

IMPLEMENTASI *GREEN PRACTICES* PADA CAFÉ NYEDUH KOPI DI KECAMATAN PENEHEL KABUPATEN TABANAN PROVINSI BALI

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ABSTRAK

Penelitian ini dilatarbelakangi oleh semakin meningkatnya perhatian terhadap penerapan *green practices* dalam pengembangan usaha kuliner sebagai bagian dari upaya mendukung pariwisata berkelanjutan di Bali. merupakan salah satu usaha kuliner yang mengembangkan konsep berbasis alam dan masyarakat dengan mengintegrasikan praktik-praktik ramah lingkungan dalam kegiatan operasionalnya. Penelitian ini bertujuan untuk mendeskripsikan faktor-faktor yang menjadi pertimbangan pengelola dalam pengembangan usaha, menjelaskan konsep pengembangan usaha kuliner yang diterapkan, serta menganalisis implementasi *green practices* di Café Nyeduh Kopi.

Penelitian ini menggunakan pendekatan kualitatif dengan teknik pengumpulan data melalui observasi, wawancara semi-terstruktur, dokumentasi, dan penyebaran kuesioner kepada wisatawan sebagai data pendukung. Informan penelitian terdiri atas pemilik usaha, karyawan, masyarakat lokal, pengurus Kelompok Sadar Wisata (Pokdarwis), perangkat desa adat, serta wisatawan. Analisis data dilakukan menggunakan teknik reduksi data, penyajian data, penarikan kesimpulan, dan triangulasi sumber maupun teknik untuk menjamin keabsahan data.

Hasil penelitian menunjukkan bahwa pertimbangan utama pengelola dalam mengembangkan usaha meliputi pemanfaatan media sosial sebagai strategi promosi, optimalisasi potensi sumber daya alam dan sumber daya manusia lokal, serta keunggulan lokasi menjadikan pengembangan Café Nyeduh Kopi mengintegrasikan *nature-based concept* dan *community-based tourism* melalui pemberdayaan masyarakat lokal, penggunaan bahan baku lokal, serta pelestarian lingkungan. Implementasi *green practices* diwujudkan melalui penerapan *green action* berupa pemilahan sampah, penggunaan material alami, dan penghijauan kawasan; *green food* melalui penggunaan bahan pangan lokal dan organik; serta *green donation* melalui dukungan terhadap kegiatan kebersihan lingkungan dan pengelolaan sampah bersama masyarakat. Penelitian ini menyimpulkan bahwa penerapan *green practices* yang dipadukan dengan potensi lokal dan partisipasi masyarakat mampu mendukung pengembangan usaha kuliner yang berkelanjutan, meningkatkan daya saing destinasi wisata, serta memberikan manfaat bagi lingkungan, masyarakat, dan keberlanjutan pariwisata di Desa Wongaya Gede.

Kata Kunci:

Implementasi *Green Practices*, Pengembangan Café di Desa, Potensi Lokal

**IMPLEMENTATION OF GREEN PRACTICES AT NYEDUH KOPI
CAFÉ IN PENEDEL DISTRICT, TABANAN REGENCY, BALI
PROVINCE**

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ABSTRACT

This study is motivated by the growing attention paid to the adoption of "green practices" in culinary business development as part of efforts to support sustainable tourism in Bali. Café Nyeduh Kopi is a culinary business that has developed a nature- and community-based concept by integrating eco-friendly practices into its operations. The study aims to describe the factors considered by management in developing the business, explain the applied culinary business development concept, and analyze the implementation of green practices at Café Nyeduh Kopi.

A qualitative approach was employed, utilizing data collection techniques such as observation, semi-structured interviews, documentation, and the distribution of questionnaires to tourists as supplementary data. Research informants included the business owner, employees, local community members, administrators of the Tourism Awareness Group (Pokdarwis), traditional village officials, and tourists. Data analysis involved data reduction, data presentation, and conclusion drawing, alongside source and technique triangulation to ensure data validity.

The results indicate that key considerations for management in developing the business included the use of social media for promotion, the optimization of local natural and human resources, and a strategic location. Consequently, the development of Café Nyeduh Kopi integrates nature-based concepts and community-based tourism through local community empowerment, the use of local raw materials, and environmental conservation. The implementation of green practices is manifested through "green actions" (waste sorting, use of natural materials, and area greening), "green food" (use of local and organic ingredients), and "green donations" (supporting environmental cleanup and waste management activities with the community). The study concludes that the application of green practices combined with local potential and community participation supports sustainable culinary business development, enhances the competitiveness of the tourism destination, and yields benefits for the environment, the community, and the sustainability of tourism in Wongaya Gede Village.

Keywords: Implementation of Green Practices, Village Café Development, Local Potential