

IMPLEMENTASI *GREEN PRACTICE* DI CIRE RESTAURANT PADA HOTEL ALILA VILLAS ULUWATU

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ABSTRACT

The research entitled "Implementation of Green Practice at Cire Restaurant at Alila Villas Uluwatu Hotel" was conducted at Cire Restaurant located at Alila Villas Uluwatu, Bali, with the aim of determining the implementation of Green Practice in the Food and Beverage Department and the impacts resulting from these practices. Data collection was carried out through interviews, documentation, and direct observation of key informants in the Food and Beverage Department. The data analysis technique used was qualitative descriptive analysis based on the Miles and Huberman method. The findings of this study show that the implementation of Green Practice at Cire Restaurant covers three main aspects: Green Action, Green Food, and Green Donation. In the Green Action aspect, the Restaurant applies the use of environmentally friendly products, energy conservation, and the separation of organic and non-organic waste. In the Green Food aspect, the Restaurant prioritizes the use of local and organic products while serving food with environmentally friendly ingredients. In the Green Donation aspect, practices such as donating food scraps to those in need, implementing the Gotong Royong program, and visiting orphanages are carried out. The positive impacts resulting from the implementation of Green Practice include better waste separation, more efficient procurement of goods, reduced environmental damage, and more effective and efficient cost management. This study provides an overview of how the adoption of environmentally friendly practices in the hospitality sector, particularly in Restaurant s, can significantly impact resource management and environmental sustainability.

Keywords: *Implementation, Green Practice, Green Action, Green Food, Green Donation*

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ABSTRAK

Penelitian yang berjudul “ Implementasi Green Practice Di Cire Restaurant Pada Hotel Alila Villas Uluwatu” ini dilakukan di Cire Restaurant yang terletak di Alila Villas Uluwatu, Bali, dengan tujuan untuk mengetahui implementasi Green Practice pada Food and Beverage Department serta dampak yang dihasilkan dari praktik tersebut. Pengambilan data dilakukan melalui wawancara, dokumentasi, dan observasi langsung terhadap informan kunci di bagian Food and Beverage Department. Teknik analisis data yang digunakan adalah deskriptif kualitatif dengan metode analisis dari Miles dan Huberman. Hasil penelitian menunjukkan bahwa implementasi Green Practice di Cire Restaurant mencakup tiga aspek utama, yaitu Green Action, Green Food, dan Green Donation. Pada aspek Green Action, restoran menerapkan penggunaan produk ramah lingkungan, penghematan energi, serta pemilahan sampah organik dan non-organik. Pada aspek Green Food, restoran mengutamakan penggunaan produk lokal dan organik serta menyajikan makanan dengan bahan ramah lingkungan. Sedangkan pada Green Donation, diterapkan pemberian sisa makanan kepada yang membutuhkan, program Gotong Royong, dan kunjungan ke panti asuhan. Dampak positif yang dihasilkan dari implementasi Green Practice ini antara lain pemilahan sampah yang lebih terkendali, pengadaan barang yang lebih efisien, pengurangan kerusakan lingkungan, serta pengelolaan biaya yang lebih efektif dan efisien. Penelitian ini memberikan gambaran bahwa penerapan praktik ramah lingkungan di sektor perhotelan, khususnya pada restoran, dapat memberikan dampak yang signifikan terhadap pengelolaan sumber daya serta keberlanjutan lingkungan.

Kata kunci: Implementasi, *Green Practice*, Green Action, *Green Food*, *Green Donation*