



Tri Hita Karana Implementation Model in The Front Office Department at The Infinity8 Bali Hotel

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Received on 26 October 2022	Revised on 8 November 2022	Accepted on 20 November 2022
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Abstract

Purpose: The purpose of this study was to know the implementation of Tri Hita Karana model applied in the Front Office Department at The Infinity8 Bali Hotel which is analyzed based on three variables of Tri Hita Karana, namely parhyangan, pawongan, and palemahan.

Research methods: The data collection methods used were observation, questionnaires, Focus Group Discussion, and documentation. The data analysis method used is descriptive qualitative through data reduction, data presentation, and drawing conclusions.

Findings: The implementation of Tri Hita Karana in the Front Office Department at The Infinity8 Bali Hotel is very suitable to be implemented as a whole with a total of 100% for Parhyangan, 93% for Pawongan, and 95% for Palemahan.

Implication: The efforts that can be made to make the implementation of Tri Hita Karana continues to be carried out consistently, namely Parhyangan by providing opportunities for employees to worship and apply religious values with mutual respect; Pawongan by giving rights and obligations to employees, the surrounding community, and hotel guests; and Palemahan by building a harmonious relationship with the environmental sector, utilizing energy sources efficiently, and minimizing the use of materials that are harmful to the environment.

Keywords: hotel, front office, model, parhyangan, pawongan, and palemahan..

INTRODUCTION

The growth of tourism on the island of Bali has experienced rapid development from year to year. The increasing growth of tourism is certainly inseparable from the charm of the island of Bali as one of the destinations that tourists are interested in as well as the existence of various tourism business activities that provide the best choices for foreign and domestic tourists to stay while enjoying a memorable vacation. The development of a tourism industry in the area around the area has also increased where local people take advantage of opportunities created by tourist visits (Mahyuni & Dewi, 2020).

Tourist visits to Bali have a positive impact on the development of tourism on the island of Bali, especially for the economy of the people themselves to become one of the largest sources of foreign exchange earners for the country. However, currently the world is being hit by the Covid-19 pandemic which has caused a decline in tourist visits in 2020 and 2021. The data can be seen in Table 1.

Tabel 1. Domestic Tourist Visits to Bali

Month	2019	2020	2021
January	793,527	879,702	282,248
February	692,113	721,105	240,608
March	787,616	567,452	305,579
April	795,997	175,120	330,593
May	656,082	101,948	363,959
June	1,287,877	137,395	498,852
July	935,930	229,112	166,718
August	925,360	355,732	202,187
September	812,003	283,349	298,950
October	853,007	337,304	468,826
November	852,626	425,097	513,482
December	1,152,901	382,841	629,590
Amount	10,545,039	4,596,157	4,301,592

(Source: Badan Pusat Statistik Provinsi Bali, 2021).

It can be seen the decline in tourists coming to Bali in 2019 with a total of 10,545,039, decreasing in 2020 which was 4,596,157 or decreased to 56.41% and continued to decline in 2021, namely 4,301,592 or decreased to 6.41% which caused various tourism businesses to experience heavy losses, temporary business closures until it goes out of business.

Hotel development can have the impact of adding employment, and increasing local revenue. Land conservation cannot be controlled even though in fact the design of the city or planned area has been officially issued, but there are still illegal practices in the field and there is no definite data regarding how much land is owned by Balinese themselves as selling lands and housing projects have been increasing drastically (Suamba & Utama, 2017). The hotel development can also have an impact on natural environmental pollution, friction and social conflict with the surrounding community who feel they do not get the benefits (Massuli Adi et al, 2015). Therefore, these negative impacts must be able to be controlled. In addition to these impacts, the negative impact on the tourism sector according to the results of the Art Tourism of Bali survey in the THK Awards & Accreditation foundation book that there are eight bad impressions of tourists on Bali, namely dirty Bali, fraud by foreign exchange traders and fraudulent taxi drivers, congestion, destruction of nature and scenery, too many buildings with western style, too many hotels, not enough correct information about Bali, and increasingly difficult to find Balinese culture in Bali (THK Awards & Accreditation, 2012). To overcome this impact, an effort is needed to accommodate local cultural values adopted by the community in tourism development efforts. The value of local wisdom that is familiar to the community can be used as a filter. One of the local wisdoms in Bali that can be used as a foothold in an effort to realize tourism development is Tri Hita Karana (Pranata et al, 2017).

