

Green Hospitality Implementation Strategy In Creating Brand Awareness In Ubud Green Resort

Kadek Damayanti ¹, Andhi Supriadi ², Hartoyo Soehari ³

¹⁻³ STEIPARI Semarang, Indonesia

Corresponding email: andhi_zdn@yahoo.com

Abstract . This research is to determine and apply green hospitality to brand awareness in Ubud green resort. This type of research is using a qualitative approach. The reason is first, this approach is descriptive, Second, this approach is able to familiarize relationships with research target subjects, Third, this approach is able to provide opportunities to find real conditions in the field. The data collection methods in this study were observation, interviews, and documentation. Data analysis in this study was conducted using interactive models from Huberman, and Saldana (2014), which apply four (4) steps in analyzing data such as data collection, data condensation, data presentation, and data verification. The implementation of green hospitality at Ubud Green Resort includes seven aspects, including: (1) Land use, (2) Energy efficiency, (3) Water conservation, (4) Use of building materials, (5) Indoor air quality, (6) Environmental management, (7) Operational management. Ubud Green Resort has implemented green hospitality successfully but there are several indicators that need to be addressed in the future. By implementing green hospitality, Ubud Green Resort can shape consumer awareness and trust in their brand. This advantage is an effective strategy to create brand awareness that can attract tourists and increase the company's competitiveness amid the rapid movement of the accommodation industry

Keywords: Green Hospitality, Brand Awareness, Ubud Green Resort

INTRODUCTION

The application of green hospitality or green hotels can create brand awareness. The application of green has special strengths that can make the hotel brand superior and different from other hotel brands. In the minds of consumers, green hotels have a unique selling proposition because of their commitment to environmental conservation. Eco-friendly hotels will be viewed positively and trusted by consumers who have the same idea. This can form consumer awareness and trust in the hotel brand itself and in the end brand awareness is easier to form. Brand awareness is very important in strengthening brands that can influence consumer buying interest or purchase decisions. If consumers know the brand, they will be more likely to buy the product or service. So, it is very important to build brand awareness. The higher the brand awareness, the higher the influence on consumer buying interest. High brand awareness will increase brand memory in the minds of consumers when consumers think about a product (Mujahidin, 2015). Therefore, many hotels use the green hospitality or green hotel label as a strategy to attract consumer attention and increase consumer loyalty

Ubud Green Resort is a resort in Ubud, Bali that puts forward the concept of green or environmentally friendly concept. In addition to showing concern for environmental issues, by implementing green hospitality Ubud Green Resort can shape consumer awareness and trust in their brand. This advantage is the company's effective strategy to create brand awareness that

can attract tourists and increase the company's competitiveness amid the rapid movement of the accommodation industry.

The application of "green" at Ubud Green Resort is still said to have not been implemented optimally. When referring to the Guidebook and Guidelines for the Implementation of Green Hotels in Indonesia regarding the application of green hotels, there are several gap phenomena found at Ubud Green Resort, including: (1). Not optimal aspects of water conservation. Ubud Green Resort has not used an environmentally friendly toilet unit that uses a dual flush system to reduce water usage. Second, is the lack of maximum aspects of environmental management. Ubud Green Resort does not yet have a green team specifically tasked with maintaining the application of sustainability or environmentally friendly principles. Based on these problems, the application of green should be utilized and applied consistently to realize aspects of sustainable tourism as an attraction. Hotel management in implementing the green concept in their company must aim to reduce energy use, reduce water pollution, air pollution, solid waste pollution and be able to use resources efficiently (Dewi, 2015). Thus, the application of green hospitality has the potential to be used as brand awareness for Ubud Green Resort in increasing consumer interest in visiting Ubud Green Resort.

Strategy

Strategy is a set of overall ways related to the execution of ideas, a plan over a period of time. Strategies are structured basically to form a 'response' to relevant external changes of an organization. These external changes will certainly be answered by taking into account the internal capabilities of an organization. To what extent an organization can take advantage of opportunities and minimize external threats to obtain maximum benefits by utilizing the advantages of the organization owned at this time (Rahim, 2017).

