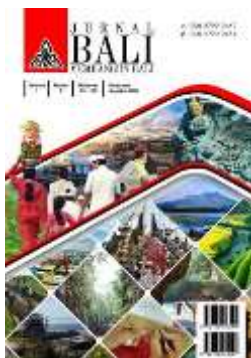




Implementation of Eco-Office by Guest Service Division in Supporting Melia Bali as a Green Hotel

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Article History

Received on
24 January 2024

Revised on
20 February 2024

Accepted on
27 March 2024

Abstract

Purpose: This research aims to determine the implementation of eco-office by Guest Service Division in supporting Melia Bali Indonesia as a green hotel.

Research method: The data collection method used in this research is observation, questionnaires, interviews and documentation. Researchers conducted interviews with the guest service manager & assistant manager and distributed questionnaires to the five guest service division staff. The data analysis technique used is qualitative descriptive analysis with descriptive statistics ranging from rating scales in the form of averages.

Results and discussion: The results of the analysis show that Melia Bali Indonesia, especially the guest service division, adopts the eco-office concept which is divided into 5, namely electricity saving aspects, water saving & conservation aspects, office waste management aspects, greening aspects, and Other aspects of efforts made in addition to the previous criteria are related to maximizing the use of technology as a means of communication and making reports, as well as minimizing the use of paper and plastic.

Implication: The implementation of eco-office has been carried out quite well, so that these efforts directly contribute to the hotel's efforts to implement the green hotel as a whole.

Keywords: Implementation, eco-office, green hotel, guest service division.

Abstrak

Tujuan: Penelitian ini bertujuan untuk mengetahui implementasi eco-office oleh divisi guest service di Melia Bali Indonesia dalam mendukung green hotel.

Metode penelitian: Metode pengumpulan data yang digunakan dalam penelitian ini dengan melakukan observasi, kuesioner, wawancara, dan dokumentasi. Peneliti melakukan wawancara kepada manager & assistant manager guest service dan menyebarkan kuesioner kepada kelima staf divisi guest service. Teknik analisis data yang digunakan adalah analisis deskriptif kualitatif dengan statistika deskriptif rentang skala penilaian berupa rata-rata.

Hasil dan pembahasan: Hasil analisis menunjukkan bahwa Melia Bali Indonesia, khususnya divisi guest service mengadopsi konsep eco-office yang dibagi menjadi 5, yaitu aspek penghematan listrik, aspek penghematan & konservasi air, aspek pengelolaan limbah kantor, aspek penghijauan, dan aspek upaya lainnya yang dilakukan selain kriteria sebelumnya yaitu terkait memaksimalkan penggunaan teknologi sebagai sarana komunikasi dan pembuatan laporan, serta meminimalisir penggunaan kertas dan plastik.

Implikasi: Implementasi eco-office telah dijalankan dengan cukup baik, sehingga secara langsung upaya tersebut berkontribusi terhadap upaya

hotel dalam menerapkan green hotel secara menyeluruh.

Keywords: implementasi, eco-office, green hotel, divisi guest service.

INTRODUCTION

Badung Regency in Bali Province realizes that having a clean, cool and beautiful environment is very important in creating tourist comfort. The natural beauty of Badung Regency has become contaminated by the presence of rubbish that is not in its proper place. This waste comes from various human activities. Based on the type, the composition of waste in the Badung Regency area can be described as follows: 33.9% is wood/twig waste, 28.4% is plastic waste, 16% is food waste, 11.1% is wood waste. bags/cartons, and the remaining 10.6% consists of metal, cloth, rubber/leather, glass and other waste. The data above is the result of research from the National Waste Management Information System (SIPSN). The hotel industry is one of the dominant sectors in Badung Regency, because this area is a tourist destination. Hospitality is a sector that has a significant impact on the environment, both through waste production and high use of natural resources, water and energy. The principle of implementing environmentally friendly hotels is through optimizing energy use, water use, land use, using environmentally friendly building materials and products, reducing waste and providing comfort and health for guests, visitors and employees. As part of corporate social responsibility, hotels are responsible for reducing the environmental impact produced by hospitality activities by paying more attention to current environmental issues (Dewi et al., 2022). Currently, the hotel industry has focused on developing sustainability management (Arsenal et al., 2022).

