

Study on the Application of Green Practices in Supporting Sustainable Tourism at Shanti Restaurant North Jakarta

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ABSTRACT

This study aims to examine in depth the implementation of green practices at Shanti Restaurant in North Jakarta as an effort to support sustainable tourism. Utilizing a qualitative approach with a case study method, data were collected through observation, documentation, and in-depth interviews with two main informants: the Head Store and the Barista. The findings indicate that Shanti Restaurant has applied three primary dimensions of green practices: Green Action, Green Food, and Green Donation. In terms of Green Action, the restaurant manages organic waste through a composting system, reduces the use of single-use plastics, and repurposes non-organic waste such as used skewers into handcrafted decorations. Regarding Green Food, the restaurant sources organic ingredients from its own garden and local producers, and creates flexible menus based on seasonal availability and garden yields. Meanwhile, Green Donation is realized through environmental activities such as mangrove planting, participation in community-based environmental programs, and the dissemination of educational messages through visual media to foster environmental awareness. The study recommends strengthening partnerships with local suppliers to ensure sustainable sourcing, allocating modest CSR (Corporate Social Responsibility) funding for environmental initiatives, and expanding educational engagement with consumers to enhance the overall impact of sustainability practices.

Keywords: Green Practices, Green Action, Green Food, Green Donation, Sustainable Tourism

INTRODUCTION

Tourism according to Anggarini *et al.*, (2021) is one of the main sectors that contribute to the economic growth of a region. To support this development, the availability of various supporting facilities such as hotels, restaurants, transportation, entertainment, and cultural attractions, plays an important role in creating a sustainable and competitive tourism ecosystem. This is in line with the definition of a restaurant according to Bahri, (2022) is an effort to provide food and beverages equipped with manufacturing, equipment and equipment for the storage and serving process, in one permanent place that does not move.

Restaurants have become part of modern society with various concepts offered so that the existence of these restaurants is a necessity for the community. Until now, the development of restaurants in Indonesia, especially in the province of DKI Jakarta, is increasingly rapid (Rachmawan and Rosiana, 2021).

The following is data on the number of restaurants in North Jakarta from 2018 to 2022:

Table 1. Number of Restaurants/Restaurants by District

District	Number of Restaurants/Restaurants by District				
	2018	2019	2020	2021	2022
Screening	78	204	250	325	379
Pademangan	40	74	76	80	93
Tanjung Priok	51	40	44	50	63
That	21	7	10	12	16
Kelapa Gading	189	280	291	303	337
Cilincing	8	2	2	2	3
North Jakarta	387	607	673	772	891

Source: North Jakarta Tourism and Culture Sub-district

Based on the data from the table, it can be concluded that the number of restaurants in North Jakarta has increased from year to year. In 2019, the number of restaurants increased by 56.85% compared to the previous year. Growth continued in 2020 with an increase of 10.87%, followed by an increase of 14.71% in 2021, and 15.41% in 2022. This trend shows the consistent growth of the restaurant industry in the region.

Restaurants are also one of the contributors to waste disposal that increasingly pollutes water quality and the environment (Akbar and Silmi, 2021). The problem of restaurant waste, according to Hirsan et al. (2021), was not a major concern when only a few restaurants were operating. However, as the number of restaurants increases, the problems caused are expected to grow and may become a significant source of environmental pollution. Restaurants face difficulties in implementing *eco-friendly* efforts due to low awareness and fears of rising costs. The high price of *eco-friendly* equipment and organic food ingredients leads to higher expenses for restaurants that adopt green practices compared to regular restaurants (Swastika et al., 2022).

Shanti Restaurant, located in Kelapa Gading, North Jakarta, has been operating since September 2024. Shanti Restaurant embraces a sustainability-based culinary concept. The restaurant not only focuses on serving high-quality food but is also committed to *eco-friendly* principles and social responsibility in every aspect of its operations. Shanti Restaurant offers a variety of Indonesian and Western dishes, including an array of *plant-based* menu items. It uses locally sourced and homegrown ingredients to ensure freshness and sustainability in each dish.

