu, Six Senses Uluwatu certainly carries out a promotional strategy to survive and compete amidst the many hotels around Uluwatu area. In carrying out its promotion to promote its products and services, Six Senses Uluwatu uses various promotional media and several other activities, such as using print media (flyers, catalogues, etc) and online media (Instagram, Facebook, web sites, etc) and also working together with third parties in the form of influencers. Using various media as promotional tools and room sales is expected to increase room sales which will affect the revenue earned by the hotel. The following is data for room revenue from 2019 to 2023 in Six Senses Uluwatu, Bali:

*Table 1.1 Room Revenue Six Senses Uluwatu, Bali 2022-2023*

| <b>Year</b>    | <b>Total Room Sold</b> | <b>Total Room Revenue (Rp)</b> | <b>Total Occupancy (%)</b> |
|----------------|------------------------|--------------------------------|----------------------------|
| 2019           | 18884                  | 164.700.937.611                | 50%                        |
| 2020           | 8832                   | 51.056.813.839                 | 23%                        |
| 2021           | 6442                   | 41.914.123.589                 | 17%                        |
| 2022           | 16502                  | 165.576.700.000                | 44%                        |
| 2023 (Jan-Apr) | 6062                   | 58.376.784.638                 | 39%                        |

Sources: Six Senses Uluwatu, 2023

Based on the table 1.1, it can be seen that in 2019 towards early 2022 it was concluded that there was a decrease in room revenue at Six Senses Uluwatu, Bali as a result of the Covid-19 that hit Indonesia. This give the big negative impact on the tourism industry in Bali and this data could not be used normally due to Covid-19. However, after the first quarter of 2022, the tourism industry began to recover, where foreign tourists were allowed to visit Indonesia, especially the island of Bali. From this recovery period, Six Senses Uluwatu, Bali certainly needs to make new developments or breakthroughs, especially in terms of promotion in attracting the attention of tourists to stay at Six Senses Uluwatu, Bali considering that hotels in Bali have also started to actively operate. Therefore, to increase room sales which will affect room revenue in order to restore the hospitality industry in Bali, Six Senses Uluwatu is starting to make a breakthrough or develop promotion by increasing the maximum green promotion strategy which can simultaneously create eco-friendly and sustainable hotel activities. Therefore, the writers are interested in exploring this issue through research entitled **The Implementation of Green Promotion to Increase Room Revenue in Six Senses Uluwatu Bali**. Hoped this

research will be able to provide recommendations to the hotel regarding how to implement green promotion that has been carried out to recover from Covid-19 and how implementing green promotion can increase room revenue.

## **1.2 Research Question**

Based on the background described above, the research question to be carried out is as follows:

1. How is the implementation of green promotion in Six Senses Uluwatu, Bali?
2. How is the implementation of green promotion to increase room revenue in Six Senses Uluwatu, Bali?

## **1.3 Research Objectives**

Based on the issues of the research question, the research objectives of this research could be described as follows:

1. To explore the implementation of green promotion in Six Senses Uluwatu, Bali.
2. To analyze the implementation of green promotion to increase room revenue in Six Senses Uluwatu, Bali.

## **1.4 Research Significance**

This research is expected to provide benefits, both theoretical and practical benefits. The benefits from this research are:

### **1.4.1 Theoretical Benefits**

This research is expected to provide additional knowledge and insight to other people about the importance of paying attention to green promotion to

increase room revenue. In addition, this research can also provide information to support other research and add to the bibliography in the academic environment.

#### **1.4.2 Practical Benefits**

##### **1. Benefit for Students**

This research is expected to provide information and insight to students in implementing of green promotion to increase room revenue.

##### **2. Benefit for Politeknik Negeri Bali**

This research is expected to be a source of additional information or reference for other Politeknik Negeri Bali students, especially in the Tourism Department regarding green promotion which can increase room revenue. In addition, it is also hoped that this research can become an additional source of knowledge for the Tourism Department, Politeknik Negeri Bali.

##### **3. Benefit for Hotel and Hospitality Industry**

This research is expected to provide suggestions and advices as well as corrective actions to hotel management in the implementation of green promotion and its relation to increase room revenue.

