

Implementation of Green Communication in the Front Office Department at New Sunari Lovina Beach Resort

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Abstract: Green communication is one of the crucial things in realizing an environmentally friendly concept in the hotel industry because the environmentally friendly concept is not only about the natural environment but also how humans communicate well and effectively to start ecologically friendly programs. This research explores the application of green communication. It was carried out by front office staff at New Sunari Lovina Bali Resort, which aims to make communication more effective in transmitting the work obtained and to impact how employees view environmentally friendly management. Data was collected through interviews, observation, and document analysis using descriptive qualitative research methods. These findings show that New Sunari Lovina Beach Resort has implemented green actions, starting with cooperation, coordination, communication, comfort, and problem-solving. Though, implementing green communication at the front office of New Sunari Lovina Bali Resort also faces several obstacles. Lack of staff awareness of sustainable principles, lack of clarity regarding concrete benefits, and operational constraints such as the availability of resources and technology are challenges that must be overcome. The results of this study provide an essential basis for developing effective, sustainable communication strategies in dealing with environmental issues.

Keywords: front office, green communication, hotel, cross selling

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Introduction

Support for green tourism in the Bali tourism sector comes not only from the government but also from more and more people who know the importance of protecting the environment. This awareness has encouraged tourists to choose accommodation or hotels that adopt environmentally friendly principles. (Budiasa et al., 2019). Many hotels with ecologically friendly concepts have been built in the North Bali area, one of the favorite tourist destinations in Bali. One example of a hotel that applies this concept is the New Sunari Lovina Beach Resort. In an era where concern for nature is deepening, tourists have an essential role in driving positive change in the tourism industry. They actively choose accommodation committed to protecting and preserving the environment, which encourages the development of green tourism in Bali and throughout the world. Thus, environmental awareness has become a key factor in changing how tourism is carried out in Bali (Kirana et al., 2020).

The front office or guest relations generally functions as the main information center in a hotel. Guests rely on them for all the information they need during their stay. Therefore, it is vital to implement effective communication between hotel staff and guests (Wibawa, et al., 2022). One aspect that needs to be considered is using

sustainable technology, such as email or WhatsApp, to communicate with guests, reducing the use of paper or physical letters, thereby supporting sustainable practices called green communication (Ganggasa, et al., 2022). Apart from that, it is also essential to create environmentally friendly communication between colleagues and between departments in the hotel by collaborating as a team on various projects and tasks. This will help create a work environment that supports sustainable practices and better resource management within the hotel. Thus, the cross-selling concept can increase hotel revenues and contribute to efforts to maintain environmental sustainability in hotel operations.

Green communication is a form of oral communication between individuals who do not consider the message commercial, even though the message is related to a particular brand, product, or service. (Chang & Zhang, 2015). Green communication is most effective when implemented in the form of teamwork. However, it should be noted that having a strong team is not enough to ensure smooth operations. For this reason, job training and communication training are needed. (Lee & Oh, 2014). This training aims to increase staff knowledge so that they have the needed skills to convince customers to buy the various products offered by the hotel. For example, apart from selling rooms, staff must also be able to sell additional products at the hotel, such as cultural attractions from local communities, spa treatments using natural ingredients, and local food and drink menu choices. Served in the hotel restaurant. This training will help staff communicate effectively with guests, explain the benefits of additional products offered, and promote a more complete experience during their stay at the hotel. In this way, hotels can increase their income while promoting sustainable aspects, such as local culture and natural ingredients in spa services, aligning with green communication. Thus, practical communication training is essential in supporting the success of cross-selling strategies and encouraging sustainable practices in hotel operations.

The research question for this study was designed to investigate the application of green communication in the front office department in increasing cross-selling at New Sunari Lovina Beach Resort. The first question seeks to implement green communication at the front office of New Sunari Lovina Beach Resort, which aims to understand the scope and variety of environmentally friendly practices of green communication, including cooperation, coordination, communication, comfort, and problem-solving. The aim is to make communication between employees much more effective and efficient to provide optimal employee performance. The second question examines the obstacles in green communication carried out by New Sunari Lovina Beach Resort front office employees. The aim is to find the right strategy to increase cross-selling in the future from the obstacles employees face when implementing the green communication concept, which has already been indirectly implemented. Furthermore, answering the final question about the strategies that the front office can carry out to increase cross-selling from the efforts to implement green communication that have been carried out. The aim is that in the future, solutions will be found for the existing obstacles so that the implementation of green communication will be much more optimal in supporting cross-selling carried out by the front office department at New Sunari Lovina Beach Resort.