Tri Hita Karana contains values about the harmonious relationship between humans and God as the elements of Parhyangan, humans and humans as elements of Pawongan, and humans and the environment as elements of Palemahan (Ahmad et al, 2021; Anggana et al, 2022; Dewi et al, 2022; Mudana et al, 2018a; Mudana et al, 2018b; Wisnawa, 2020). The conscious and dynamic application of the values of Tri Hita Karana will build a balanced process of life-relationships. In the context of social life, the implementation of the Tri Hita Karana and/or Catur Paramita concept can be seen from the implementation of religious ceremonies, mutual cooperation in community life and utilizing the natural environment for human welfare while still paying attention to balance (Pramesti, 2019). The Tri Hita Karana Foundation socializes the Tri Hita Karana concept by giving awards to the hospitality industry that has met the requirements to receive an award in the form of a Tri Hita Karana Award charter. The Tri Hita Karana award certificate is expected to invite the hotel industry in Bali to implement the concept of Tri Hita Karana local wisdom. One of the hotels that has not maximally implemented the Tri Hita Karana concept in its operations and has not been registered as a participant of the Tri Hita Karana Award & Accreditation is Infinity8 Bali.

Beside Pramesti (2019) and Pranata et al (2017), Tri Hita Karana in relation to a hotel has already researched by Wiweka (2014) in "Analysis of the Tri Hita Karana Concept on Cultural Heritage Attractiveness: Case Study of Puri Agung Karangasem, Bali", Sukarma (2016) in "Tri Hita Karana: Theoretical Basic of Hindu Morals" and Astuti et al (2020) writes "A Hotel Front Desk Receptionist and Catur Paramita Values: A Study of Implementing Local Wisdom in Hospitality Industry". However, these those works are very different from the research under study as all location of research are not the same.

RESEARCH METHODS

Infinity8 Bali is a 4-star hotel is located at Jalan By Pass Ngurah Rai No.88A Jimbaran, Nusa Dua, South Kuta District, Badung Regency, Bali 80361. Infinity8 Bali has not yet fully implemented the concept of Tri Hita Karana. This is because several factors have not been fulfilled, especially in the Front Office, such as: there is no comprehensive socialization of Tri Hita Karana at Infinity8 Bali (Parhyangan), there are no activities to empower traditional artists or organizations (Pawongan), there is no special program related to rescue and environmental conservation (Palemahan).

This research was conducted for four months at Infinity8 Bali by taking the object of implementation Tri Hita Karana in the Front Office department at Infinity8 Bali. Types and sources of data used are qualitative and quantitative data with primary and secondary data. The method of determining the sample used in this research is purposive sampling, which is one of the non-random sampling techniques where sampling is carried out by establishing specific characteristics that are appropriate to the purpose of the research so that it is expected to answer the research problem.

Data collection methods in this research were through observations, questionnaires, documentation, FGD (focus group discussion), and literature study. The FGD process is carried out by the parties concern, one of them is the Front Office Manager. The data analysis technique used in this research is descriptive qualitative through data reduction, data display, and drawing the conclusions (Miles & Huberman in Sugiyono, 2016).

FINDINGS

The implementation of Tri Hita Karana in the Front Office department at Infinity8 Bali is based on three variables, namely parhyangan, pawongan, and palemahan can be seen in Table 2.

Tabel 2. Implementation of Tri Hita Karana in The Front Office Department

Variable	Indicator	Percentage
Parhyangan	The hotel has a holy place (pura) and is well maintain	100%
	Applying religious values.	100%
	The hotel contributes to religious activities at the temple surrounding area or Khayangan Desa.	100%
	The hotel provides enough opportunities for its employees to carry out religious activities.	100%
	THK socialization to tourists staying at hotels.	100%
	The hotel has a person in charge of carrying out religious ceremonies.	100%
	Written program about religious activities or about THK	100%
	Parhyangan looks clean, neat, there are upakara plant ornamental or green plants.	100%
	Total	100%
Pawongan	Activities to empower artists.	33%
	Foreigners working in this hotel should be kept to a minimum.	100%
	There is no conflict between employees and parties hotel management.	100%
	There is no difficulty in resolving conflicts with the community.	100%
	Employees as much as possible local labor.	100%
	Facilities for travelers with special needs.	100%
	In the last year there was no employee turnover to another company on the grounds of dissatisfaction.	100%
	The hotel has and periodically implements an K3 policy.	100%
	Giving awards for outstanding employees	100%

