

The Implementation of Green Housekeeping at Kampoeng Villa

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Abstract

This study aims to determine how the implementation of green housekeeping in Kampoeng Villa. This type of research is descriptive qualitative research. Observation, interviews, and documentation collected the data. The results showed that Kampoeng Villa had implemented green housekeeping, which was quite good, starting from the SOP that Kampoeng Villa already owned regarding the implementation of green housekeeping, which was following the indicators in the study, which included green action on changing linen which was carried out twice a week, changing towels every two days, use of cleaning materials that prioritize environmentally friendly products such as grated coconut, warm water and if needed only use a small amount of cleaning agent containing chemicals on particular objects, for the standard of cleanliness applied twice a week inside of the villa and every day outside the villa area. The building designs, such as doors and windows that can be fully opened, make low air conditioning consumption in each room. The air conditioners also have an inverter system that can save energy costs. Kampoeng villas also used environmentally friendly products such as trash bins, guest supplies, and additional facilities, mostly made from wood and ceramics. For waste management, Kampoeng Villa has collaborated with third parties in which organic and inorganic waste are also placed in separate trash bins. Plastic or bottles it is maximized as a place for some plants that can be placed inside and outside the villa area refers to the 3R program, reuse, reduce, and recycle. To maximize the implementation of green housekeeping, Kampoeng Villa has conducted intensive training for the employees and guests to participate in and support its implementation. The employee also scheduled in writing, each employee working eight hours a day with three shift changes.

Keywords: Implementation; Green Housekeeping; Villa

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Introduction

The development of the tourism industry in Indonesia a few years ago before the Covid-19 pandemic was increased so fast. It is evidenced by the increment of traveling visitors, additional flight routes with new routes, massive investment in tourism such as opening tourist destinations with new products, improvisation of accommodation facilities, and infrastructure improvements. The development of the tourism sector is promised business and benefits both parties, from the community and the private sector. This rapid development of tourism occurs almost in all areas of Indonesia. The famous one is Bali. Bali is one of the most beautiful islands in Indonesia, which greatly impacts the world of tourism in Indonesia (M. Covarrubias, 2018). The attraction of the island of Bali, compare with other regions in Indonesia, are about the art, culture, nature, and beauty of Bali as various culinary specialties on the island of Bali.

Based on a visitor to Bali, it is known that Bali tourism does not highlight due to its beauty and uniqueness as the main of promotion but is also related to accommodation readiness. One of the essential accommodations to support tourism is a residence called a villa (Tokan, 2014). In the last few years, villas have grown up in Bali. The villa offers various facilities and the best prices to attract visitors to Bali. Villas and other types of accommodation are essential components in the tourism industry that must be maintained and developed well.

Consequently, the growth in accommodations globally is unstoppable (Kadek Wiweka, 2016). However, development must pay attention to the environmental impact, such as small and large-scale environmental pollution, which includes excessive waste disposal, wasteful electricity and water, house gas emissions, excessive office stationery, and other impacts (Murni et al., 2019). Therefore, the tourism industry is expected to focus on business purposes, provide accommodation, and be aware of the surrounding environment (Christiani et al., 2017), (Murni et al., 2021). By doing this action, they hoped the industry would enjoy maximum profit and improve environmental performance to become green (Rahmawati, 2020). One of the departments responsible for this implementation in daily operations is Housekeeping Department, according to Rumecko (2016), Mutiara (2018), and Juliandi (2019).

Green housekeeping activities are one of the things that accommodation has to start to implement and focus on the environment (Meeroff et al., 2020). Green housekeeping can be carried out in more environmentally friendly ways, for example, by using traditional cleaning materials or eco-cleaning to avoid product damage and save the environment, Saving costs and energy usage (Sugiarto & Dewi, 2016). According to Hasan in Setiawan et al. (2021), it is stated "Green house-keeping management is not only limited to a small part of corporate social responsibility but must be a model in business and operational organizations", which states that green housekeeping must be capital in the business and operations of an organization. Meanwhile, Setiawan et al. (2021) mention strategies that can be applied in green housekeeping: "Green housekeeping management strategies such as towel reuse programs, refillable shampoo dispensers, and changing sheets based on request only. Housekeeping activities are among the most influential parts of operational activities at Kampoeng Villa, especially the rooms (room section). It is because the rooms are the main

product of the villa that must be provided to the guests, which is the first source of income at the villa.