In an effort to implement the green hotel, Melia Bali Indonesia is one of the five-star resorts located in the Nusa Dua area that implements sustainable and environmentally friendly management. Implementations that have been carried out by Melia Bali Indonesia include efficient water use, creating beautiful areas with various plants and trees, lighting using sunlight coming from gaps in the roof, using LED (Light Emitting Diode) lights, reducing the use of plastic in operations. hotels, waste management, and empowerment of people with disabilities. The scope of the hotel is not just a bed & breakfast, but it also has various facilities ranging from restaurants, sports facilities, massage and sauna services, entertainment, as well as facilities and rooms for holding meetings, parties, seminars, birthdays and graduations (Sumarsono, 2014).

Melia Bali Indonesia implements an environmentally friendly hotel program by measuring 5 dimensions of eco-office according to Rukmita et al. (2018), including electricity saving aspects, water saving and conservation aspects, office waste

management aspects, greening aspects, and other aspects of efforts such as saving paper and the 4 dimensions of green hotel according to Sugianto et al (2017), including reducing consumption, green products & services, recyclables, and energy saving. Reduce consumption, namely reducing everything that can cause waste by using materials that can be reused, materials that are easily decomposed, reducing the use of goods that produce large amounts of waste, and using technology during activities (Ayuningtyas, 2019). Green service focuses on providing services by reducing the use and waste of resources and using energy-saving tools and machines during operations (Wong et al., 2013).

Melia Bali Indonesia needs to ensure the involvement of all employees in having awareness and implementing environmentally friendly practices, so that they can support the hotel's commitment to implementing sustainable and environmentally friendly management. The implementation of the green hotel in Melia Bali Indonesia has not yet been implemented optimally as there are still staff activities which still cause excessive office waste generation. The guest service division is one of the divisions at Melia Bali Indonesia which has an important role in handling guest complaints while at the hotel. This division still generates waste from the use of paper and printers for printing data during operations.

The implementation of eco-office in the guest service division at Melia Bali Indonesia is still not implemented optimally. Meanwhile, another definition of eco-office is as an office management strategy that is centered on resource and environmental conservation (Supriyadi et al., 2020). The author's observations show that there are problems in the use of electrical energy and the use of office goods, such as paper and inefficient ink. Employees must have knowledge about the company's brand, products and operations. Customer service is basically provided at any time to both customers and potential customers. Quality customer service is meeting and exceeding individual customer expectations (Bagdan, 2013).

Staff still tend to use new paper to print documents rather than utilize double-sided paper. Apart from that, the use of lights in this office is more dominant than using natural lighting. This results in wastage of resources and also creates excessive office waste. According to Sugiarto & Dewi (2016) a green office is an office that is designed to collaborate with the surrounding nature so that the office can run as usual without having to pollute the environment. Thus, the green office can be said to be the rules of environmental ethics. Based on this background, the author is interested in conducting this research. It is important for the author to conduct research to find out the implementation of an environmentally friendly office implemented by the guest service

division to support management's commitment to maintaining the hotel environment and creating an environmentally friendly hotel.

RESEARCH METHODS

In this research the author used 2 types of data including qualitative data and quantitative data. According to Firdaus & Zamzam (2018: 105) qualitative data is data or a series of information consisting of responses, arguments and so on that are extracted from research results in the form of verbal facts or information. According to Firdaus & Zamzam (2018:105) quantitative data is data in the form of numbers, either obtained directly from research results or from the results of processing qualitative data into quantitative data. In this research, quantitative data consists of the number of rooms, the number of paper purchases by the guest service division, and the results of questionnaires related to the implementation of eco-office in supporting the green hotel.

