

PANCASILA AS THE FOUNDATION IN THE MANAGEMENT OF 5-STAR HOTELS IN BALI

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ABSTRACT

The purpose of this study is to examine the application of Pancasila values as a foundation in the management of five-star hotel management in Bali. Research focus: 1) how to apply Pancasila values in the management of 5-star hotels in Bali? 2) Which Pancasila value is the most dominant in the managerial practice of 5-star hotels? 3) what are the challenges and solutions in integrating the values of Pancasila into the modern management system? Objectives: 1) identify the application of Pancasila values in the management of 5-star hotels in Bali. 2) analyze the extent to which Pancasila is a guideline in managerial decision-making. 3) provide recommendations for management practices based on national values. Benefits: 1) theoretical: add to the treasure of management research based on national ethics. 2) Practical: Provide guidance for hotel management in implementing the noble values of the nation. This research uses a descriptive qualitative approach starting from data collection: observations, interviews, and documentation studies at several five-star hotels in Bali. The results of the study show that Pancasila values have been implemented in various aspects of management, such as respect for religious diversity (First Precept), fair treatment of employees (Second and Fifth Precepts), spirit of togetherness in the team (Third and Fourth Precepts), and commitment to social responsibility. Normatively, these values are maintained and consistent in profit orientation. This study recommends the need to integrate Pancasila values in hotel HR policies as a form of strengthening national identity in the international tourism industry.

Keywords: *pancasila, management, hotels, nationality, ethics, tourism.*

1.INTRODUCTION

Decades after Indonesia's independence, where Pancasila has become the foundation in attitude, nation, and state, there are still many intolerances that occur in several regions in Indonesia. Intolerance hurts the values of Pancasila. And it is irrelevant in the world of work such as in a 5-star hotel as it is in Bali. Pancasila as the basis of the Indonesian state and sociologically has the value of mutual cooperation, tolerance, and deliberation. In addition, it

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does not only apply in the field of politics and government but also becomes a guideline in social and economic life, including the world of the hotel industry. Pancasila is not just a five precepts, but also a comprehensive value system that covers various aspects of life, from divinity to social justice. Bali is the center of the growth of the world tourism industry which of course there are various kinds of ethics, tribes, and races from all over the world both as managers and as tourists. A world-class tourism destination in Bali, has many 5-star hotels that are cultural representations in the eyes of the world.

Pancasila as a guideline in the management of 5-star hotels has a strategic role for self-development to form work ethics, build social and environmental relations, management systems and work relationships in the hotel industry. The implementation in the hotel environment is implied in the standard operating procedures (SOP) 5-star which includes operational aspects to ensure quality service for guests who stay, also includes reception procedures, room cleanliness, room service, complaint handling, to safety and hygiene standards. Pancasila values are the foundation of 5-star hotel operations because employees come from various ethnic, ethnic, and religious backgrounds. This diversity is a reflection of the hotel's efforts to create an inclusive and representative work environment from diverse guest populations.

The management of 5-star hotels in Bali not only provides professional service but also reflects the noble values of the Indonesian nation. Pancasila values in hotel management can strengthen national identity, improve work ethics, and create harmony between tourists, workers, and local communities. The implementation of Pancasila values in hotel management in Bali can have a positive impact, including improving service quality, a positive image as a friendly destination, and strengthening Balinese cultural identity. In addition, Pancasila values can create a harmonious and inclusive work environment, as well as encourage sustainable and responsible management. This research is corroborated by several previous research results as follows.

Heri Kurnia, Ida Ayu Sriyogani, NuryatiNuryati, Vol. 5 No. 5 (2021), Implementation of Pancasila Values in the Food and Beverage Department at the New Saphir Hotel Restaurant Yogyakarta, Cokroaminoto University Yogyakarta, Indonesia, Indonesia, elaborated as follows.

