

Implementation of Green Practices At Ko Ko Mo Resort Gili Trawangan in Increasing Income

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Article History

Received: 02-08-2023

Revised: 25-08-2023

Published: 17-01-2024

Key Words:

Green Practices, Kokomo Resort,
Income

Abstract: Green practices are very important for restaurants to do to reduce the impact of damage to the environment, but it is very unfortunate that Kokomo Resort has not fully implemented green practices for the benefit of environmental sustainability. There are also pros and cons regarding the importance of implementing green practices at Kokomo Resort which can be seen from the results of preliminary interviews conducted by the author. The location of this research was conducted at Kokomo Resort, located in Gili Indah Village, Gili Trawangan, Lombok. This research was conducted for 6 months, from January 2023 to June 2023. The object of this research is the implementation of green action and green food in increasing income at Kokomo Resort. The population in this study were Kokomo Resort managers and their staff, totaling 5 people. The sampling technique in this study used a total sampling technique, meaning that all members of the population are samples. The implementation of green practices at Kokomo Resort as a whole is quite good, with an average percentage of green action variables of 80%, green food of 82%, and green donation of 83%, all of which fall into the good category.

How to Cite: Amrullah, A., & Ahmad, A. (2024). Implementation of Green Practices At Ko Ko Mo Resort Gili Trawangan in Increasing Income. *JMET: Journal of Management Entrepreneurship and Tourism*, 2(1), 21–29. <https://doi.org/10.61277/jmet.v2i1.27>



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Introduction

As one of the largest industries in the world, the development of tourism is expected to be able to boost the economy so that it can improve the welfare of the community where tourism is developed. In addition, tourism can provide benefits for nature, culture and environmental conservation and be sustainable. But in reality, the economic benefits derived from the tourism sector are always followed by the emergence of problems of reduced natural resources, socio-cultural and environmental problems. There are many negative impacts caused by the development of tourism, this is because the concept of tourism initially leads to mass tourism, such as reduced natural resources, polluted environment, conversion of many productive land functions, socio-cultural exploitation and increased crime. This is what happens in areas that are developing tourism, especially in Lombok as a tourism destination frequented by tourists.

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In practice, of course, there are many positive and negative things from the tourism industry. In recent years the term "sustainable tourism" has begun to develop in Lombok. In sustainable tourism, of course, there are many aspects that must support one of them is sustainable development. In general, sustainable development is an alternative concept that exists at the opposite pole to conventional development concepts because sustainable development includes efforts to maintain ecological integrity and diversification, meet basic human needs, open up choices for future generations, reduce injustice, and increase opportunities for self-determination for local communities (Dorcey, 1991). The World Trade Organization (WTO) also puts forward the principles of sustainable development which can be used as a general guideline. It stated that sustainable development must adhere to three principles, namely: (1) ecological sustainability; (2) Socio-cultural continuity; (3) Economic sustainability, both for present and future generations. (1993: 10). Sustainable tourism or sustainable tourism is related to the Green Hotel concept.

Currently, implementing the green marketing concept within a company means incorporating environmental considerations in all dimensions of marketing activities carried out by the company (Leonardo, 2014). The use of this green marketing is to provide satisfaction to consumers who want to use these products. The use of green marketing referred to above is not only for environmental concern but also has other effects for the company. Where the company takes one of the market segments of people who care about the environment. With this new segmentation from marketing, the company's market share is increasingly focused. In the concept of green marketing there are several components that build this concept.

One of them is Green Marketing Practice, which is a direct action taken by individuals or groups to achieve green marketing practices (Fuentes, 2014). Businesses are required to participate in green marketing. To support the implementation of green marketing, companies can take actions called Green Marketing Practices. In Green Marketing Practice there are several indicators that must be carried out if individuals or groups want to actually implement the concept. Among them according to Rezai, et., al (2013) are green action, green food, and green donation. Green action is an activity carried out to support nature conservation. Green food is the application of food processing and the use of raw materials that do not damage nature. Finally, a green donation is a form of one's concern for nature conservation with a certain form of donation.

Restaurants are having difficulty implementing eco-friendly measures due to low awareness and fear of rising costs. The high price of equipment, environmentally friendly equipment and organic food raw materials causes the costs incurred by restaurants that implement green practices to be higher than ordinary restaurants. In addition, the restaurant industry's knowledge regarding public perceptions of environmentally friendly restaurants is very limited, which can hinder a restaurant's efforts to implement green practices (Rezai, et., al, 2013). This is reinforced by the statement of Dipietro et al. (2013) which states that there has not been much research or market research on consumer behavior towards green practices and there is only a small amount of research on green practices in restaurants and how they impact consumers.

