

**PENERAPAN GREEN HOTEL DI SOL BY MELIA BENOA BALI– ALL
INCLUSIVE DALAM MENINGKATKAN KEPEDULIAN LINGKUNGAN
OLEH STAFF FOOD AND BEVERAGE PRODUCT**

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ABSTRAK

Tujuan dari penelitian ini adalah menganalisa pelaksanaan *green hotel* terhadap komitmen dari manajemen khususnya di hotel Sol By Melia Benoa Bali – All Inclusive, yang nantinya akan mengarah pada terbentuknya kinerja hijau pada staf hotel khususnya pada staf *food and beverage product* dalam melaksanakan operasional pekerjaan mereka di hotel. Jenis metode yang dipakai dalam penelitian ini adalah metode deskriptif kualitatif. Adapun sumber data yang digunakan adalah sumber data primer dan sekunder. Teknik pengumpulan data menggunakan observasi, wawancara dan studi dokumentasi. Penelitian ini dilakukan pada Hotel Sol By Melia Benoa Bali – All Inclusive. Sampel yang digunakan pada proses wawancara yaitu manajemen hotel khususnya pada departemen *food and beverage product*. Hasil penelitian ini, menunjukkan untuk penerapan *green hotel* pada Sol By Melia Benoa Bali – All Inclusive sudah diterapkan khususnya pada departemen *food and beverage product*, namun penerapannya belum optimal atau efektif. Belum optimalnya dalam penerapan *green hotel* pada Hotel Sol By Melia Benoa Bali – All Inclusive khususnya di departemen *food and beverage product* disebabkan oleh beberapa kendala yang terjadi antara lain kurangnya kesadaran dan pemahaman staf, kendala pada aspek operasional pada pembiayaan, tingkat keterlibatan staf yang kurang, perubahan budaya dan kebiasaan di kalangan staf hotel khususnya pada *food and beverage product* mengenai penerapan konsep *green hotel*.

Kata kunci: *Food and Beverage Product, Green Hotel, Sol By Melia Benoa Bali – All Inclusive, Staff.*

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ABSTRACT

This aim of this research is to analyze the implementation of green hotels towards the commitment of management, especially at the Sol By Melia Benoa Bali – All Inclusive hotel, which will later lead to the formation of green performance among hotel staff, especially food and beverage product staff in carrying out their operational work at the hotel. The type of method used in this research is a qualitative descriptive method. The data sources used are primary and secondary data sources. Data collection techniques use observation, interviews and documentation studies. This research was conducted at the Sol By Melia Benoa Hotel Bali – All Inclusive. The sample used in the interview process was hotel management, especially in the food and beverage product department. The results of this research show that the implementation green hotel at Hotel Sol By Melia Benoa Bali – All Inclusive has been implemented, especially in the food and beverage product department, but the implementation is not optimal or effective. The implementation of green hotels at the Hotel Sol By Melia Benoa Bali – All Inclusive, especially in the food and beverage product department, is not yet optimal due to several obstacles that occur, including lack of awareness and understanding of staff, problems with operational aspects of financing, insufficient level of staff involvement, changes in culture and habits among hotel staff, especially in food and beverage product regarding the application of the green hotel concept.

Keywords: Food and Beverage Product, Green Hotel, Sol By Melia Benoa Bali – All Inclusive, Staff.