Strategy is a tool to achieve goals, in its development the concept of strategy must continue to have development and everyone has a different opinion or definition of strategy. Strategy in a business or business world is needed for the achievement of the vision and mission that has been implemented by the company, as well as for the achievement of goals or objectives, both short-term goals and long-term goals

Green Hospitality / Green Hotel

According to the Green Hotels Association (2018), green hotels are hotels that use and have environmentally friendly items where hotel managers have programs to save water, save energy, and decompose waste from hotel activities to help protect the earth. Based on the Guidebook and Guidelines for the Implementation of Green Hotels in Indonesia 2016 there are aspects of the implementation of Green Hotels as follows: Land Use, Energy Efficiency, Water

Conservation, Building Material Efficiency, Indoor Ventilation Quality and Waste Management as well as Hotel Operations and the Surrounding Environment.

Green Hospitality or Green Hotel is one part of the green tourism product, while green tourism itself is a component of sustainable tourism which is defined as travel activities to realize sustainability by preserving natural resources, culture, and contributing to the economic sector (Sinangjyo, 2013). Noerwenda, (2018) defining a green hotel as a hotel that has a business to protect the environment and involves employees and consumers to participate in it. The same thing was conveyed by (Sugianto et al., 2017), Green Hotel is a hotel operational activity that implements various environmentally friendly programs such as saving water and energy, having an environmentally friendly purchasing policy, and reducing emissions or waste disposal to protect the environment and reduce operational costs.

Environmentally conscious travelers are usually willing to pay more to be able to experience the different experiences offered by green hotels. The number of star hotels built in Bali continues to increase from year to year (Sari, Vika Y., 2017). According (Abdullah, T., Pebriyanti, 2016) basic orientation carried out by hotels that implement green hotel programs includes Recycled Materials, Recyclables, Low-polluting, Energy-saving

Brand awareness

Brand awareness is the ability of consumers to remember a brand and what makes it different when compared to other brands. Brand Awareness consists of brand recognition and brand recall. Brand recognition is the ability of consumers to recognize and identify a brand when consumers see a clue about the brand. While brand recall is the ability of consumers when looking at a product category, consumers can mention a product appropriately. Brand awareness or brand awareness is an important aspect in the occurrence of the communication process because it precedes all other steps in the communication process. In order for consumers to want to buy a particular brand, they must first be made aware of the brand first (Surya Adi Dharma & Sukaatmadja, 2015)

Supiyandi, (2022) Brand awareness is defined as a consumer's ability to recognize and recall a brand. Brand awareness can be defined as the power of consumer memory in remembering or recognizing a brand in different situations (Pasaribu, 2020). Firmansyah Anang, (2019), there are 4 (four) level of Brand Awareness: 1. Unaware of brand; 2. Brand recognition; 3. Brand recall; 4. Top of mind

METHOD

This study used qualitative descriptive research method. As for what is meant by qualitative research, namely research that intends to understand the phenomenon of what is experienced by the research subject holistically, and by way of description in the form of words and language, in a special natural context and by utilizing various scientific methods (Sugiyono, 2018). This research was conducted at Ubud Green Resort which is located at Jalan Sri Wedari No.8, Tegallantang, Ubud District, Gianyar Regency, Bali 80571. In this study, researchers used qualitative data in the form of information such as an overview of Ubud Green Resort and other information used to discuss problem formulation. In this study, primary data were obtained through interviews with parties related to the problem to be studied (informants). The primary source of data in this study is information obtained from interviews with Ubud Green Resort managers and employees. The data collection methods in this study include observation, interviews and documentation.

RESULTS AND DISCUSSION

Ubud Green Resort is one of the accommodations in Bali that puts forward an environmentally friendly concept. The "green architecture" building design of Ubud Green Resort is designed in such a way as to reduce the impact it has on the environment. The room is designed with an interior that keeps the temperature in the room cool so as to minimize the use of air conditioning. Green Resort, which cares about the environment, also takes positive steps by saving water, saving energy, and using healthy building materials that are environmentally friendly (not mixed with harmful chemicals). Ubud Green Resort offers beautiful views. Various kinds of local plants are easily found around the Ubud Green Resort area including in the roof area and vertical walls (rooftops and vertical walls). The view of terraced green rice fields in the Ubud Green Resort area is ready to spoil the eyes, which makes visitors closer to nature.