Gili Trawangan's magnet to attract tourists to spend their holidays on this small island is only getting stronger. The proof is that almost thousands of tourists departing from Bali

every day using fast boat sea transportation from Bali to Gili Trawangan, are never empty. That is why this island is a favorite tourist destination in Lombok which is always crowded. The supporting facilities are complete, especially the accommodation facilities, one that we recommend is Kokomo Resort, a 5-star hotel on Gili Trawangan, Lombok, ready to serve your holiday.

This inn which offers villa type accommodation is designed for a place to relax and rest enjoying the tranquility, comfort and the beauty of the natural panorama of the sea, ideal for those of you who are on their honeymoon or traveling with family. Kokomo Resort provides easy access to a number of popular spots on Gili Trawangan, from the fast boat or fast boat dock which is also a central area, activity centers such as restaurants, cafes, local boat ticket centers, motorbike rental and the Cidomo base is only 5 minutes away by foot.

Kokomo Resort is located in the popular area of Gili Trawangan, a 5-minute walk from Tir na Nog, providing massage rooms, therapeutic massages and a terrace. All guests enjoy property-wide WiFi and access to the dive club. The property is located 2 km from downtown Gili Trawangan and 65 km from Lombok International airport. Gili Trawangan Art Market is 700 meters away, while Surf Point Bongkas is not far from the property. The white beach is 1 minutes by walk. Many rooms have garden views. All bathrooms offer a bath and shower. A lounge bar is available within the property. The Gili Islands and Gili Trawangan Art Market serve food options within 700 meters from the venue. Kokomo Resort is also equipped with a swimming pool, a large parking area, and wireless internet is available in all villas, free of charge.

From the background above, it can be seen that green practices are very important for restaurants to reduce the impact of damage to the environment, but it is very unfortunate that Kokomo Resort has not fully implemented green practices for the benefit of environmental sustainability. There are also pros and cons regarding the importance of implementing green practices at Kokomo Resort which can be seen from the results of preliminary interviews conducted by the author. In addition, there is research that has been conducted by Schubert et al. (2010) in America who found differences in public perceptions of green practices in restaurants in terms of demographics, namely gender, age and income. Therefore, the author is interested in exploring more deeply about people's perceptions of the importance of green practices when implemented at Kokomo Resort and differences in public perceptions of these green practices when viewed from a demographic perspective (gender, age, and income).

Research Method

The location of this research was conducted at Kokomo Resort, located in Gili Indah Village, Gili Trawangan, Lombok. This research was conducted for 6 months, from January 2023 to June 2023. The object of this research is the implementation of green action and green food in increasing income at Kokomo Resort. The population in this study were Kokomo Resort managers and their staff, totaling 5 people. The sampling technique in this study used a total sampling technique, meaning that all members of the population are samples.

The type of data used in this research is qualitative data. According to Sugiyono (2019), qualitative data is data in the form of words, schemes, and pictures. According to Creswell (2016), to validate qualitative research data triangulation data was used by

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conducting interviews, observations, and documentation analysis. The data analysis technique used is the Miles and Huberman model. According to Miles & Huberman (2014), there are three types of activities in qualitative data analysis, namely data reduction, data modeling, drawing or verifying conclusions.

Result and Discussion

There are 3 variables in this research, namely green action, green food, and green donation. The research results of the three variables are as follows.

Table 1. Green Action

No.	Indicator	Perentation
1.	Perform energy and water efficiency	84%
2.	Using environmentally friendly products	82%
3.	Recycle and compost	76%
4.	Prevent pollution	78%
	Mean	80%

Based on the research results it is known that the green action variable gets an average percentage of 80%, this is included in the good category. The indicators for energy and water efficiency are the most dominant, namely 84%. This is because Kokomo Resort has implemented turning off the lights and water faucets when not in use; use energy efficient LED lamps; periodically check electricity, water and gas usage; install automatic water tap to prevent water leakage; and put up signs to save water and electricity around the restaurant area. While the indicators that get the lowest percentage are recycling and composting. This is evident from the activities carried out by Kokomo Resort that have not fully sorted waste according to its type; recycling existing materials such as glass, plastic, iron, cardboard, and paper; and have not been able to carry out the composting process for food waste.