Shanti Restaurant has implemented various green practices in its operations. *Green practices*, according to Son et al. (2022), refer to a set of sustainable actions applied in business operations, particularly in the hospitality and restaurant industry, with the aim of minimizing negative environmental impacts and supporting sustainability. These practices encompass various aspects, such as *Green Action* (an *eco-friendly* measure), *Green Food* (sustainable food use), and *Green Donation* (contribution to environmental conservation). In relation to the culinary business field, Susanto et al. (2024) assert that one way to minimize environmental impact is by conducting environmentally friendly business activities. Shanti Restaurant applies *eco-friendly* principles through several initiatives, including waste separation, processing organic waste into liquid compost, and reusing plastic waste as interior elements such as bar tables and bathroom floors.



Figure 1. Bar table from plastic melt
Source: Researcher Documentation

Some of *interior* at *Shanti Restaurant* using recycled materials, such as *table top* The bar area is made of plastic waste.



Figure 2. Organic waste composter
Source: Researcher Documentation

As part of our commitment to sustainability, *Shanti Restaurant* has implemented a composter system to process organic waste independently. The organic waste generated from kitchen activities is processed into compost, which is then used to fertilize plants that are cultivated independently by the restaurant. Through this approach, *Shanti Restaurant* creating sustainable cycles that not only contribute to waste reduction, but also support the production of healthier and more environmentally friendly raw materials.



Figure 2. Planting Plants for Raw Materials
Source: Researcher Documentation

Shanti Restaurant in North Jakarta reinforces its commitment to sustainability by offering a *plant-based* menu made from *home-grown* ingredients, aligning its operations with *eco-friendly* principles. The restaurant also implements a detailed waste management system consisting of *gross waste*, *net waste*, and *composted waste*. *Gross waste* includes all organic matter, including packaging, while *net waste*—initially sent to Food Cycle Indonesia—comprised separated organic waste ready for further processing. However, due to limited external capacity, this partnership ended in mid-December 2024, resulting in the restaurant independently processing a larger volume of waste through its composting system. The average weekly *composted waste* increased significantly from 13.69 kg to 26.79 kg after the partnership’s termination, indicating adaptation through internal waste processing. Operationally, this shift poses challenges in optimizing composting capacity and, if not managed properly, could impact environmental outcomes.

Despite these challenges, customer responses to *Shanti*’s sustainability initiatives have been largely positive, although some still question the differences in taste and texture resulting from local, *home-grown* ingredients. The restaurant maintains strict sustainability policies, including a ban on single-use plastics and penalties for non-compliance among staff and suppliers. The goal moving forward is to fully rely on self-produced raw materials and enhance the restaurant’s waste management systems, setting an example for sustainable practices in the culinary sector.

Previous studies by Mulyawati and Setiawan (2024) and São Paulo et al. (2024) have highlighted the benefits of green practices in improving competitiveness and business performance, particularly in the *halal* and local culinary industries. However, these studies do

not explicitly examine how such practices support sustainable tourism. Therefore, this study fills that gap by investigating the application of *green practices* at Shanti Restaurant and its role in promoting sustainable tourism in North Jakarta—a topic that remains underexplored in current literature.

Based on the previously described background, waste management in the restaurant industry remains a significant challenge in the implementation of sustainability practices. Shanti Restaurant had previously collaborated with Food Cycle Indonesia to manage organic waste, but due to limited processing capacity, the partnership was terminated in December 2024, forcing the restaurant to independently handle its waste through a composter system. Although this led to an increase in *composted waste*, the long-term effectiveness and scalability of this system are still uncertain.

While Shanti has adopted several *eco-friendly* practices such as using organic ingredients, sorting waste, and reducing single-use plastics, the consistency and operational effectiveness of these initiatives have not been comprehensively assessed. Moreover, it is still unclear how far these environmental practices contribute to the broader agenda of sustainable tourism, especially in urban contexts like North Jakarta that face environmental degradation and limited green space.