	Providing insurance for sick employees.	100%
	Total	93%
Palemahan	Able to handle waste properly and minimize the production of waste dumped into the environment.	100%
	Special program for saving and preserving the environment.	56%
	No use of styrofoam and single-use plastic.	100%
	There is no conflict related to the environmental field.	100%
	Good environmental sanitation and hygiene.	100%
	The hotel environment has a high diversity of flora.	100%
	There is proper handling of B3 (toxic hazardous materials).	100%
	Utilize the product or packaging for the same or other functions.	100%
	Economical use of water.	100%
	Utilize energy efficiently.	100%
	Total	95%

Based on Table 2, it can be explained that all variables have a good percentage or are very suitable to be implemented and the Parhyangan variable is the variable that gets the maximum value of 100%. This is because the Parhyangan variable with the indicator that the hotel has a holy place (Pura) and is well maintained gets a percentage of 100%, applying religious values gets a percentage of 100%, the hotel contributes to religious activities in the surrounding temples or Khayangan Desa gets a percentage of 100%, hotels provide sufficient opportunities for their employees to carry out religious activities get a percentage of 100%, socialization of THK to tourists who stay at hotels get a percentage of 100%, hotels have a person in charge of carrying out daily religious ceremonies get a percentage of 100%, written programs on religious activities or about THK getting a percentage of 100%, parhyangan looks clean, neat, there are upakara plants and ornamental or green plants get a percentage of 100%

The second variable is Pawongan which gets an overall average score of 93% or it is very suitable to be implemented for all indicators, but the answer to the 1st indicator (Q1) is an activity to empower artists, not all respondents answered yes or three respondents answered yes, and the result is 33% or less as implemented.

The third variable is Palemahan which gets an overall average score of 96% or it is very suitable to be implemented for all indicators, but the answers to the 2nd indicator (Q2) namely a special program for saving and preserving the environment, not all respondents answered yes or the five respondents answered yes, the result was 56% or quite suitable to be implemented. There is a need for an effort, especially in the Front Office department, which must be carried out by

all staff and management to consistently implement what is already appropriate and improve the implementation of Tri Hita Karana which has not been maximized.

Efforts made by the Front Office management to make the implementation of Parhyangan can be carried out consistently is by means of Infinity8 Bali providing facilities for places of worship for all religious people such as temples and prayer rooms. In addition, all hotel employees are also given the same opportunity to worship. The implementation of prayers, especially for those who are Hindus for daily offerings, is carried out in rotation in each department as well as in the Front Office department. When there are other religious ceremonies, they can be carried out by helping. Policies related to the implementation of religious activities have also been well regulated. All employees must respect each other, be honest in their work and help each other between religions, carry out religious orders, respect each other between religions, and work together between religions. In addition, employees are given the opportunity to perform sufficient worship and holidays for holidays or public holidays have also been arranged for all religions. As an effort to socialize religious activities to hotel guests by informing church night worship activities and wearing traditional clothes during Galungan and Kuningan holidays.



Figure 1. Pawongan aspects in Infinity Gym
(Source: Infinity8 Bali, 2022).

Efforts made by the Front Office management to make the implementation of Pawongan can be carried out consistently, namely by means of previously existing artist empowerment activities at Infinity8 Bali, but due to Covid-19 which caused a decrease in hotel occupancy, the activity was stopped. As an effort that can be done to empower artists if the Covid-19 case decreases and hotel occupancy increases, is to collaborate again with traditional organizations and hold cultural-themed events. In the operation of a hotel, of course it is possible if there is a conflict between employees, management, and the surrounding community. Efforts that can be made in overcoming or preventing conflicts between employees and hotel management are by conducting regular meetings, briefings, and sharing. The submission of opinions and the process of correcting each other's work will be carried out, so that all parties can respect and appreciate