#### **1.5 Limitation and Scope of Research**

The research object raised in this undergraduate thesis is the implementation of Green Promotion to increase Room Revenue in Six Senses Uluwatu Bali. There are the limitations and scope of research to limit the discussion in order to focus on analysing the issues raised in this undergraduate thesis, as follows:

1. This research will be limited in Sales and Marketing Department in Six Senses Uluwatu, Bali only.
2. The variable in this research are focus on Green Promotion and Room Revenue. The implementation of Green Promotion in Six Senses Uluwatu, Bali will use five sub variables with the indicator on each sub variable based on the several studies obtained and adjusted for use.
3. The indicators in this research are as follows:
  - a. Green Promotion is used five sub variables: Advertising (2 indicators), Sales Promotion (4 indicators), Public Relation (7 indicators), Direct Marketing (8 indicators), and E-Personal Selling (2 indicators).
  - b. Room Revenue: will calculated using the formula in the Microsoft Excel 2016.
4. This research will describe about the implementation of green promotion that has been carried out by Sales & Marketing Department to increase room revenue in hotel in general and every month along with the amount of difference in increase or decrease and the percentage of room revenue earned.

## CHAPTER V

### CONCLUSION AND SUGGESTION

#### 5.1 Conclusion

According on the results of research conducted by the writer at Six Senses Uluwatu, Bali regarding the Implementation of Green Promotion to Increase Room Revenue, the following conclusions are obtained:

1. Online media used to carry out green promotion consists of Instagram, Facebook and websites that are managed by the hotel itself with the implementation of green promotion which is carried out properly according to the indicators used, namely advertising, sales promotion, public relations, direct marketing, and e-personal selling. There were several indicators that were not carried out by the hotel because they were not in accordance with the brand standards owned by the hotel and they wanted to build more interaction with consumers. These indicators are indicators of sales promotion in the form of offering something free and organizing programs related to sweepstakes and online games (giveaway). Then the public relations indicator in the form of providing a collection of questions and answers that are often asked by consumers (frequently asking question/FAQ). Indicators of direct marketing in the form of providing joke or cartoon image.
2. Room revenue earned has experienced a significant increase from the start of the recovery period in April 2022 to April 2023 (1 year) which can be seen in the table 4.3 which implies the activities and efforts of green promotion that are carried out can help in increasing the room revenue that is obtained. In addition,

the increase room revenue with the help of green promotions can be seen in table 4.4 with total rooms sold from direct reservations because the price given is higher than the reservation price through other sources. The decline experienced in certain months is based on the season in that month, the special offers offered, the price, and the media partners invited to work together. The increase occurred in May-August 2022 and the decrease occurred in September and November. In December it has increased again and continues to fall from January - February 2023 until it increased again in March and April.

## 5.2 Suggestion

Based on the data analysis and discussion carried out by the writer and the conclusions that have been given, the suggestions given as material for consideration for the management, in order to further maximize room revenue at Six Senses Uluwatu, Bali are as follows:

1. For the Company
  - a. Providing special offers during certain holiday periods, not just by providing special offers because there are events or celebrations in certain months, such as providing special offers summer days that come during the low season to push room revenue earned because it is the holiday season and room rates are also relatively cheaper.
  - b. In addition to using green promotion sections that are already good with existing online media, hotels can also try to carry out promotions in the form of sponsorship by participating in events, trade shows or exhibitions and others, collaboration with beach clubs or other hotels in a low period where they can

also help market the hotel to existing guests with WOM techniques or spread it through their online media considering that in that area there are many hotels and beach clubs spread.

- c. It is necessary to filter room revenue obtained by hotels through direct reservations with other reservations to see in detail the green promotions that have been carried out by hotels and see how the room revenue increase. Thus, improvements can be made if something is not maximized.

## 2. For the Future Research

- a. In this study using a qualitative and quantitative descriptive method, where the data obtained is from the results of interviews with the Sales & Marketing Department. However, the lack is in interviews with guests who have already experienced the products and services in the hotel. Thus, this study suggests that in the future interviews or data collection with guests can be carried out to add insight and points of view from guests to be explained in quantitatively.
- b. Research can also be carried out Focus Group Discussions (FGD) to ensure that all data obtained is valid and in accordance with field conditions and the results obtained can also be the same between one informant and another.

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