Finally, this research was conducted to investigate in-depth the implementation of green communication by the Front Office at New Sunari Lovina Beach Resort. This research will also identify concrete obstacles that the Front Office may face in implementing green communication in the New Sunari Lovina Beach Resort environment. No less important, this research will explore the creative strategies implemented by the Front Office in cross-selling practices by paying attention to the use of the Green

Communication model as a basis for strengthening their interactions with guests and cross-product sales efforts.

The Front Office Department has a vital role in providing the first and last impression to guests because they interact directly with guests from the check-in process, who are staying to the check-out process. As a result, the front office significantly influences creating a lasting impression on the guest experience. Overall, the Front Office is crucial in maintaining the quality of service and guest experience inside and outside the hotel (Harwindito & Khairulizza, 2021). The front office is essential in providing the best service to guests because they are the first people to interact with guests and create a positive first impression on the guest experience (Krestanto, 2021). The Front Office is the guest's gateway to the world of hotels and has a key role in providing friendly and helpful service. They are responsible for welcoming guests with a smile, assisting with check-in, providing information about hotel facilities, coordinating guest requests, and answering questions or complaints efficiently. The Front Office Manager, as the department leader, ensures that all these processes run well and that the Front Office staff works professionally. The front office also plays a key role in creating a positive first impression when guests arrive at the hotel, as well as leaving an unforgettable last impression when guests leave the hotel (Damiyana & Sari, 2020)

Sustainable communication, or what is often called green communication, refers to the practice of selecting communication technologies and products that are efficient in energy use, intending to reduce resource consumption, and as far as possible, can be applied in various aspects of communication (Vinay & Rudresh, 2018). The term "green communication" may be new to many people. This concept encourages efforts to incorporate environmental protection aspects, often called "green," into formulating and delivering policies in the business context of companies and institutions by implementing comprehensive, practical, and substantial strategies. One strategy is currently developing the use of various social media platforms by companies and institutions to communicate their efforts to support sustainability and environmental preservation. This allows them to convey messages focused on sustainability and ecological conservation more effectively and strategically. Thus, green communication is becoming increasingly important in an era of environmental awareness, and people are increasingly concerned about environmental issues. (Danciu, 2018).

Later, implementing more effective communication will positively impact front office employees who will try to increase cross-selling of hotel products. Cross-selling is a sales method that benefits sellers and buyers by using the main product as a trigger for additional sales. In marketing strategy, cross-selling can be considered an art that encourages repeat purchases. Cross-selling refers to offering additional products and services to customers who have already purchased something from the Company (Tama, 2012). In cross-selling, an attempt is made to complement the initial product purchased by a customer with additional relevant products, often through product recommendations based on previous purchases. Thus, cross-selling becomes a way to increase sales and meet consumer needs (Munthe & Ramantoko, 2020). From the concepts explained, it can be concluded that cross-selling is a popular and effective marketing strategy for increasing sales. This involves offering a different but related product or service to the product the customer has already purchased, intending to increase the total value of sales. In cross-selling, efforts are made to encourage customers to buy additional complementary products as additional purchases that can enrich their experience. Thus, cross-selling becomes an effective tool in optimizing sales and providing benefits for sellers and consumers.

Based on the description above, the current study focused on identifying the implementation of green communication at New Sunari Lovina Beach Resort and how the implementation of green communication is applied.