Application of Green Hospitality at Ubud Green Resort

1. Land Used

The results of interviews with informants prove that Ubud Green Resort has implemented land use. Ubud Green Resort, which is located in an area that is protected from pollution, has experts in the field of land use who can make land have artistic value and have more selling value as a supporter of the attractiveness of hotel facilities. Ubud Green Resort provides green open space for guest recreation facilities as well as greenery facilities. Large areas of land are planted with local plants and private rice fields to spoil guests' eyes. In addition, there are spacious and safe pedestrian facilities surrounding the

hotel. Pedestrian shade trees can be found along pedestrian facilities. Ubud center shuttle bus and cycling facilities are provided for guests to reduce motor vehicles and reduce carbon emissions.

2. Energy Efficiency

The results of interviews with informants proved that Ubud Green Resort uses the latest technology for saving electricity such as using Light Emitting Diode (LED) lights with timers and building transportation systems using stairs. Ubud Green Resort has an energy conservation team, namely Property Operating Maintenance Energy Cost (POMEC) which controls and ensures the cost of energy used. However, rewards and punishments for employees in the implementation of energy conservation

3. Water Conservation

From interviews with informants, Ubud Green Resort has regular maintenance reports of water pumps, pipes and swimming pools by the engineering team to prevent damage and leakage. In addition, borehole water is used for watering to save PDAM water usage costs. However, Ubud Green Resort still does not use a more water-efficient system on the "toilet bowl"

4. Use of Room Materials

The results of interviews with informants prove that Ubud Green Resort has used environmentally friendly materials such as local wood, bamboo, straw, and natural stone.

5. Air Quality

From interviews with informants, Ubud Green Resort provides proper ventilation in every room, because every room design has good airflow supported by wide room windows that can be opened and closed. Ubud Green Resort informs the regulations of the smoking ban verbally to both staff and visitors or guests. And to reduce sources of pollution, Ubud Green Resort grows and uses live plants that are effective in removing air pollutants such as bamboo palms

6. Waste Management and Hotel and Surrounding Environment Operations

From interviews with informants, Ubud Green Resort has implemented a "green" movement program to the surrounding environment together with the Ubud Green team and the surrounding community by planting plants and general cleaning to create a green and beautiful environment. As well as inviting guests to participate in preserving the environment around the hotel by inviting guests to participate in planting plants. In addition to prioritizing the utilization of local labor, Ubud Green Resort purchases local community products and services such as coffee, rice, garden products and other needs that support hotel operations. Ubud Green Resort understands the socio-culture of the local community and conveys information about local customs to in-house guests to avoid conflicts. For the safety and comfort of guests, Ubud Green Resort implements a Close Circuit Television (CCTV) security system at many points such as public areas, offices, alleys and parking lots. However, for waste treatment, Ubud Green Resort does not yet have independent B3 (Hazardous and Toxic Materials) solid waste

management in the Resort area. For a while until the waste treatment permit came out, Ubud Green Resort made a cooperation contract with a third party to transport and process their waste.

Hospitality Implementation Strategy in Creating Brand Awareness at Ubud Green Resort

The strategy of implementing green hospitality in creating brand awareness at Ubud Green Resort is to apply best practices that are environmentally friendly. The strategies applied are inseparable from the practices of implementing green hospitality, including:

Land Used

Land and good landscaping including green open land, parks, gardens including nurseries, playgrounds, pedestrian facilities, shuttle buses, and parking lots, can be useful facilities, and close to the surrounding community that can help visitors to have an unforgettable experience while staying

Energy Efficiency

Energy efficiency measures include energy management, which is managing energy use efficiently and effectively without reducing work comfort, aesthetics, health, safety and productivity as building users such as saving lighting systems by using Light Emitting Diode (LED) lamps and using automatic light settings, as well as building transportation systems using stairs that will have a significant effect on energy use in the future front.