Kampoeng Villa is a Tropical Bali Villa complex with a Tropical Garden concept. Each villa has a garden, a swimming pool, a living room, and a kitchen, and the doors can be opened and closed so that the air circulation inside the villa is very clean and healthy. In addition, Kampoeng Villa offers 12 tropical-design villas equipped with private parking in front of the villa. Kampoeng Villa was officially opened on 19 September 2012 and is located on the edge of Canggu-Kerobokan.

Based on the results of pre-interviews conducted with the operational manager at Kampoeng Villa, in the last few years, Kampoeng Villa has started implementing green housekeeping in its operations. As a result, several actions have been taken to save cost energy and increase resource efficiency, laundry programs for linen (Khotimah et al., 2015) and towel by maintaining the par-stock (Ariska & Andi M. Rifiyan, 2019) as well as maintaining environmental performance, waste sorting, with the 3R programs (Ayuningtyas, 2019), (Christiani et al., 2017), namely reduce, reuse, and recycle which play an important role in protecting the environment and ultimately providing sustainable benefits for the Hospitality Industry itself as well as improving the brand and images of Company.

Methods

This research was conducted through a descriptive qualitative. Descriptive Qualitative analysis, according to Bungin (2012), is a qualitative descriptive design that aims to describe and summarize various conditions, various situations, or various phenomena of social reality in the community that is the object of research and seeks to draw that reality to the surface as a characteristic, character, picture, about certain conditions, situations or phenomena. Therefore, this study uses qualitative descriptive analysis to describe the research information conducted in Kampoeng Villa. At the same time, the data was obtained through observation, interviews with respondents regarding the application of green housekeeping in Kampoeng Villa, documentation, and support by library studies.

Kampoeng Villa is a tropical villa complex managed by PT. Lestari Living Hospitality. Kampoeng Villa is strategically located at Jalan Tengah No.20, Banjar Anyar Kerobokan, North Kuta, Badung Bali. The analysis technique used by the researcher is the descriptive qualitative analysis technique. Data analysis aims to simplify the data into easier forms to read and interpret. The first stage of qualitative descriptive analysis is the data reduction stage, the second stage is the stage of data presentation, and the third stage is the conclusion or verification stage.

Steps that must be done by researchers, according to Miles and Huberman (1984), in Herdiansyah. (2010) at the stage of data reduction are:

1. Summarize data, events, and situations at the research location.
2. Coding, divided into four parts the whole is built in an integrative system;
 - a. In analyzing the data, the researchers sorted the answers to the interview as it is factual or objective-descriptive. Make reflective notes.
 - b. Data storage. Researchers must pay attention to several steps for data storage: labeling, having a uniform format, and a certain normalization.

- c. Data analysis during data collection is a record. The note in question is the conceptualization of ideas. In this stage, the researcher eliminates irrelevant or inappropriate words.

Presentation of data created to the results of data reduction arranged in a pattern of relationships to make it easier to understand. In this step, researchers compile relevant data to become information that can be concluded and has a certain meaning. The process can be done by displaying data and connecting phenomena to interpret what happens and what needs to be followed up to achieve the research objectives.

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Table 1. Response to Green Housekeeping Implementation at Kampoeng Villa

No	Indicator	Responses	Answer
1	Green Action in Linen	Respondents 1-6 (response about linen and par-stock)	In Kampoeng Villa, there are two linen stocks, one to change the washed and the other can be washed.
			Linen washing is done twice a week when the washing process is replaced with linen par stock that has been prepared and linen washing involved by a third party. Linen is changed every week two times.
	Green Action in Towels	Respondents 1-6 (responses about changes in towel programs)	Notify upon arrival of visitors about the replacement of the towels usage every two days, relevant to the concept of an environmental program and eco-friendly, with some obstacles such as guests who complain and ask for a change of towels every day, lack of cooperative attitude of visitors.
			The towel changes every two days. Third parties involve towel washing.
Green action in using chemical	Respondents 1-6 (Response about chemical usage)	The management has used chemicals with environmentally friendly standards, the use of chemicals only for stubborn stains or difficult to remove with natural ingredients such as warm water and shredded coconut. More use of natural materials such as warm water to wipe the surface of the wood and grated coconut for the surface or classic floor.	
Green Action standard cleaning and ventilation	Respondents 1-6 (Responses about standard cleaning and room temperature)	Enclosed living room which the door and window can be fully open. Putting a living tree in the room Making houseplants from recycle bottles Set the room temperature to 20 degrees Celsius. Indoor and outdoor air circulation naturally when the large windows located in the living room and balcony are fully opened, and there are also some live trees in the corners of the room	