On the indicator of using environmentally friendly products, Kokomo Resort gets a percentage score of 82% and is included in the good category. This is because Kokomo Resort has implemented the use of recycled packaging products; using biodegradable packaging products (can decompose and decompose by itself); and use cleaning chemicals that are safe for the environment. While the indicator for preventing pollution gets a percentage of 78%, although it is not in the good category, this is evidenced that Kokomo Resort has not fully implemented using reusable cutlery (not disposable utensils); use durable kitchen utensils and equipment; cleaning the sewers periodically; and purchase materials in large packages to reduce the excess number of small packages that become packaging waste.

Recycle The use of recycled materials at Kokomo Resort is done by cutting used drink bottles and then making them into glass-based glass. This can reduce glass waste produced from an industry. In addition to this, the use of straws made from papaya leaf stems is done to reduce plastic waste.

Recycle or recycling is another benchmark in implementing green living on the waste aspect. Recycling focuses on recycling waste that can still be reused even though it is not from the main actors who do it. In the case of accommodation, recycling can be started by having a trash can that has sorted out the waste to be put in. Segregated waste can be sent to a recycling site to minimize the waste generated (Bowring, 2009). According to the discussion

and interview results above, Kokomo Resort implements recycling of glass bottle waste to make glass. For efforts to preserve the environment and implement the green hotel concept.

This shows that the majority of respondents consider it important that the indicators representing the Green action variable are implemented at Kokomo Resort. It can also be seen that respondents consider regular cleaning of sewers as the most important among other Green action indicators (Ahmad, 2015). Most of the cleaning products sold in the market contain chemicals that can damage the soil ecosystem (Bowring, 2009). In implementing the concept of green living, the use of materials that can damage the environmental ecosystem must be minimized. In analysis in the field, researchers still find the use of cleaning agents that may be harmful to the ecosystem (Akkaya, 2021). Moreover, the disposal of waste water directly leads to the irrigation flow of residents. In the future, it is hoped that Kokomo Resort will be able to make a shelter for this waste.

Table 2. Green Food

No.	Indicator	Percentation
1.	Use organic products	80%
2.	Serves food made from local or seasonal ingredients	78%
3.	Provide information on the food menu that has special characteristics	88%
Mean		82%

Based on the research results it is known that the green food variable gets an average percentage of 82%, this is included in the good category. The indicators provide information on the food menu that has special characteristics, which is the most dominant, namely 88%. This is because Kokomo Resort has implemented information on food menus that have special characteristics (eg organic, low fat, seasonal). While the indicator with the lowest percentage is serving food made from local or seasonal ingredients with a percentage of 78%. This is evident from the activities carried out by Kokomo Resort, namely not using local raw materials; establish cooperation with local farmers to supply local raw materials; and provide a food menu that utilizes seasonal ingredients. While the indicator of using organic products gets a percentage of 80% and is included in the good category. This is because Kokomo Resort has implemented organic food and beverage ingredients; and utilizing vacant land to grow plants that can be used as kitchen ingredients.

Environmentally friendly products have started to become a trend for a healthy lifestyle (Jeong, 2014). All informants realize that environmentally friendly products are very important for health. This is reinforced by issues of cancer caused by an unhealthy lifestyle (Chaudhary, 2018). Environmentally friendly products are also important for maintaining the availability of raw materials in nature (Ayoun, 2015). Based on the discussion above, it can be concluded that environmentally friendly products are very important for health. Awareness of environmentally friendly products can be interpreted as a need for a healthy life.

Table 3. Green Donation

No.	Indicator	Percentation
1.	Funding and participating in environmental projects	82%
2.	Provide education to the public about green practices	84%
Mean		83%

Based on the research results it is known that the green donation variable gets an average percentage of 83%, this is included in the good category. The indicator of providing education to the public regarding green practices is the most dominant, namely 84%. This is because Kokomo Resort has implemented educating restaurant consumers about the importance of preserving the environment (for example through pamphlets, brochures, short guidebooks); as well as providing education to restaurant employees or staff regarding the importance of preserving the environment (for example through short guidebooks, training, seminars). While the indicator of funding and participating in environmental projects gets a percentage score of 82% and is included in the good category. This is evidenced by the activities of Kokomo Resort, which has implemented donations to social institutions that support the environmental preservation movement; and participating in environmental conservation activities, such as reforestation or tree planting.