Methodology

This research was conducted at the New Sunari Lovina Beach Resort, located in North Bali, precisely in Kalibukbuk Village, which is located at Jalan Raya Lovina Singaraja Jalan Kalibukbuk-Anturan Village, District. Buleleng, Buleleng Regency, Bali The distance from Singaraja city is around 20 minutes, and from New Sunari Lovina Beach Resort to Lovina Beach is around 5 minutes. This research period was over 5 months from August to December 2023. The subjects in this research, the population identified, consisted of front office staff who worked at the New Sunari Lovina Beach Resort and knew about implementing green communication. A purposive sampling technique will be used for respondent selection. Respondents who will be selected must meet several specific criteria, such as a good understanding of green communication. The respondents have various roles in the Front Office Department, including FO Manager, Receptionist, bellboy, and other relevant roles in this research. Thus, this research will involve various Front Office staff with diverse knowledge about green communication and its potential impact on cross-selling practices. Meanwhile, the object of this research is Green communication in increasing Cross-Selling in the Front Office Department at New Sunari Lovina Beach Resort.

Two types of data were used in this research, namely qualitative data that is relevant for this research, such as descriptions of interview results, document analysis, or observations. In addition, qualitative data also includes a visual description of the New Sunari Lovina Beach Resort obtained through photography. Then, there is quantitative data in the form of information about hotel revenues for the last three years, namely from 2019 to 2022, at the New Sunari Lovina Beach Resort. This data is used to support statistical analysis and to understand the potential impact of green communication practices on increasing cross-selling in the hotel front office department. Then, the data sources are divided into primary data, which refers to data obtained directly from informants or individuals involved in implementing green communication in cross-selling at New Sunari Lovina Beach Resort. Secondary data includes total room revenue for the last three years, 2019 to 2022, at the New Sunari Lovina Beach Resort. Secondary data also provides information about products sold through cross-selling practices at this hotel, such as herbal products, spa services, and transportation, using data collection methods, observation, interviews, documentation, and literature study.

This research uses qualitative descriptive analysis techniques. Researchers directly interact with data sources in qualitative studies using participant observation and in-depth interviews. This approach requires a deep understanding of the individuals who are the source of research data (Sugiyono, 2015). Data was collected through interviews with eight New Sunari Lovina Beach Resort respondents. The qualitative analysis process, as explained by Miles & Huberman (2014), involves a series of steps in data processing. These steps include data condensation, the data display, and conclusion drawing and verification.

Results and discussions

Results

Research by Putri et al. (2021) emphasizes the importance of the Five C concepts - cooperation, coordination, communication, comfort, and problem-solving - as an

indicator for evaluating green communication. Analysis of the New Sunari Lovina Bali Resort shows that the concept of cooperation has been well realized there. Resort staff accept responsibility well and collaborate effectively, creating a positive and collaborative work environment. In addition, efficient coordination is evident from a clear division of labor and consistent agreements, reflecting strong environmental responsibility. Effective communication between staff is also a highlight, improving collaboration and ensuring operational information is conveyed well across the team.

The high comfort level among resort staff is also significant, creating a working atmosphere conducive to collaboration and innovation. This shows New Sunari Lovina Bali Resort's commitment to sustainable green communication principles. In addition, the resort's ability to resolve conflicts satisfactorily also stands out, reflecting a responsive and professional approach to resolving problems. Overall, these findings paint a positive picture of the implementation of green communication at the resort, providing a strong foundation for more effective communication strategies in the future.

In implementing green communication by the New Sunari Lovina Bali Resort front office, several obstacles were identified that hampered achieving sustainable goals, such as using paper, sticky notes, or memos. One of the main obstacles is the lack of awareness and understanding of some staff regarding green communication principles. Front Office Manager Pak Yudik highlighted the need for increased training and education so that staff better understand and actively participate in practices that support the environment. Besides, uncertainty regarding the implementation and concrete benefits of green communication is also an obstacle, requiring more straightforward and transparent communication from management. Other obstacles relate to operational aspects, such as the availability of resources and technology needed to support green communication. The challenges of finding environmentally friendly and sustainable solutions, the costs, and the initial investment for implementing sustainable practices are also a concern. The efforts required include increasing awareness, intensive training, and developing environmentally friendly operational strategies so that the New Sunari Lovina Bali Resort front office can be more effective in implementing green communication. Changes in culture and habits among staff are also an obstacle, requiring time and effort to change old mindsets and practices to align with sustainable principles. Strong support from upper management is also crucial in ensuring the successful integration of green communication in the resort's front office.