Based on this problem identification, the study aims to examine the implementation of *Green Action*, *Green Food*, and *Green Donation* within the operations of Shanti Restaurant and explore how these practices support sustainable tourism in the area. The purpose of this research is to analyze each of these sustainability aspects in detail and evaluate their practical and theoretical implications. It is expected that this study will contribute significantly to the academic understanding of *eco-friendly* practices in the food and beverage sector, while also offering practical recommendations and best-practice models that can be adopted by other businesses. Additionally, it seeks to enhance public awareness and industry engagement with environmental issues, particularly within the tourism sector. Ultimately, this research aspires to support the development of a more sustainable tourism industry and foster a greater commitment to environmental stewardship.

RESEARCH METHOD

In this study, the subjects of focus are those who understand the application of *environmentally friendly* practices at Shanti Restaurant, North Jakarta—namely, the Head Store and the Barista. Utilizing a qualitative approach with a case study method, data were collected through observation, documentation, and in-depth interviews with two main informants: the Head Store and the Barista. The object of the research concerns the application of *green practices* carried out by the restaurant to manage waste and reduce environmental impact in support of sustainable tourism (Yazan, 2020; Nii Laryeafio & Ogbewe, 2023).

The data collection method employed is qualitative, using a case study approach that allows for an in-depth analysis of social phenomena. Primary data were obtained through in-depth interviews, observations, and documentation, while secondary data were drawn from relevant references (Ahmad & Muslimah, 2021; Fathoni, 2021). Interviews were conducted to extract more detailed information; observations were used to directly understand practices; and documentation was used to collect evidence related to the implementation of *green practices*.

The informants in this study are Mr. Ichsan Nugroho as Head Store and Mr. Falent Revaldo Adikarya as Barista, both of whom have relevant knowledge and experience in operational management and sustainability policies. Data analysis was conducted using triangulation techniques to improve validity by verifying information across various sources and techniques (Nurfajriani et al., 2024). The analysis process included data reduction, data presentation to facilitate understanding, and drawing credible conclusions (Nasution, 2023).

In addition, a variable operational matrix was used to evaluate the implementation of *green practices* based on dimensions such as *Green Action*, *Green Food*, and *Green Donation*, with specific indicators supporting the application of sustainability principles. Through this method, the research is expected to provide in-depth insights into Shanti Restaurant's contribution to supporting sustainable tourism development through effective *eco-friendly* practices.

RESULT AND DISCUSSION

Implementation of Green Action in Operations at Shanti Restaurant North Jakarta *Energy and Water Efficiency*

A. The implementation of an energy saving system through the regulation of electrical equipment operational schedules

Based on an interview with Mr. Ichsan Nugroho, Head of Store at Shanti Restaurant North Jakarta, this restaurant has implemented various energy saving efforts as part of its sustainability practices. One of the strategies carried out is the regulation of electricity use, especially in the lighting system. Decorative lights, such as the signage at the front of the restaurant, are only switched on from 17.00 to reduce energy consumption during the day. In addition, the lights on the dining table are only turned on when there are guests, so they are not left on all the time. During the morning to the evening, natural lighting is used to the fullest, and full lighting is only used towards night. This approach reflects the restaurant's commitment to managing energy efficiently without compromising customer convenience. The nighttime lighting schedule starts at 5:30 p.m., and all arrangements are done manually by staff who have been trained on the efficient switching and extinguishing procedures of the appliance. Although there is no written protocol yet, this habit has become part of the work culture and operational routine of restaurants.

B. Use of energy-efficient and power-efficient certified tools

Based on an interview with Mr. Ichsan Nugroho, Shanti Restaurant has not used electrical equipment that is certified as energy-efficient, and the entire lighting system and electrical installation still follow the standard design from the beginning of the building construction without updates for energy efficiency. Despite this, restaurants still implement energy-saving strategies through manual control, where equipment is turned on and off by staff as per operational needs. This shows an awareness of the importance of energy efficiency, although it is still simple. On the water management side, Shanti Restaurant has not implemented an automation system such as sensor faucets or closed water circulation. Management has plans to implement a water-saving system, but realization is still pending due to lack of accurate data related to daily water needs affected by erratic customer arrival patterns. Currently, water savings are done manually by adjusting usage based on the number of guests. This approach is temporary pending more mature technical planning for the implementation of integrated water efficiency systems in the future.

