

IMPLEMENTASI KONSEP KEBERLANJUTAN DALAM PELAYANAN PELANGGAN DEPARTEMEN BAR MELALUI SOP PENGELOLAAN SAMPAH DI JAMBULUWUK OCEANO SEMINYAK HOTEL, BALI

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis penerapan konsep keberlanjutan dalam pelayanan pelanggan di Departemen Bar melalui implementasi Standar Operasional Prosedur (SOP) pengelolaan sampah serta mengidentifikasi tantangan dan strategi yang diterapkan oleh staf Bar di Jambuluwuk Oceano Seminyak Hotel, Bali. Menggunakan pendekatan kualitatif deskriptif, data dikumpulkan melalui wawancara semi-terstruktur, observasi, dan dokumentasi dengan melibatkan informan dari HR Department, Bar Manager, dan Bar Supervisor untuk memperoleh pemahaman menyeluruh pada level kebijakan hingga praktik lapangan. Hasil penelitian menunjukkan bahwa upaya keberlanjutan seperti pengurangan plastik sekali pakai, kebijakan straw on request, serta penyediaan tempat sampah terpilah telah diterapkan, namun belum sepenuhnya terintegrasi dalam SOP formal sehingga pelaksanaannya masih bergantung pada inisiatif staf dan belum berjalan konsisten, terutama pada jam operasional sibuk. Tantangan utama meliputi keterbatasan fasilitas pendukung, kurangnya pelatihan khusus mengenai sustainability, serta konflik antara tuntutan pelayanan cepat dan pemilahan sampah. Meski demikian, staf bar tetap menjalankan strategi adaptif seperti pemilahan sampah di akhir shift, pengurangan penggunaan plastik, serta komunikasi internal untuk saling mengingatkan. Penelitian ini menegaskan perlunya penyusunan SOP pengelolaan sampah yang lebih komprehensif, peningkatan pelatihan berkelanjutan, dan optimalisasi fasilitas untuk memperkuat implementasi konsep keberlanjutan dalam pelayanan bar secara konsisten dan berkesinambungan.

Kata Kunci: Keberlanjutan, SOP Pengelolaan Sampah, *Customer Service*, Bar, Perhotelan.

**IMPLEMENTATION OF SUSTAINABILITY CONCEPTS IN CUSTOMER
SERVICE OF THE BAR DEPARTMENT THROUGH WASTE
MANAGEMENT SOP AT JAMBULUWUK OCEANO SEMINYAK HOTEL,
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ABSTRACT

This study aims to analyze the implementation of sustainability principles in customer service within the Bar Department through the application of the Standard Operating Procedure (SOP) for waste management, as well as to identify the challenges and strategies adopted by bar staff at Jambuluwuk Oceano Seminyak Hotel, Bali. Employing a descriptive qualitative approach, data were collected through semi-structured interviews, observations, and documentation involving informants from the HR Department, Bar Manager, and Bar Supervisor to obtain comprehensive insights from policy formulation to on-site operational practices. The findings indicate that sustainability efforts such as reducing single-use plastics, implementing a straw on request policy, and providing segregated waste bins have been introduced; however, these efforts are not fully integrated into formal SOPs, resulting in inconsistent implementation that largely depends on staff initiative, particularly during peak operational hours. Key challenges include limited supporting facilities, insufficient training on sustainability, and conflicts between rapid service demands and proper waste segregation. Nevertheless, bar staff have employed adaptive strategies such as end-of-shift waste sorting, reducing unnecessary plastic use, and maintaining internal communication to ensure compliance. This study highlights the need for a more comprehensive waste management SOP, continuous sustainability training, and improved facilities to strengthen consistent and systematic sustainability practices within bar service operations.

Keywords: *Sustainability, Waste Management SOP, Customer Service, Bar Operations, Hospitality.*