2	Green Product	Respondents 1 - 6 Response about the green product and room arrangement	Use products that are not just disposable, and minimize plastic usage. As the water supply using a dispenser, soap, shampoo, and other amenities can be refilled. Sorting waste according to its type with the 3R system, including bins made of stainless.
3	Green Donation	Respondents 1-6 (responses about training and education program about green housekeeping implementation)	Conduct weekly reviews to the staff regarding the implementation of green housekeeping Staff education every week. The existence of written rules or SOP regarding applying green housekeeping in Kampoeng Villa. Provide an understanding of the reduction of chemicals used when doing housekeeping activities. Regularly hold monthly meetings and job review results in the framework of the implementation of green housekeeping.
4	Green Performance	Respondents 1-6 (responding to the quality and quantity of work in Kampoeng Villa)	Have a written working schedule, and each staff works eight hours a day with two (three) times the change of shift Has six housekeeping staff, with provisions for one person off per day. Of the six housekeepers, two are in charge of the garden, two others are cleaning the villa, and one is on the afternoon shift.

Source: Modification from Schubert 2008

The next step is to draw conclusions based on the findings and verify the data. As explained, the initial conclusions are temporary and will change if the evidence supports the next data collection stage. The process of obtaining evidence will support the next data collection stage. The process of obtaining evidence is called data verification. Suppose the conclusions are supported early by strong evidence that they are consistent with the conditions found when the researcher returns to the field. In that case, the conclusions obtained are credible.

Results and Discussion

According to several interviewees, Kampoeng Villa has implemented green housekeeping in its operations with several methods and constraints. For example, it starts from SOP, linen arrangements, towel arrangements, hygiene material arrangements, environmentally friendly product arrangements, spatial arrangements, staff and guest education, and work schedule arrangements that support operations in applying green housekeeping at Kampoeng Villa.

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1. Green Action (Green implementation of linen usage)

The management of room linen in Kampoeng Villa is as follows:

- 1) Inventory

Controlling or supervising the linen usage and doing an inventory of linen used in the room, stock in the room boy station, outlets in the linen room, and the laundry. Inventory can be done in the morning or evening shift every two times a week.

2) Par-stock

There are two par-stock to support operations in Kampung Villa. To support the smooth implementation of room preparation, linen supplies include:

- a. Availability of the necessary types of linen
- b. Availability of the amount of each type of linen by the needs.
- c. Availability of established linen conditions, that is clean, not torn, not stained, already ironed, folded by the standards, and properly stored.

3) Repair

Any damage to the linen that can be used must be repaired immediately. A third party does linen repair in Kampong Villa.

4) Linen Control

Recording in and out of the linen room should be in control. The housekeeping does control linen in and out. Conversion of dirty linen, which is not in accordance with the standards, is exchanged back to the laundry.

5) Washing standards

To implement green housekeeping, the change frequency is made 2 (two) times a week. It can save water and chemical usage in linen washing. Like the following interview excerpts:

"For the change of linen is 2 (two) times a week, Kampong villa has 2 linen par-stock with washing process involving third parties".

2. Green Action (Implementation of bath towel exchange)

One way to apply green housekeeping is to change the towels of visitors because it is an activity that uses a lot of water, detergent, and other washing chemicals. Kampong Villa has set the time for changing towels every two days, therefore at the beginning of the arrival of, guests or visitors have been given information about the towel handlers that will be applied and implemented to support the implementation of green housekeeping in Kampong Villa. Some guests are very enthusiastic about it, but some guests sometimes still ask for a change of towels every day.

3. Green Action (Implementation of Green Chemical)

To implement environmentally friendly housekeeping activities, use cleaning and sanitation materials or liquids that do not contain toxins or produce toxic waste. The recommended cleaning agents do not irritate the skin, pollute the air, contain additional fragrance ingredients, and are cleaners packaged in recyclable containers. Some requirements are a cleaning agent with a low toxic content that can decompose up to 70% within 28 days, a cleaning agent that does not produce toxic waste, and does not contain phenolic ingredients, oil solvents, or contains heavy metals. In Kampong Villa, the cleaning procedure uses tools and materials that belong to the category of environmentally friendly, then using natural materials such as the use of warm water to clean the floors, which are mostly made from wood, and use natural materials such as shredded coconut for the floor surface with classic materials such as floor tiles in the rooms and living rooms. Here are excerpts of interviews with some of the interviewees:

"Usually, to clean the surface of the wooden floor, we use warm water and grated coconut for some faded surfaces, especially areas that have classic tile".

"The cleaning tools and materials available at Kampoeng Villa were classified as environmentally friendly, so our employees are very comfortable working".