In this research, qualitative data is in the form of information about hotels and interview results regarding how eco-office implementation supports the green hotel in Melia Bali Indonesia. The primary data used is data provided directly by the source to the data collector (Sugiyono, 2014: 187). Primary data in this research are interviews, questionnaires and direct observations regarding the implementation of eco-office in supporting the green hotel based on what has been implemented by the guest service division at Melia Bali Indonesia.

Data collection techniques used in this research were through observation, interviews, questionnaires and documents. In this research, the author limits the dimensions of green hotel in his research by Sugianto et al (2017) to 3 dimensions including reduced consumption, recyclables, and energy saving.

RESULTS AND DISCUSSION

The data has been analyzed to answer the two problem formulations in this research. The first problem is how the eco-office implementation is carried out by the guest service division at Melia Bali Indonesia and the second problem is how the eco-office implementation by the guest service division is related to supporting the green hotel at Melia Bali Indonesia. The data in this research was obtained through a questionnaire that the researcher distributed

to all staff in the guest service division, totaling five people, and also through interviews conducted by the researcher with the Manager & Assistant Manager of Guest Service.

Analyzing the implementation of eco-office by the guest service division in supporting Melia Bali Indonesia as a green hotel on this problem, the author uses a range of assessment scales to determine the position of respondents' responses using the score value of each indicator. Respondents' answers to each questionnaire question that has been distributed have an assessment weight. The way to calculate the average score according to Durianto (2014) is as follows.

$$X = \frac{\sum fi \cdot wi}{\sum fi}$$

The implementation of the eco-office carried out by the guest service division staff at Melia Bali Indonesia is part of the staff's efforts to create a sustainable work space and reduce negative impacts on the environment. At the observation stage, which the author conducted with all guest service division staff, it showed that the guest service division staff had implemented eco-office well, but there were several indicators that needed to be improved. The implementation of creating an environmentally friendly office is to be achieved by adopting the ideas of Rukmita et al., (2018) which are divided into 5 aspects.

Aspects of Saving Electricity

Guest service division staff are aware of the importance of saving electrical energy in the guest service office. They understand that by adopting energy-saving practices, they contribute to environmental sustainability efforts and reduce operational costs. Efforts are made by sharing electronic devices that are not really needed. Even though there is a printer in the guest service office, the printer is only available to print documents in black and white format. Utilizing natural light and ventilation is an important effort to save electricity.

However, the use of natural light and ventilation has not been implemented in the guest service office. The use of natural light and ventilation has not been implemented in the guest service office. The other efforts implemented can be seen in table 1.

Table 1. Electricity Saving Efforts

No.	Electricity Saving Efforts	Total	Average	Criteria
1	Computers, air conditioners, lights, dispensers, printers, and tools that use them energy electricity other in circumstances dead when operational office has end	25	5.00	Very high
2	Activate feature sleep at the moment computer is not used	22	4,40	Very high
3	Maximizing use light experience as information on the office guest service	7	1.40	Very Low
4	Use LED light as source lighting in the office	25	5.00	Very high
5	turn off light when leave work room	23	4.60	Very high
6	Use the air conditioner as well as possible and the door in circumstances closed when the air conditioner is on	24	4.80	Very high
Average			4,20	Tall

There is 1 attempt that has very low criteria with an average of 1.40 and there are 5 attempts that have very high criteria with a minimum average of 4.40 and a maximum average of 5.00. This shows that the average implementation of electrical energy saving efforts carried out by guest service division staff is relatively high.

Aspects of Water Saving & Conservation

Water conservation at Melia Bali is carried out through the use of an irrigation system to water plants in the hotel area. The irrigation water used comes from waste water management in hotels in the ITDC area, including waste water from guest rooms, kitchens and other operational activities. Another preventive activity that has been carried out by guest service division staff to save water use is by providing gallon water along with water dispensers in the office. The other efforts implemented can be seen in table 2.