each other. In addition, to increase teamwork or team solidarity, it can be done by holding hotel anniversary celebrations and team day outs. The importance of communication and the role of the Head Department and HRD of a hotel is also needed as an effort to prevent conflict itself. As an effort to prevent conflicts with the surrounding community, mutual respect, the existence of programs or agreements, CSR (Corporate Social Responsibility) programs, maintaining environmental security, and empowering local workers. Infinity8 Bali provides facilities for hotel guests with special needs, such as the availability of wheelchairs in the lobby area and an elevator from the basement to the rooftop. As an effort to keep the implementation of the Pawongan aspect consistent, it is also carried out by providing guarantees for sick employees and cooperating with health clinics. The existence of K3 training or disaster preparedness, and awards for outstanding employees as well as encouragement for other employees have also been carried out. However, the last award was given to outstanding employees in 2019 before Covid-19 for reasons of budget hotels. The awards given are in the form of bonus money, travel vouchers which all costs are borne by the hotel, and the display of photos of high-achieving employees at the hotel as a form of appreciation. In addition, it causes the morale of the employees to decrease slightly.



Figure 2. Palemahan aspects in Infinity Sky Pool
(Source: Infinity8 Bali, 2022).

Efforts made by the Front Office management to make the implementation of Palemahan is carried out consistently, namely by means of the environmental rescue and preservation program at Infinity8 Bali that has been carried out by the Housekeeping, Engineering, and Food and Beverage departments. A program implemented by sorting, recycling, and selling items that are no longer used. In the Front Office department, there are no special regulations and programs related to saving and preserving the environment. As an effort that can be done, namely by bringing personal drinking bottles that can be refilled, using packaging as the same function or other functions (cardboard). In addition, using 2-sided paper or usually called recycle paper, supports the program by providing digital-

based services (online check-in) and holding a program to sell unused items. Actually, the activity of categorizing goods in the storage area in the Front Office area is carried out by determining the items that are still needed. The categories of goods are goods that can be reused, and goods that are not needed but are only limited to arranging or placing them in an orderly manner. The use of styrofoam and single-use plastics has a bad impact on the environment and on our health, especially in food packaging. Policies or prohibitions to minimize the use of plastic bags have been implemented, so their use is strictly limited to Infinity8 Bali and of course the Front Office department. Morning cleaning activities or cleaning in the work area in the Front Office as well as regular spraying of disinfectants have been carried out. Infinity8 Bali has also been certified CHSE (Cleanliness, Health, Safety & Environment Sustainability) from the Ministry of Tourism and Creative Economy. Waste treatment activities are very important in every hotel, because through a good treatment system, hotel waste water can be treated properly so that it is not dangerous, especially for the survival of living things. Waste treatment is usually regulated by the Housekeeping and Engineering departments. The implementation of Palemahan can be carried out consistently, namely by making energy savings by turning off the water faucet when not in use, adjusting the water flow so that it is not wasted when washing hands, rinsing the face or other activities. Turning off lights in the work area when not in use, adjusting lighting to light conditions, turning off air conditioning when not in use can also be done as an effort to save energy. The installation of meters or equipment to monitor energy consumption has also been carried out at Infinity8 Bali.

CONCLUSION

Based on the results and discussion, it can be concluded that the implementation of Tri Hita Karana carried out by the Front Office staff is maximal, but there are some answers that are not appropriate in its implementation, namely the Parhyangan aspect getting an overall average score of 100% very suitable to be implemented. In the Pawongan aspect, the overall average score is 93%, but the answer to indicator 1 (Q1) is an activity to empower artists, not all respondents answered yes or three respondents answered yes, the result is 33% or less suitable for implementation. In the Palemahan aspect, the overall average score is 96%, but the answer to indicator 2 (Q2), namely a special program for saving and preserving the environment, not all respondents answered yes or all five respondents answered yes, the result was 56% or sufficient suitably implemented.

The Front Office Department must consistently implement the existing Tri Hita Karana and improve the implementation that is deemed not optimal, because if the implementation of Tri Hita Karana has been maximally implemented it will create a harmonious relationship between the aspects involved in it. There is a need for an effort from the management itself, including in the Parhyangan aspect, namely providing opportunities for employees to worship, applying

religious values with mutual respect, and granting holidays or public holidays. In the Pawongan aspect, by giving awards or appreciation to employees who have excelled, providing health insurance, providing salaries and bonuses in accordance with the agreement, providing holiday allowances, holding evaluations or meetings, that employees and management are able to express their opinions and can improve performance. In the Palemahan aspect, namely building a harmonious relationship with the environmental sector, utilizing energy sources efficiently, and minimizing the use of materials that are harmful to the environment.

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