"As much as possible, if there is dirt on the floor and the villa's interior, we use natural materials first to clean, such as warm water, grated coconut, and others. If there are hard stains, we use new cleaning tools and materials whose composition is classified as environmentally friendly and sometimes use multi-purpose chemicals".

4. Green Action (Standard of cleaning and saving the temperature of the rooms)

Indoor air quality is very important because it can impact the health, comfort, and productivity of employees and guests in the villa. Therefore Kampoeng Villa is trying to make efforts to control air quality. Spatial Management in Kampoeng Villa is very concerned about air circulation. It can be seen from the design of the living room, where there are large windows that can be opened and closed as guests desire. Therefore, air circulation naturally occurs when the window is opened. The same is also seen in the balcony design of guest rooms. Besides that, windows in the balcony also can be opened and closed as guests need. In addition, there are living plants in every corner of the room to maintain air quality.

Furthermore, air conditioners use power-saving energy systems. The air conditioners are also maintained to ensure the air circulation is clean and comfortable, and the temperature settings of empty rooms are 20 degrees Celsius. Some interviewees also mentioned that the spatial management in Kampoeng Villa had been very well. Following are excerpts from interviews with interviewees :

"From the beginning of the construction of Kampoeng Villa was designed with a green atmosphere as evidenced by the gardens and the placement of trees in the room, also the living room is filled with large windows that can be shifted to open and close, so there is an exchange of air with the outside air."

"On the balcony is also designed the same as in the living room, in which the window can be opened and closed, in the living room also has a fan that can be used when the window is opened, so the air conditioner is not always on. So we also do a routine air conditioner clean both in the living room and the rooms".

5. Green Product (Implementation of Green product)

Implementing environmentally friendly products is one of the efforts to reduce waste in implementing green housekeeping. In Kampoeng Villa, guest supplies and visitor amenities, such as soap, shampoo, toothpaste, and others, have been used as refillable or non-disposable products. The drinking water supply has also used gallons of water and dispensers. Some plastic waste, such as plastic bottles reused as plant pots, will be placed in the corner of the room or on the living room table. In addition, the bins are also provided with stainless steel in each villa. The public area also provides two types of bins, organic and non-organic. It is an effort to sort waste management with the 3R principle of Reuse, Reduce, and Recycle. Some housekeeping staff stated that waste sorting has been applied well in their operations. The following excerpts of interviews conducted:

"In each villa, we always provide bins for organic and non-organic completed with information to facilitate guests in sorting waste. On the other side, third parties still use similar garbage bags upon picking up the waste with the truck."

"Every new visitor always gets information regarding the waste programs in Kampoeng Villa, an education program conducted by the Villa Manager on how to split the organic and non-organic waste".

"Organic and non-organic waste bins are provided in the private villa area and public areas, doing the familiarization program to the employees regarding waste sorting".

"Organic waste in the form of dry leaves, we process back for garden fertilizer".

6. Green Donation (Green education regarding the implementation of green housekeeping)

The implementation of green housekeeping requires the participation of all parties, both staff and visitors of the villa. The distribution of consistent education from the management has an important role in implementing green housekeeping to run well. Some guests are sometimes still confused and forget to separate organic and non-organic waste even though different types of trash were provided. It is a part of the staff to assist visitors. The management always reviews the implementation of green housekeeping every week and does refreshment training every month to discuss the work results. In addition, SOPs regarding the implementation of green housekeeping have been affixed in each villa. The staff is also always encouraged to reduce chemical use and prioritize using natural materials. The following excerpts from the interviewees related to the training and education on the implementation of green housekeeping:

"We conduct weekly reviews and monthly meetings to discuss the results of the implementation of green housekeeping."

"Kampoeng Villa has a written standard or SOP in the implementation of green housekeeping, in each villa also affixed a piece of information regarding green housekeeping".

7. Green Performance (Quality and quantity of work)

In maintaining the quality and quantity of operations, there is six housekeeping staff in Kampoeng Villa. They have standard operating procedures for cleaning and using environmentally friendly cleaning equipment with one person off per day, two staff in charge of the garden, two others cleaning the villa, and one staff in the afternoon shift.