Table 2. Water Saving & Conservation Efforts

No.	Water Saving & Conservation Efforts	Total	Average	Criteria
1	Use enough water on and off tap when not in use	24	4.80	Very high
2	Availability automatic water tap on the sink in the employee restroom	7	1.40	Very Low
3	Filling the water reservoir in the employee toilet with enough water and not excessive	22	4,40	Very high
4	Using tumblers private at the time take mineral water	25	5.00	Very high
5	There are gallons of mineral water and a water dispenser available for guest service staff	25	5.00	Very high
Average			4,12	Tall

There are 4 water saving & conservation efforts that have very high criteria. These four efforts are actions taken by guest service division staff to support water savings. However, there is 1 effort that falls into the very low criteria, namely the unavailability of automatic taps in employee toilets. This shows that the average implementation of water saving & conservation efforts carried out by guest service division staff is relatively high.

Aspects of Office Waste Management

Efforts that have been made as a form of concern for office cleanliness are by providing 2 trash cans made of rattan. Meanwhile, paper waste is collected in a place which will then be reused. Another effort to manage office waste is to use printer ink with remanufactured toner cartridges. This can help reduce cartridge waste produced by the printer. The other efforts implemented can be seen in table 3.

Table 3. Management Efforts Office Waste

No	Management Efforts Office Waste	Total	Average	Criteria
1	Availability of indoor trash bin	25	5,00	Very High
2	Availability of outdoor trash bin	25	5,00	Very High
3	Availability separated trash bin	24	4,80	Very High
Average			4,93	Very High

In its implementation it falls into very high criteria. The availability of rubbish bins both indoors and outdoors has an average of 5.00, while the average regarding the availability of segregated rubbish bins is 4.80. This shows that the average implementation of office waste management efforts carried out by guest service division staff is very high.

Aspects of Greening

Melia Bali Indonesia has a large area of land which is used as an absorption area, absorbing rainwater and preventing waterlogging around the hotel building by planting various types of trees and plants. Part of the land is used as an organic garden containing various types of vegetables and fruit such as bananas, eggplant, chilies, basil and corn. Meanwhile, in the office there are no plants, this is not due to a lack of staff awareness in creating a sustainable work space, but due to the condition of the guest service office which has minimal natural lighting.

Table 4 Green Efforts

No.	Green Efforts	Total	Average	Criteria
1	Availability of plants indoor	6	1,20	Very low
2	Availability of plants outdoor	25	5,00	Very high
Average			3,10	High enough

The efforts of the guest service division staff in the greening aspect have not been fully maximized. There is 1 implementation of greening efforts, namely the availability of plants outdoors which has very high criteria, but one of the greening efforts by providing plants indoors is still in very low criteria. This shows that the average implementation of greening efforts carried out by guest service division staff is quite high.

Other Aspects

Other efforts made in addition to the previous criteria are related to maximizing the use of technology as a means of communication and making reports during operations, minimizing the use of paper and plastic. Guest service division staff are aware of the negative impacts resulting from the use of plastic. One of the actions taken is to use non-plastic items. Guest service division staff use pens made from cinnamon sticks, and provide trash cans made from woven rattan. The other efforts implemented can be seen in table 5.

Table 5 Other Attempts

No	Other Attempts	Total	Average	Criteria
1	Maximizing use of e-mail, whatsapp , and microsoft office as a communication and manufacture report	25	5,00	Very high
2	Use paper on both sides at the time print as effort apply recycled paper	24	4,80	Very high
3	Guest service staff use recycled paper as notes	25	5,00	Very high
4	Staff guest service reduce use plastic with bring tumbler or non- plastic glass	25	5,00	Very high
5	Ensure return files to be printed to minimize use paper in a manner excessive	25	5,00	Very high
Average			4,96	Very high

The other five efforts related to maximizing the use of technology as a means of communication and making reports during operations, minimizing the use of paper and plastic in implementation are included in the very high criteria with a minimum average of 4.80. This shows that the average implementation of other efforts carried out by guest service division staff is very high.

The implementation of eco-office in the hotel industry is related to the green hotel concept. Both have similarities in adopting environmentally friendly practices that have a positive impact on environmental sustainability. Even though the guest service division has a small team and the implementation of eco-office by the guest service division staff is not yet optimal. However, every small step taken still has an influence, where the actions that have been taken consistently are a form of support for hotels in implementing the green hotel concept which has a positive impact on the work environment and the hotel environment. The relationship between the implementation of eco-office by guest service division staff in supporting the hotel's commitment to implementing the green hotel concept includes the following.