.....The application of Pancasila values in the community has occurred before the ratification of Pancasila as the basis and guideline of the life of the Indonesian people and is still being applied, as well as in fields such as tourism, government, social and many more. In the world of tourism, especially hotel accommodation, there are Pancasila values which are packaged into SOPs (Standard Operating Procedures) so that employees are easier to apply in the work environment. From the results of the research at the New Saphir Hotel Yogyakarta with 3 resource persons, information was obtained that the hotel has applied the values of Pancasila that apply in hospitality.

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Heri Kurnia, Ida Ayu Sriyogani, NuryatiNuryati, 2021, Implementation of Pancasila Values in the Food and Beverage Department at the New Saphir Hotel Restaurant Yogyakarta, elaborated as follows.

The application of Pancasila values in the community has occurred before the ratification of Pancasila as the basis and guideline of the life of the Indonesian people and until now is still applied, as well as in fields such as tourism, government, social and many more. In the world of tourism, especially hotel accommodation, there are Pancasila values which are packaged into SOPs (Standard Operating Procedures) so that employees are easier to apply in the work environment. From the results of the research at the New Saphir Hotel Yogyakarta with 3 resource persons, information was obtained that the hotel has applied the values of Pancasila that apply in hospitality.

<https://www.neliti.com/id/publications/451061/implementasi-nilai-nilai-pancasila-dalam-food-and-beverage-departemen-di-restora>

Fredrick Hendrick Mebri¹, Ermaya Suradinata², Kusworo³, 2022, Tourism development strategies in improving , Regional original income (pad), In the city of Jayapura province of Papua, the Jayapura City Government, Institute of Domestic Government, Jatinangor describes it as follows.

.....One of the sectors that can support the increase in Regional Original Revenue (PAD) is the tourism sector. However, the tourism sector in Jayapura City has not been managed and utilized optimally. The author focuses on the problem of the number of tourist assets in Jayapura City that are still controlled by customary rights owners by carrying out illegal levies, lack of cooperative relations with related agencies in building and developing tourist attractions, and lack of community participation in developing tourist attractions

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The three results of the research study mentioned above have similarities with the author's research, namely: both discuss the implementation of Pancasila values, and the difference is :p there is an object, the location of the research and the research. The contribution of the research opened up thinking about the value of Pancasila in the management of 5-star hotel management,

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especially in Bali. Thus, the author wishes to conduct a more in-depth research with the title Pancasila as a Foundation in the Management of 5-Star Hotels in Bali.

2.RESEARCH METHODOLOGY

Systematic methods are used to solve problems to achieve goals including approaches, data collection techniques, data analysis, and interpretation of results in addition to helping with planning, validation, reliability of findings. The qualitative descriptive research approach aims to describe in depth a phenomenon or event, without manipulating variables and generating narrative description data focusing on an in-depth understanding of a phenomenon from various perspectives. The research locations are in several 5-star hotels in the Ubud area such as Stala Hotel, Semayan Hotel, Westin Hotel, Sayan Four Seasons Resort and Hotel Padma Resort Ubud

Data collection techniques, observation by seeing, paying direct attention to several 5-star hotels in Ubud and the values applied to SOPs, followed by in-depth interviews with a number of steps in HRD related to how to manage or manage hotels and strengthened by studies and studies of documents such as SOPs, hotel management system applications. The data that has been decomposed is analyzed and validated by data triangulation, source triangulation and concluded.

3. RESULTS OF RESEARCH AND DISCUSSION

3.1 Research Results

Hotel operations realize a local touch, create togetherness between employees, ensure justice and preserve the environment reflecting the values of Pancasila through various ways, including welcoming guests to make the work environment, service harmonious, strengthening as a friendly and inclusive destination. image of Indonesian hospitality. In the management of star hotels, it is important to pay attention to a positive image for hotels as part of Indonesian culture. The values of Pancasila are intended as follows: tolerance, justice, unity, wisdom, and humanity, applied in various aspects of hotel operations, relations with the social environment, service to guests, and management of hotel human resources.

