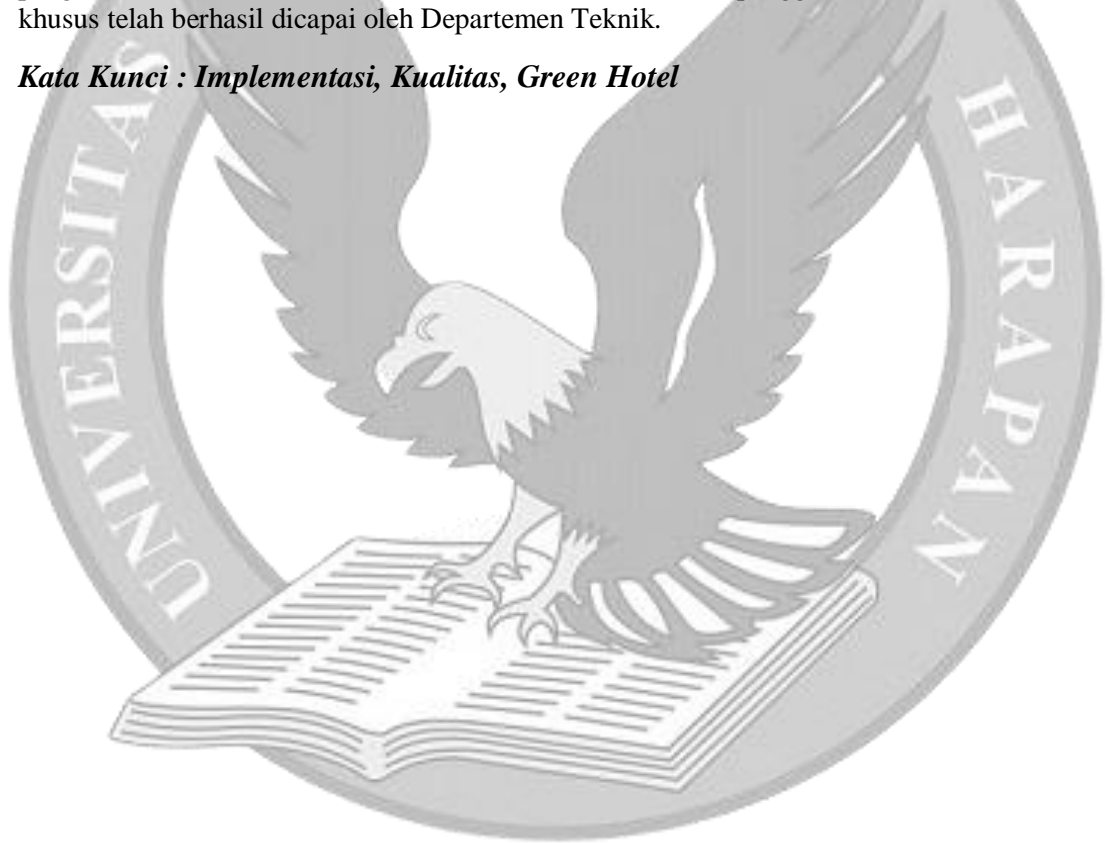


Analisis Implementasi *Green Hotel* di Holiday Inn Jakarta Kemayoran

ABSTRAK

Hotel yang memilih untuk mengadopsi ide *Green Hotel* dapat berkontribusi pada pelestarian lingkungan di masa depan. Beberapa penelitian terdahulu mengklaim bahwa implementasi *Green Hotel* memiliki kelebihan, salah satunya berdasarkan tindakan yang dilakukan oleh operator hotel berupa implementasi. Dengan strategi deskriptif, penelitian ini menggunakan metodologi kualitatif. Dengan menggunakan wawancara terstruktur, kuesioner, dan teknik pengumpulan data lainnya, peneliti dapat mengumpulkan data menggunakan pendekatan kualitatif dari lokasi alami (bukan buatan) tertentu. *Green Engage* adalah program yang dijalankan oleh Holiday Inn Jakarta Kemayoran yang menerapkan konsep *green hotel*. IHG *Green Engage System* adalah proyek dari program keberlanjutan, atau lebih tepatnya, IHG menciptakan, membangun, dan mengelola hotel yang lebih ramah lingkungan. Jejak karbon hotel dapat dilacak, dievaluasi, dan dilaporkan berkat sistem ini. Investigasi program *Green Hotel* di Hotel Holiday Inn Jakarta Kemayoran membawa peneliti pada kesimpulan bahwa, meskipun hotel tersebut baru saja dibuka, program *Green Engage* telah berhasil diterapkan di sana. Tugas menawarkan tamu hotel pengalaman *staycation* kualitas terbaik, masakan hotel, dan penggunaan ballroom secara khusus telah berhasil dicapai oleh Departemen Teknik.

Kata Kunci : Implementasi, Kualitas, Green Hotel



Analysis of Green Hotel Implementation at Holiday Inn Jakarta Kemayoran

ABSTRACT

Hotels that choose to adopt the Green Hotel idea can contribute to the future preservation of the environment. A number of earlier studies have claimed that implementing Green Hotels has advantages, one of which is based on the actions taken by hotel operators in the form of implementation. With a descriptive strategy, this study employs a qualitative methodology. By using structured interviews, questionnaires, and other data collection techniques, researchers can collect data using qualitative approaches from specific natural (as opposed to artificial) locations. Green Engage is a program run by Holiday Inn Jakarta Kemayoran that caters to green hotels. The IHG Green Engage System is a project of the sustainability program, or more precisely, IHG creates, constructs, and manages hotels that are more environmentally friendly. The carbon footprint of hotels may be tracked, evaluated, and reported thanks to this. The investigation of the Green Hotel program at the Hotel Holiday Inn Jakarta Kemayoran led researchers to the conclusion that, despite the hotel's recent opening, the Green Engage program has been implemented there successfully. The task of offering hotel guests the greatest quality staycation experiences, hotel cuisine, and ballroom use has particularly been met with success by the Engineering Department.

Keywords : Implementation, Quality, Green hotel