Eco-Office Aspects with Reduced Consumption

Melia Bali Indonesia has implemented several actions related to reducing consumption in hotel operations, namely by minimizing the use of plastic in hotel operations. Melia Bali Indonesia's commitment to carrying out efforts to support the green hotel by implementing reduced consumption is in line with the implementation of eco-office in other aspects of efforts related to maximizing the use of technology as a means of communication and making reports during operations, minimizing the use of

paper and plastic. The following is data processing regarding the relationship between eco-office implementation and reduced consumption which is described in Table 6.

Table 6 Linkages Implementation of Eco-Office with Reduced Consumption

	Linkages Implementation Eco-Office with <i>Reduce Consumption</i>	Total	Average	Criteria
1	Maximizing use technology to delivery information and reports can support activity reduce consumption	25	5,00	Very high
2	monitor use paper during operational can save paper and reduce emergence rubbish excess paper	25	5,00	Very high
3	Maximizing the use of non- plastic goods, both office goods as well as personal items staff can support activity reduce consumption	25	5,00	Very high

The implementation of eco-office by the guest service division staff can support the reduction consumption efforts carried out at Melia Bali Indonesia as evidenced by the achievement of an average score of 5.00. This value means that the level of connectedness of the efforts that have been carried out is very high in supporting the green hotel concept.

Eco-Office Aspects with Recyclables

Melia Bali Indonesia has a "soap for hope" program, which is a collaborative program with Diversey to recycle remaining and no longer used bar soap into new soap which is then distributed to local communities. Another effort related to recyclables is to recycle chopsticks that come from Sakura Restaurant operations, by recycling the chopsticks into coasters. The following is data processing regarding the relationship between eco-office implementation and recyclables which is described in table 7.

Table 7 Linkages Implementation of Eco-Office with Recyclables

No.	Linkages Implementation Eco-Office with Recyclables	Total	Average	Criteria
1	Availability of indoor and outdoor trash bin can make it easy in the separation process type rubbish	23	4,60	Very high
2	Availability place rubbish sorted can make it easy in the separation process type rubbish	22	4,40	Very high

The implementation of the eco-office by the guest service division staff can support the recyclables efforts carried out at Melia Bali Indonesia as evidenced by the achievement of an average score of >4.20. This value means the level of interconnectedness of the efforts that have been carried out is very high in supporting the green hotel concept.

Eco-Office Aspects with Energy Saving

Melia Bali Indonesia's commitment to carrying out efforts to support the green hotel by implementing energy saving is in line with the implementation of eco-office in the aspects of electricity saving efforts, water saving & conservation efforts, and greening efforts. The following is data processing regarding the relationship between eco-office implementation and energy saving which is described in table 8.

Table 8. Linkages Implementation Eco-Office with Energy Saving

No	Linkages Implementation Eco-Office with Energy Saving	Total	Average	Criteria
1	Use LED light as source lighting and setting air conditioning temperature with ideal temperature can save energy	23	4,60	Very high
2	Use energy electricity enough can save energy	24	4,80	Very high
3	Using enough water and with as best you can save energy	24	4,80	Very high
4	Availability plant inside _ nor outside _ room can guard clean and cool work environment	24	4,80	Very high

The implementation of eco-office by guest service division staff can support energy saving efforts carried out at Melia Bali Indonesia as evidenced by the achievement of an average score of >4.20. This value means the level of interconnectedness of the efforts that have been carried out is very high in supporting the green hotel concept.

Based on the discussion above, it can be concluded that the implementation of eco-office by the guest service division is related to supporting the implementation of the green hotel in Melia Bali Indonesia. The following figure 4.2 is a diagram showing the relationship between eco-office implementation by the guest service division in supporting the green hotel.