Water Conservation

Maintain the stability of water needs due to water as a non-renewable natural source, water use efficiency measures include controlling and having periodic maintenance reports on water pumps, pipes and swimming pools by the engineering team to prevent damage and leakage, including using clean water outside PDAMs such as boreholes with water output controllers.

Material Use Efficiency

Material Use Efficiency includes the use of environmentally friendly materials prioritized by local products to reduce emissions and create healthy air quality, such as local wood, bamboo, straw, soil, natural fiber and others (Renewable Material, Reused Material, and Recycled Material).

Indoor Air Quality

Ventilation Quality is very important for the health and comfort of residents by providing proper and good ventilation such as wide balconies with doors that are easy to open and close, and using live plants indoors to reduce air pollution such as shrub groups.

Treatment Management and Hotel Operations and the Surrounding Environment

This indicator includes waste management such as B3 in a safe place to maintain the health of hotel users. Hotel employees and guests also contribute to ecological, environmental, and local community empowerment activities such as planting plants and general cleaning in the surrounding area

By implementing these environmentally friendly practices, consumers will remember that Ubud Green Resort is very unique and has positive vibes. Consumers, especially those who support environmental conservation issues, will prefer to use products or services offered by the company so that it will have an impact on consumer decisions

CONCLUSION

1. The application of green hospitality at Ubud Green Resort includes:

(1) Land use, (2) Energy efficiency, (3) Water conservation, (4) Use of building materials, (5) Indoor air quality, (6) Waste Treatment Management and Hotel Operations and the Surrounding Environment. There are several indicators that need to be addressed in the future including:

1. Carry out rewards and punishments in the implementation of energy conservation, rewards to employees who have made the slightest energy saving effort and vice versa punishment for employees who do not carry out energy conservation.
2. The second indicator that must be addressed is water conservation. Ubud Green Resort should pay attention to a more water-efficient system in the "toilet bowl".
3. The last indicator that must be addressed is waste management. Ubud Green Resort must have hazardous waste management in its own area.

That way, the aspects of the green hospitality guide guidelines can run perfectly at Ubud Green Resort.

2. The strategy of implementing green hospitality in creating brand awareness at Ubud Green Resort is to apply environmentally sound best practices: Land Use, Energy Efficiency, Water Use Conservation, Material Use Efficiency, Indoor Air Quality, Waste Treatment Management and Hotel Operations and the Surrounding Environment. By implementing green practices, Ubud Green Resort can shape consumer awareness and trust in their brand. This advantage is an effective strategy to create brand awareness that will have an impact on consumer decisions.

SUGGESTION

For the success of Ubud Green Resort implementing green hospitality in creating brand awareness, the right advice addressed to Ubud Green Resort is:

1. In the application of green hospitality in Ubud, Green Resort has been classified as successfully applied, but there are several indicators that are not optimal. This matter must immediately receive attention to be followed up in order to improve sustainable and environmentally sound management in order to realize sustainable tourism. Suggestions include:
 - a. Provide punishment for employees who are negligent in the implementation of energy conservation such as giving verbal or written reprimands or warnings so that in the future they do not repeat the same thing again, and provide rewards as appreciation for employees who have made the slightest energy saving effort.
 - b. Implement a more water-efficient system in the "toilet bowl" by using dual flush toilets. Although it requires a large amount at the beginning, it is expected that Ubud Green Resort can make a gradual replacement.
 - c. Ubud Green can handle hazardous waste independently in the resort area in accordance with standards considering the land at Ubud Green Resort is quite large so there is no need to use third parties. So that it can reduce the cost of waste handling expenses in the long run. It is expected that the hazardous waste handling permit will come out soon.
2. In the strategy of implementing green hospitality to create brand awareness in Ubud Green Resort, it is hoped that it will continue to be developed and implemented, because in addition to having a positive impact on the environment, it can also increase consumer buying interest. Several hotels that implement green hospitality are one of the threats to Ubud Green Resort so that it is expected that managers, employees, and other ranks can strengthen the strategy applied and have its characteristics so that it is known for its uniqueness that can attract tourists to stay and feel the sensation of green hospitality at Ubud Green Resort. The development can be by utilizing the remaining land to build organic gardens by planting materials used for restaurants in an effort to increase self-sufficiency. Ubud Green Resort has cooking class activities for guests. It would be nice if the vegetable and fruit ingredients come from their own garden and guests can participate directly to pick them. That way guests will have a fun and unforgettable experience because guests participate directly from picking ingredients, cooking, to serving food. These activities can be packaged in interesting content as promotions on

social media so that Ubud Green Resort is increasingly known so that consumer buying interest increases.