8. Model of Green Housekeeping

The model of green housekeeping implementation in Kampoeng Villa can be seen from the stimulus below:

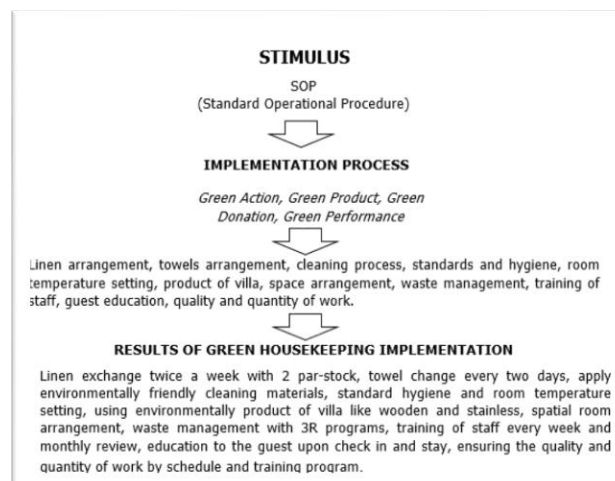


Figure 1. SOP Implementation Green Housekeeping

Kampoeng Villa already has SOP (Standard Operating Procedure) and Job Description as the main foundation for green housekeeping implementation. It is based on the research and the results of interviews about the implementation of green housekeeping, including about:

- 1) Linen and towel arrangements. Kampoeng Villa changes the linen twice a week and every two days for towels.
- 2) Knowledge and skill in Green Housekeeping. Housekeeping staffs have standard operating procedures in cleaning and applying environmentally friendly cleaning tools such as grated coconut for traditional types of floors and then using warm water without additional cleaning agents on the wood floor as of cleaning procedures.
- 3) Housekeeping staff already have regulations to reduce to use of cleaning materials that are not environmentally friendly. However, it can be applied only to the hard stain.
- 4) Waste management, Housekeeping staff have knowledge and regulations to manage waste bins. They must be able to classify it into three parts, organic, organic, and waste grouping in B3 (hazardous and toxic materials).
- 5) The management of waste in coordination with professional third parties.
- 6) Housekeeping staffs and engineering have a standard operating procedure regarding spatial management in the villa, especially maintaining living plants made from recycled bottles and ceramics.
- 7) Saving energy. There are standard operating procedures for saving energy settings, such as air conditioning, that must be set up at the beginning at 20 degrees Celsius. Air conditioners already use inverter systems with saving energy systems, and water heaters use gas/LPG to reduce electricity consumption. Save energy by resetting and installing electronic devices that can be arranged, such as automatic buttons, swimming pool machines, light switches, and pumping machines around the villa.
- 8) To reduce waste, Kampoeng villa has used facilities that can reduce waste, such as bottled water, and each villa has prepared a water dispenser that uses gallons.
- 9) Reuse of waste, Kampoeng villa can reuse small wastes such as glass bottles used for flower vases and plants placed back in the villa.
- 10) Housekeeping staff clean and change linen twice a week inside the villa. For Guest supplies and amenities are scheduled according to guest requests.
- 11) Inviting guests to participate in the implementation of Green Housekeeping, there is a standard operating procedure that states to the guests, it always explains to the guest during their stay. To maximize this program, the villa has put an announcement in the form of stickers in each villa, especially on the switch button.

Conclusion

Based on the results of the study, it can be concluded as finding that the management of villa operate holistic green implementation to overall elements of housekeeping, starting from the SOP and Job Description owned by Kampoeng Villa regarding the implementation of green housekeeping, then regarding the change of linen, towels, chemicals usage and waste management that requires from all parties including visitors itself to support the successful implementation of green housekeeping in Kampoeng Villa. Regarding the linen program, they has been changing twice a week with two par-stock, while the change of towels visitors is

every two days by providing information at the beginning to the guest. The implementation of chemicals is also very minimum usage because it prioritizes using natural ingredients such as warm water and shredded coconut. Maintaining the quality of air circulation supported with great building structure of Kampoeng Villa, where visitors can open the window by sliding the full window in the living room to make exchange air in the room with the outdoors, not only in the living room but the balcony also applied the same things. The placement of some plantations in the room is well-maintained. It makes the area alive. The landscape of Kampoeng Villa is also one of the strengths of implementing green housekeeping. Some amenities products in the villa also use refills such as bath soap, shampoo, toothpaste, and others. Minimizing plastic was also implemented well in Kampoeng Villa. They provided a dispenser and gallon in each villa for water consumption. In addition, if there is plastic or glass bottle waste, it will be used for plant pots which will be placed in the room or living room. Waste management has also been implemented by putting stainless trash cans for organic and non-organic waste in each villa. After all these efforts, the most important things are a training program for the staff and guest education about green housekeeping which was done every week and at the end of the month as well as setting a good working schedule to maximize the quality and quantity of work of Kampoeng Villa staff's.

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