C. Regular supervision of water and electricity consumption by operational management

Monitoring of energy consumption, especially electricity, at Shanti Restaurant is carried out periodically by the management through data tracking from the monthly reports of PLN (State Electricity Company). Every month, electricity usage is recorded and analyzed to identify consumption trends. According to Mr. Ichsan Nugroho, since January 2024, there has been a significant decrease in monthly electricity consumption, which shows that energy saving efforts are starting to bear fruit. For example, at the beginning of

the year, electricity bills were recorded at around six million rupiah, and in recent months it has decreased to more than five million. This decline is an indicator of the success of energy efficiency strategies that are consistently applied, even though they still use a manual control system. Data from the PLN application shows a decrease in electricity consumption at Shanti Restaurant North Jakarta during the first five months of 2025, with the highest consumption in January reaching 4,597.90 kWh, which then decreased to 3,774.40 kWh in May. Although electronic equipment is not yet fully using certified energy-saving technologies, uptime control and staff awareness to shut down unused devices have contributed to a nearly 18% reduction in consumption. This reflects that energy-saving strategies are already on track, while the potential for efficiency can be further improved with the use of energy-saving tools and automation systems in the future. Meanwhile, water consumption is still monitored conventionally without a standardized monitoring system, based on daily use practices.

Table 2. Electricity Bill Data for the 2025 Period

Month	Months of Use	Usage (kWh)	Rupiah Bills
January	December	4597.9	IDR 6,642,580
February	January	4391.44	IDR 6,344,320
March	February	4369.1	IDR 6,312,044
April	March	4008.96	IDR 5,791,745
May	April	3774.4	IDR 5,452,880

Source : Head Store Shanti Restaurant

D. Reduced energy consumption by turning off equipment when not in use

The implementation of the energy efficiency policy at Shanti Restaurant is reflected in the timing of the use of electrical equipment, especially lighting. According to Mr. Ichsan Nugroho, the main lights are turned on every 5:30 p.m., with adjustments made only in certain conditions, such as cloudy weather. This practice demonstrates an ongoing commitment to optimizing energy use without compromising customer convenience, as well as reflecting management's awareness of the importance of operational efficiency. From morning to noon, the restaurant utilizes natural light to reduce reliance on artificial lighting, creating a cozy atmosphere for diners. This policy is flexible, with lighting adjustments made according to environmental conditions to maintain comfort, without sacrificing energy efficiency. This energy management strategy shows that sustainability can be in line with cost efficiency and quality of service. The entire staff has understood the importance of energy efficiency as part of the work culture, although there are no written regulations governing the schedule of electricity use, reflecting adherence to daily operational procedures.

According to Mr. Ichsan Nugroho's explanation, coordination between staff is carried out communicatively and situationally, for example, if there are lights that are on outside standard operating hours, clarification will be made whether there are still customer activities in the area. In addition, the management also routinely conducts direct checks to ensure that there is no waste of energy, both in the kitchen area and the service room. This approach shows that energy efficiency depends not only on formal rules, but also on individual awareness and responsibility in supporting sustainable work practices.

Use of Eco-Friendly Products

A. Procurement of environmentally friendly operational materials and equipment

Shanti Restaurant demonstrates its commitment to sustainability not only through operational practices, but also in the selection of environmentally friendly interior materials, such as table top bars made from recycled materials. According to Mr. Ichsan

Nugroho, the bar table is made from plastic used earrings wrap that has been melted and reshaped through collaboration with *kickyourbutt.project*, which focuses on the use of plastic waste. The selection of this material strengthens the restaurant's image as a business actor who cares about the environment and becomes part of an educational narrative for customers regarding sustainability practices. In addition, Shanti Restaurant also uses recycled materials to replace ceramics in the bathroom area, with ceramics made from used plastic that is melted and remolded. This innovation demonstrates the restaurant's concern for reducing environmental impact through sustainable design, providing aesthetic and unique value, and proving that an eco-friendly approach can be applied comprehensively in the operational and design aspects of public spaces.