Result Implication

Based on the results of the study and conclusions, this research produces positive impacts or implications.

- a. The concepts found in this study reinforce the findings of previous research, the importance of the theoretical implications of this research is conveyed as follows:
- b. The implementation of good green hospitality is the main thing in creating brand awareness at Ubud Green Resort. The strategy of implementing green hospitality in creating brand awareness is an iconic green aspect of Ubud Green Resort by applying practices from green hospitality guidelines.

Future Research and Research Limitations

1. Future research Conducting research with different research variables, but the object of research remains the same by expanding the scope of research, increasing the number of informants, and using different research methods with this study.
2. Research Limitations In this study, guests staying at Ubud Green Resort are guests who want to enjoy lodging that applies the concept of green hospitality and want to be close to nature. However, this resort is a resort with private and private villas so it cannot do interviews with guests

REFERENCES

- Abdullah, T., Pebriyanti, K. (2016). Pengaruh Program *Green Hotel* Terhadap Keputusan Menginap Tamu Di The Royale Krakatau Hotel Cilegon Banten. *Tourism And Hospitality Essentials (The)*, 6(1), 1–10.
- Dewi, D. A. D. P. (2015). Peran Brand Awareness Dalam Memediasi Pengaruh Daya Tarik Iklan Terhadap Niat Beli. *E-Jurnal Manajemen Unud*, 7 (8), 4599–4627.
- Firmansyah Anang, M. (2019). *Pemasaran Produk dan Merek. pdf*.
- Mujahidin, A. (2015). Pengaruh *Green Hotel* Terhadap Loyalitas Pelanggan Dan Positif Wom Melalui Kepuasan Pelanggan Di Hotel Shangrilla Jakarta. *Jurnal GICI*, 5(2).
- Noerwenda, A. (2018). *Green Hotel: Apa, Bagaimana Dan Mengapa*. Mm-Sustainability Trisakti University.
- Panduan dan pedoman Pelaksanaan Green Hotel di Indonesia*. (2016). kementrian Pariwisata Republik Indonesia.
- Pasaribu, R., & Silalahi, A. (2020). Analysis Of The Impact Of Social Media Marketing Activities In Brand Loyalty With Brand Awareness As Intermediate Variables (Study On Traveloka Brand). *Visi Sosial Humaniora*, 1(1), 73–83.
- Republik Indonesia. (2009). *Undang-Undang (Uu) No. 10 Tahun 2009 Tentang Kepariwisataaan*.
- Sari, Vika Y., D. (2017). Pengaruh Kesadaran Merek, Persepsi Kualitas, Dan Asosiasi Merek Terhadap Keputusan Pembelian Handphone Samsung (Studi Kasus Mahasiswa Program

- Studi Pendidikan Ekonomi Stkip Pgri Sumatra Barat). *Jurnal Of Economic And Economic Education, (Online)*, 5(2).
- Sinangjoyo, N. J. (2013). *Green Hotel Sebagai Daya Saing Suatu Destinasi (Studi Kasus Pada Industri Hotel Berbintang Di Wilayah Yogyakarta)*. *Jurnal Nasional Pariwisata*, 5 (2), 83–93.
- Sugianto, E., Kurniawan, C. J., & Kristanti, M. (2017). Pengaruh Program Green Hotel Terhadap Minat Beli Konsumen Di Hotel Di Indonesia. *Jurnal Hospitality Dan Manajemen Jasa*, 5.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung : Alfabeta, CV
- Surya Adi Dharma, N. P., & Sukaatmadja, I. P. G. (2015). Pengaruh Citra Merek, Kesadaran Merek, Dan Kualitas Produk Terhadap Keputusan membeli Produk Apple. *E-Jurnal Manajemen Unud, Vol.4 , No.10, 2015: 3228 - 3255* .