In developing tourism in a region, it is necessary to pay attention to the potential possessed by the area concerned. The more potential that exists in an area, the more feasible the area is to be developed into a tourist destination (Lee, 2015). From a social aspect, the people in the area concerned have noble social characteristics in the form of hospitality and are easy to accept anyone who enters their area (Mezger, 2020). This social potential will make it easier to form social interactions that are more familiar and can build more harmonious human relations, besides having a variety of unique traditions that can be packaged into tourism products to be promoted. From a cultural aspect, the area concerned has various works of art and historical relics that have high artistic value which can also be packaged into tourism products (Paul, 2016).

From the natural aspect, the area concerned has natural potential with its own uniqueness and advantages. The diversity of endemic animals in the area is also a potential that can be developed to be used as a tourism product. This natural potential is a gift from God that should be grateful for (Sutiarso, 2018). Other previous research is research by Cheng, et al. (2012). With the research title Developing Energy Conservation And Carbon Reduction Indicators For The Hotel Industry In Taiwan. This research examines how to conserve energy to reduce the amount of carbon waste production for hotels in Taiwan. The research was conducted as an effort to fight the issue of climate change. This research was conducted by conducting focus group discussions and surveys. FGDs were conducted with experts in the environmental field to be able to determine parameters on how to reduce the production of carbon waste from the hospitality industry. Of the 32 indicators studied, ranking indicators have been identified as parameters for achieving energy conservation and carbon reduction (ECCR) goals.

Based on the presentation of the research results above, the percentages of the three variables used can be summarized in the following figure.

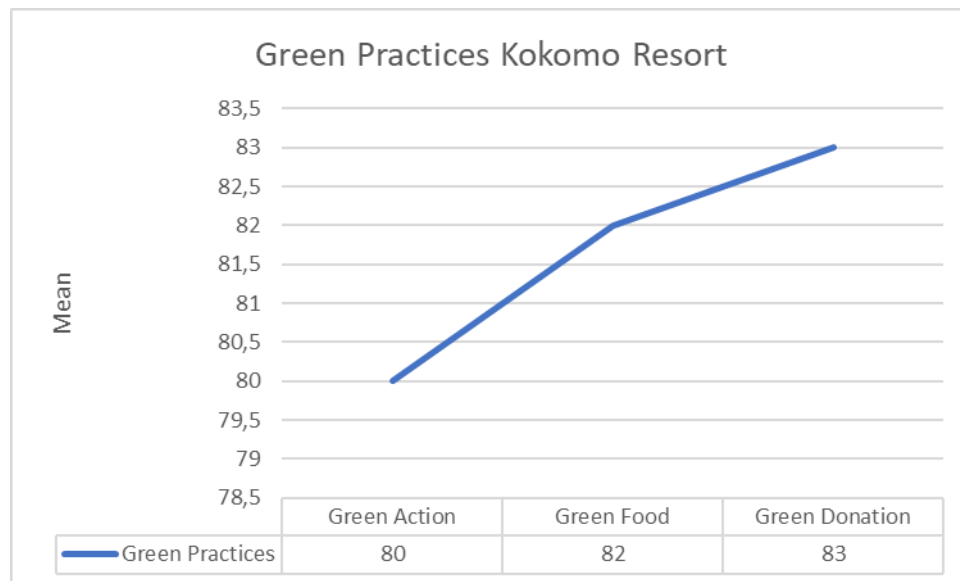


Figure 1. Green Practices Kokomo Resort

Conclusion

The implementation of green practices at Kokomo Resort as a whole is quite good, with an average percentage of green action variables of 80%, green food of 82%, and green donation of 83%, all of which fall into the good category.

Recommendation

The inhibiting factors at Kokomo Resort are still using ordinary water faucets or not using automatic sensors, so it is a concern for Kokomo Resort managers to achieve 100% implementation of green practice in the restaurant. Supporting factors at Kokomo Resort are already using bamboo straws as environmentally friendly straws, already composting food waste materials, already using environmentally friendly products, using biodegradable and organic products, already using organic materials for some of the needs of food preparation activities, already using local ingredients, has provided information on menus that have special characteristics, has carried out a food waste composting program and has utilized plastic waste as hotel accessories.

Acknowledgment

The author is very grateful to all those who helped carry out this research, either directly or indirectly. This includes sources who have answered all questions and provided the data the author needs.

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