The implementation of green communication at the New Sunari Lovina Bali Resort is considered very good, with a positive impact that extends not only to the environmental aspect but also to the business side, especially in increasing cross-selling. Based on the interviews with front office managers, staff have improved product knowledge, understanding of guest needs, and overall service standards thanks to the implementation of green communication. Green communications increase product awareness and deepen staff understanding of guest preferences, resulting in more personalized relationships and services that better suit individual needs. This finding is in line with research by Cui & Shinb, (2018), which emphasizes the importance of professional workers with good communication skills, especially in the front office department, in cross-selling efforts. Therefore, green communication practices between staff and guests and team collaboration in hotels are the key to increasing the effectiveness of cross-selling through modern communication methods and collaboration between departments.

Discussions

These findings illustrate the successful implementation of green communication at New Sunari Lovina Bali Resort, which not only reflects environmental responsibility but also significantly positively impacts business aspects, especially in increasing cross-selling. By emphasizing green communications, resort staff have increased their knowledge of the products offered, better understood guest needs, and raised overall service standards. This is in line with the findings of Cui & Shinb (2018), who highlighted the importance of good communication skills in the front office department in cross-selling efforts.

However, obstacles were also identified when implementing green communication at New Sunari Lovina Bali Resort. One of the main obstacles is the lack of awareness and understanding of some staff regarding green communication principles. According to Mr. Yudik, front office manager, increased training and education are needed so that staff better understand and are actively involved in practices that support the environment. The staff could take some workshops or seminars on elevating green communication practices with some experts. Apart from uncertainty regarding the implementation and concrete benefits of green communication, it is also an obstacle, requiring more explicit and transparent communication from management.

However, overcoming these obstacles can strengthen the potential for increased cross-selling at the resort. Through a better understanding of products and guest needs and improved green communications, staff can be more effective in designing appropriate cross-selling strategies. Thus, increasing cross-selling can be one of the further positive impacts of implementing green communication at the New Sunari Lovina Bali Resort.

In this context, it is essential to note that the integration of green communication is related to communication between staff and guests and between departments in the hotel. Team collaboration in implementing sustainable practices can create greater synergy in achieving business goals, including increasing cross-selling. Thus, management needs to focus on developing a supportive work culture and integrating green communication in every aspect of operations to ensure the continuity of these efforts.

Overall, these findings show that implementing green communication at the New Sunari Lovina Bali Resort brings environmental benefits and has a significant positive impact on business aspects, especially in increasing cross-selling. Although certain obstacles may be encountered in the implementation journey, efforts to overcome these obstacles can provide momentum to strengthen the potential for increased cross-selling in the future, including regular assessments, continuous improvement plans, and integration into organizational SOP.

Conclusions

The conclusion of this research indicates that implementing "The Five C" concept in green communication at New Sunari Lovina Bali Resort has reached an excellent level. This approach is reflected in the staff's ability to work well together, efficient coordination, effective communication, high comfort in the work environment, and solution-oriented conflict handling. These findings provide an essential basis for the development of more effective sustainable communication strategies in dealing with environmental issues in the hotel industry.

However, implementing green communication at the front office of New Sunari Lovina Bali Resort also faces several obstacles. Lack of staff awareness of sustainable principles, lack of clarity regarding concrete benefits, and operational constraints such

as the availability of resources and technology are challenges that must be overcome. Changes in culture and staff habits that are not in line with green communication principles are also obstacles, requiring educational efforts and cultural change. Insufficient top management support can also hinder the integration of green communication, emphasizing the importance of commitment from all levels of the organization.

Nevertheless, implementing green communication at the New Sunari Lovina Bali Resort has significantly impacted environmental aspects and increased business, especially in cross-selling. Increased Product Knowledge, Knowing Your Customer, and Service Excellence by front office staff reflect the success of green communication in increasing product understanding, understanding guest needs, and improving service standards. Suggestions for further research include exploring the vertical integration of green communication at high management levels and measuring the economic impact of its implementation, including analysis of increased cross-selling. Practical suggestions for improving the implementation of green communication in the front office of New Sunari Lovina Bali Resort include intensive training and education for all staff, more transparent communication from management, development of operational strategies, and the importance of collaboration between departments in maximizing the effectiveness of implementing sustainable principles throughout resort operations.

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