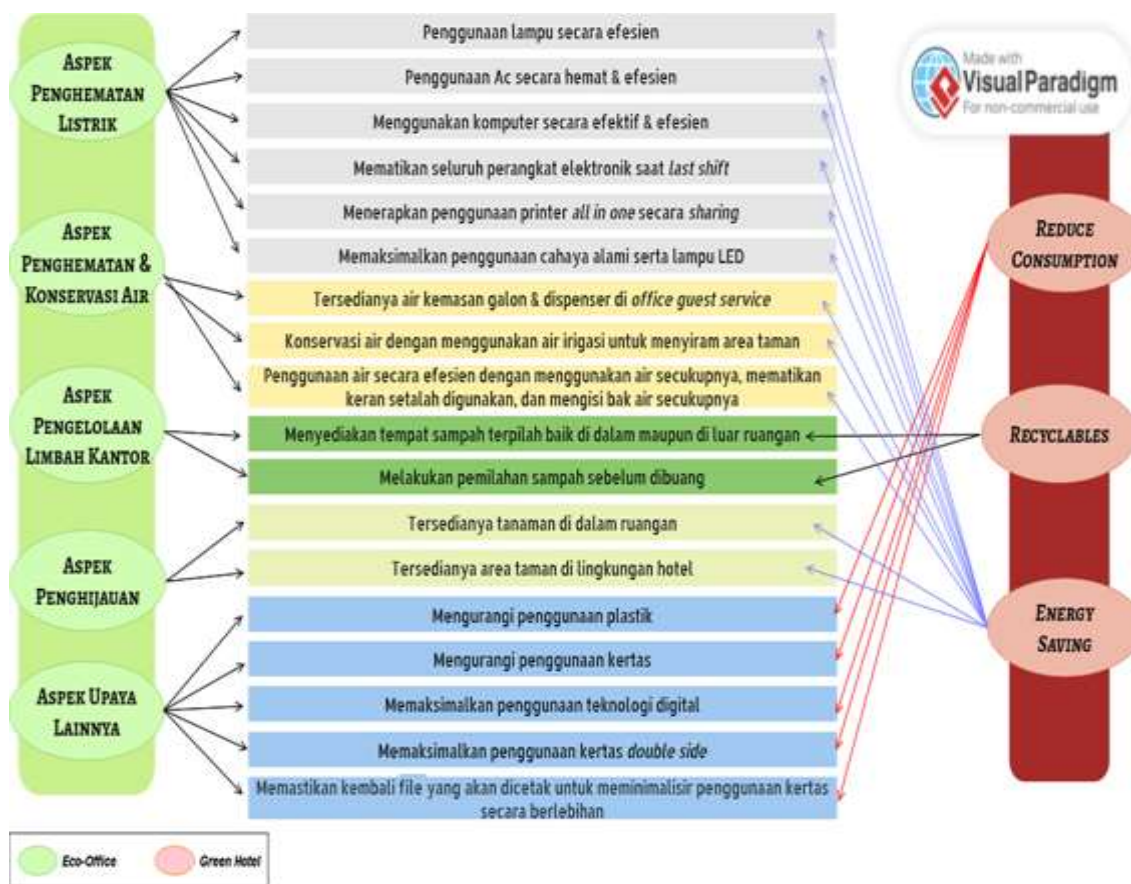


Figure 1. Diagram of the Relationship between Eco-Office Implementation by the Guest Service Division in Supporting the Green Hotel.

CONCLUSION

It can be concluded that Melia Bali Indonesia, especially the guest service division, is implementing efforts related to the eco-office concept which is divided into 5, namely electricity saving aspects, water saving & conservation aspects, office waste management aspects, greening aspects, and other aspects of efforts made in addition to the previous criteria, namely those related to maximizing the use of technology as a means of communication and making reports, as well as minimizing the use of paper and plastic. This is done to create a sustainable office by reducing the generation of rubbish and waste from the hotel industry. Implementation of eco-office by guest service division staff can also increase staff awareness regarding environmentally friendly practices in the work space. This plays an important role in supporting Melia Bali Indonesia's commitment to its implementation in hotel operations as a whole.

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