Figure 4. Bar table

Source : Researcher Documentation



Figure 5. Bathroom Ceramics

Source : Researcher Documentation

B. Implementation of single-use plastic policy with biodegradable materials

Shanti Restaurant has implemented a strict policy to minimize the use of single-use plastics as part of its commitment to sustainability. According to Mr. Ichsan Nugroho, the restaurant manager, all the tableware for dine-in consists of reusable utensils, such as plates, bowls, glass cups, metal spoons, as well as glass straws and jeans coasters. This policy is also applied to take-away services, where restaurants use more environmentally friendly materials such as biodegradable plastic, paper straws, paper glass, and eco-friendly bagasse boxes. From December 2024, Shanti Restaurant is offering a 10% discount for customers who bring their own dining containers, encouraging active participation in eco-friendly practices. The initiative is starting to show a positive impact, with customers voluntarily bringing personal containers and choosing not to use the tableware provided by the restaurant, reflecting increased consumer awareness of environmental issues. All the tableware at Shanti Restaurant is not a disposable product, but is made of ceramic, glass and stainless steel, which can be washed and reused, helping to reduce waste and support sustainability principles. In addition, the use of glass straws and jeans coasters made from recycled materials also reflects the restaurant's efforts in recycling textile waste and reducing environmental impact. For takeaway services, restaurants use paper straws, biodegradable plastic, paper glass, and eco-friendly bagasse boxes, all designed to be more environmentally friendly than conventional plastic alternatives. This approach demonstrates Shanti Restaurant's commitment to contributing to sustainability and educating customers about the importance of waste reduction.

C. The selection of local raw materials that are produced sustainably and have a minimal carbon footprint

Shanti Restaurant North Jakarta shows its commitment to environmentally friendly practices by selecting local raw materials as part of its operational sustainability strategy. Mr. Ichsan Nugroho explained that restaurants work with local farmers for commodities such as coffee, avoiding long distribution chains and supporting the local economy. About 70% of fresh vegetables and fruits are supplied by local suppliers, while 30% comes from

self-cultivated plants in the restaurant area. Shanti Restaurant also develops a private garden to produce additional fresh ingredients, which provide educational value to customers. In managing the purchase of operational goods, restaurants implement policies that consider sustainability, prioritizing local products and vegetables grown without pesticides. If raw materials are not available from local suppliers, restaurants choose to wait until stocks are available, reflecting consistency in sustainability principles and support for responsible supply chains. Thus, this approach shows that Shanti Restaurant is not only implementing sustainability as a slogan, but integrating it into real operational decision-making practices.

Recycling and Composting

A. Organic waste management through an integrated composter system

Shanti Restaurant has integrated a composter system in the daily management of organic waste, where waste food waste from customers and unused food ingredients is collected to be processed into liquid organic fertilizer. This process involves the use of active microorganisms in composter tubes, which break down the waste and produce a liquid that is used to fertilize the plants around the restaurant. Once the food waste is separated between organic and inorganic, the organic waste is taken to the fifth floor to be put into the composter, where media such as burnt husks and soil are added to speed up the decomposition process. Although Shanti Restaurant faced some technical obstacles, such as clogged composter pipelines, this issue was addressed with manual cleaning to ensure optimal air circulation. After 3-4 weeks, the liquid compost produced by about 4-5 jerry cans per month is ready to be harvested and used to fertilize the plants themselves or distributed free of charge to the community. In addition, restaurants also process hard waste such as bones by crushing them first before putting them into the composter, to ensure that the decomposition process runs efficiently and avoid damage to the composter. With this approach, Shanti Restaurant not only reduces waste but also contributes to environmental sustainability.