In the management of 5-Star hotels in Bali, the dominant values of Pancasila include humanity, justice, unity, people, and social justice. If the values of Pancasila are applied optimally, it will create a harmonious, inclusive work culture that is oriented towards quality service and strengthens the nation's identity in the hospitality industry. Likewise, in integrating Pancasila values in the modern management system in 5-Star hotels in Bali, such as differences in interpretation, local values, influence, and globalization, there must be challenges in hotel

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management, but what is the solution? This requires character education based on Pancasila, strengthening literacy, local values, and understanding of global culture in hotel management practices.

3.2 Discussion

Modern management applied to 5 (five) star hotels in Bali, can be integrated with the values of Pancasila in addition to being the basis of the Indonesian state. Pancasila, known to have noble values that are relevant to the modern management system such as mutual cooperation, social justice, consensus deliberation, and divinity is the ethical and moral foundation for every employee, leader, and owner in creating a healthy, positive, and sustainable work environment. In the world of work such as in a 5 (five) star hotel that reflects the values of Pancasila in the work environment such as: How all human resources pay attention to the divine value of the Almighty, according to religion and belief, mutual integration with fellow human resources referring to justice and civility, togetherness to build Indonesian unity, and there are popular values led by Wisdom in Deliberation/Representation, and how to share social justice welfare values for all employees of 5 (five) star hotels in encouraging sustainable productivity.

In general, the management of a 5 (five) star hotel is reflected in a complex and detailed organizational structure and has full responsibility. Likewise in efficient and high-quality services. In this case, how is the implementation of local Balinese values which are broadcast on the teachings of the Hindu religion with Pancasila values such as "Tri Hita Karana" the three harmonious relationships with god, humans, and the environment.

Reflection on the application of Pancasila values and the management of 5 (five) star hotels in Bali include:

- 1) how is the divinity of YME: where is the freedom in carrying out worship and prepared rung ibada from their respective religions.
- 2) Management maintains work ethics and does not apply discriminatory in any sector.
- 3) The hotel's visual appearance refers to local values such as promoting Balinese cuisine, culture, and Balinese dance.

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- 4) In making decisions, prioritize consensus deliberation between the Department of Hotel and carried out jointly.
- 5) Likewise, in the assessment there is standardization according to competency, services, length of employment and social position

What is a challenge to the operational 5 (five) star hotel in Bali is dominated by the global management system and this is not in harmony with Balinese culture which is many with ceremonial activities, traditional activities, which makes the balance of profit and human value not maximized.

3.CONCLUSIONS AND SUGGESTIONS**3.1 Conclusion**

The application of Pancasila values in the management of 5-star hotels in Bali is not a small challenge because it must be able to integrate global management, local values, and profits. The manager or management applies the values of Pancasila to make human resources feel comfortable and their human values are considered. Almost all Pancasila values are dominant in managerial practices in all star hotel sectors. Of course, 5-star hotel management managers initially had difficulty in integrating Pancasila values into the modern management system, because they had to consider local values.

It can be said that the dominant value of Pancasila in the managerial practice of 5-star hotels in Bali is the second precept, namely a fair and civilized humanity where from the results of the management's observation in the implementation of more emphasis on fair treatment regardless of ethnicity, ethnicity, more towards professionals and all steps are enforced equally there is no discrimination.

5.2 Suggestion

To build a code of ethics, characteristics, and good performance in accordance with the standard of a 5 (five) star hotel, starting from the stage, employees, or all stick holders, it is necessary to have training to introduce the values of Pancasila before work. In addition to being known as the basis of the Indonesian state in concept, philosophy is very relevant to be referred

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to in the implementation of work. It is also recommended that all local governments in Indonesia issue certificates as operational proof that 5 (five) star hotels have implemented Pancasila values in addition to local values.

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