In addition to organic waste, Shanti Restaurant also faces challenges in managing non-organic waste made of wood, such as skewers. This type of waste cannot be processed through the composting process, but the restaurant does not necessarily throw it away. Based on Mr. Ichsan Nugroho's explanation, the skewers that have been used will be collected and washed thoroughly. After that, the waste is reused as far as possible, either by selling it to other parties or processing it into handicraft products. One of the plans being developed by the restaurant is to use used skewers as a basic material for making decorations, such as lamp decorations. This effort reflects the restaurant's commitment to optimizing waste utilization and encouraging the creation of sustainable waste management, not only limited to the organic recycling process, but also to creativity in managing non-organic waste so that it still has use value.

B. Implementation of a waste sorting system based on type (organic and inorganic)

Shanti Restaurant runs a disciplined waste sorting system by separating waste into organic and inorganic categories. Organic waste, such as food scraps and fruit peels, is directed to the composter, while inorganic waste, such as cans, paper, and cardboard, is collected for recycling or disposal by third parties. This sorting process is carried out by trained kitchen staff and cleaners, and all employees understand this waste separation flow without the need for repeated directives, showing that awareness in waste management is well embedded. Shanti Restaurant also provides sorted bins in strategic areas for customers and staff, equipped with clear color labels and symbols to make it easy to identify the type of waste. In the dine-in area, the bins are separated into paper and plastic waste categories,

while in the bar and kitchen, there are bins for organic and inorganic waste. The implementation of this sorting system not only reduces waste that is thrown into landfills, but also educates staff to get used to sorting waste, thus forming habits of caring for the environment in daily operations. With this step, Shanti Restaurant hopes to strengthen its image as a business that cares about environmental conservation, in addition to focusing on service and product quality.

C. Supervision of the recycling process to ensure waste is processed according to its type

Shanti Restaurant implements a strict internal supervision system in waste management and recycling to maintain the sustainability of restaurant operations. Every day, staff conduct regular checks on waste sorting to prevent cross-contamination between organic and inorganic waste, as well as record the amount and type of waste generated each week. Data collected since October 5, 2024 shows an increase in waste volumes, with gross waste increasing from 5.31 kg to 47.5 kg on December 13, 2024, reflecting high kitchen activity. Net waste, which reflects pure organic waste, also increased from 4.51 kg to 45.1 kg during the period. After the collaboration with Food Cycle Indonesia ended, the recording of net waste was stopped, but waste management through the internal composter system continued. Biodegradable organic waste is treated in a composter located on the fifth floor, with recording carried out consistently until May 2025. This process involves cutting waste that is at risk of clogging to ensure smooth decomposition. Accumulation II reflects the total production of organic waste, showing steady growth from 7.72 kg in early October to 907.99 kg on May 2, 2025. This entire process reflects Shanti Restaurant's commitment to consistently implementing sustainability concepts, with a continuous monitoring and evaluation system for responsible waste management.

Table 3. Organic Waste Collection Data

Organic Waste Collection Data					
Date	Gross Waste Amount	Total Net Waste	Accumulated Amount	Composter	Accumulation II
5-Oct-24	5.31	4.51	4.51	3.21	7.72
15-Oct-24	29.6	28	32.51	8.45	44.17
24-Oct-24	20.67	19.07	51.58	10.13	73.37
6-Nov-24	29.17	27.57	79.15	10.4	111.34
21-Nov-24	41.5	39.1	118.25	21.8	172.24
28-Nov-24	46	43.6	161.85	33.2	249.04
4-Dec-24	45.5	43.1	204.95	10.2	302.34
13-Dec-24	47.5	45.1	250.05	12.1	359.54
20-Dec-24		Data Not Available		21.22	380.76
27-Dec-24		Data Not Available		18.58	399.34
4-Jan-25		Data Not Available		27.22	426.56
11-Jan-25		Data Not Available		29.15	455.71
18-Jan-25		Data Not Available		17.21	472.92
25-Jan-25		Data Not Available		30.12	503.04
1-Feb-25		Data Not Available		36.65	539.69
8-Feb-25		Data Not Available		34.2	573.89
15-Feb-25		Data Not Available		15.3	589.19
22-Feb-25		Data Not Available		17.8	606.99
28-Feb-25		Data Not Available		19.3	626.29
7-Mar-25		Data Not Available		31.2	657.49
14-Mar-25		Data Not Available		38.8	696.29
21-Mar-25		Data Not Available		21.8	718.09
28-Mar-25		Data Not Available		33.6	751.69
4-Apr-25		Data Not Available		35.5	787.19
11-Apr-25		Data Not Available		31.2	818.39

Organic Waste Collection Data					
Date	Gross Waste Amount	Total Net Waste	Accumulated Amount	Composter	Accumulation II
18-Apr-25		Data Not Available		30.7	849.09
25-Apr-25		Data Not Available		29.1	878.19
2-May-25		Data Not Available		29.8	907.99

D. Cooperation with third parties in the collection and treatment of recycled waste

Based on Mr. Ichsan Nugroho's explanation, Shanti Restaurant previously collaborated with Food Cycle Indonesia to manage organic waste, such as leftover vegetables and fruits, which were collected from the kitchen and customers, and processed into maggot caterpillar feed. However, due to limited capacity from Food Cycle Indonesia, the collaboration will be terminated at the end of 2024. Since then, Shanti Restaurant has taken the independent step of managing all its organic waste, separating waste based on its characteristics, such as cutting pineapple bones or peel so that it can be put into an internal composter. Easily biodegradable waste, such as vegetable and fruit leftovers, is treated by adding burnt husks and soil to speed up the composting process, and the resulting liquid compost is used as fertilizer for plants grown by restaurants themselves. Shanti Restaurant also implements a comprehensive Green Action strategy through energy and water efficiency, the use of environmentally friendly products, and recycling and composting management. Although it has not used modern automation technology, manual supervision is still carried out disciplined by staff and management. The restaurant's commitment to sustainability is seen in the selection of recycled and reusable materials and fixtures, and the use of raw materials from local producers to reduce the carbon footprint. The implementation of green action at Shanti Restaurant is not only a formality, but has become part of the work culture that shows the seriousness of the restaurant in implementing sustainability principles in real terms.

Application of Green Food in Operations at Shanti Restaurant North Jakarta

Shanti Restaurant North Jakarta demonstrates a strong commitment to green food practices by prioritizing organic, locally sourced, and environmentally responsible operations across all aspects of its service. The restaurant avoids semi-finished products, instead preparing each dish fresh upon order using raw organic ingredients—even if it results in longer preparation times. Natural beverages such as lemongrass tea and honey-based drinks reflect its eco-conscious branding. Shanti cultivates its own garden, growing ingredients like kale and sonkit oranges, which ensures product freshness and quality while embodying environmental stewardship; for instance, kale juice is only served when freshly harvested. Approximately 70% of raw materials are procured from local farmers, with the remaining 30% coming from the restaurant's garden, including herbs like basil and lemongrass. Additionally, Shanti maintains direct partnerships with coffee farmers to uphold supply chain sustainability and reduce carbon emissions from transportation. The restaurant mandates the exclusive use of organic, additive-free ingredients as a core operational policy, reinforcing its dedication to sustainability. Staff receive training to comply with SOPs that emphasize organic practices and freshness. Shanti also adapts its menu seasonally, offering items like kale juice and fresh sonkit only when ingredients are available, thus ensuring quality and authenticity. Moreover, the inclusion of regional Indonesian dishes helps promote local culinary traditions while educating customers on the nation's diverse food heritage. Through these initiatives, Shanti Restaurant positions itself not only as a purveyor of healthy food but also as an active contributor to environmental sustainability and cultural appreciation.

Implementation of Green Donation in Operations at Shanti Restaurant North Jakarta Funding and Participation in Environmental Projects

A. Restaurant's active participation in environmental projects, both in the form of material donations, cooperation, and attendance at social activities

Although it does not have a routine and structured involvement, *Shanti Restaurant* North Jakarta has shown active participation in environmental projects through participation in community activities, one of which is the Bule Sampah event held in the Bintaro area, South Jakarta. Based on an interview with Mr. Ichsan Nugroho, Head Store *Shanti Restaurant*, it was explained that in the activity, representatives from the restaurant were present directly and made small donations as a form of real support for the environmental care movement.



Figure 6. Representative Shanti Restaurant At the Bule Waste event

Source : *Head Store Shanti Restaurant*

This participation is not only in the form of physical presence and donations, but also the delivery of educational information about the waste management system that has been implemented at *Shanti Restaurant*. In this activity, the restaurant introduced the practice of processing organic and inorganic waste that they run independently. This is a means of promotion as well as a contribution to disseminating the idea of sustainability in the public domain.



Figure 7. Tree planting contribution program Mangrove

Source: *Head Store Shanti Restaurant*

In addition, another form of participation implemented by restaurants is through the mangrove tree planting contribution program. Based on the proof of donation card given to customers, *Shanti Restaurant* offers contributions for visitors who make purchases with a minimum nominal amount, which is IDR 300,000. Customers will be asked to fill in their names and social media accounts to be registered as contributors to *mangrove* tree planting in the Pantai Indah Kapuk area of Jakarta. This program is scheduled to be held in August and the restaurant will mark customers' Instagram accounts during the planting process, as a form of transparency as well as an invitation for public involvement. This initiative is an additional step

from *Shanti Restaurant* in reaching out to a more measurable form of environmental contribution, although not yet within the framework of long-term cooperation with environmental institutions. With this approach, restaurants not only educate customers, but also involve them directly in the real action of urban greening.



Figure 8. Tree planting contribution card Mangrove

Source: Researcher Documentation

Until now, there has been no routine participation or formal cooperation between *Shanti Restaurant* and surrounding environmental organizations. Based on Mr. Ichsan Nugroho's statement, this limitation is not due to a lack of initiative from the restaurant, but because there has been no direct approach or collaborative proposal from the local environmental community, especially in the Kelapa Gading area. He explained that there is almost never a proposal or form of cooperation from an outside party that specifically offers activities based on environmental conservation. In fact, if there are activities that are in line with the restaurant's sustainability values, the management states that it is ready to consider a more formal form of support. *Shanti Restaurant* itself has shown early involvement through presence in activities such as Bule Sampah and mangrove planting programs. This involvement is an early representation of the restaurant's commitment to environmental issues while opening up space for wider relationships in the future with communities or organizations engaged in environmental conservation. As such, restaurants not only focus on sustainable internal practices, but also have the potential to contribute to strengthening cross-sector collaboration at the local level.

B. Procurement of CSR (Corporate Social Responsibility) funds or internal donations to support local environmental activities

Based on the interview, Mr. Ichsan Nugroho explained that until now *Shanti Restaurant* does not have a special budget or official mechanism for *Corporate Social Responsibility (CSR)* in supporting local environmental activities. This is due to the lack of proposals for cooperation from external parties, especially from the environmental community around Kelapa Gading. The management said that if there is a proposal that comes in and is in accordance with the restaurant's sustainability commitment, the internal party will submit further discussion to the owner .

So far, the support provided is still spontaneous and unstructured. For example, in community activities such as the Bule Sampah event, donations given come directly from the *owner*. This shows that even though there is no formal donation system yet, restaurants still show concern in the way they can afford it today. The restaurant realizes that the formation of *CSR* funds or more organized internal donations still requires readiness in terms of resources and operational stability. Since *Shanti Restaurant* is still relatively new, the main focus right now is to strengthen the sustainability system internally first, before expanding support externally.

However, openness to cooperation is maintained. If in the future there are outsiders who propose cooperation with relevant concepts, then the restaurant will consider the possibility of providing funds or assistance as a more formal form of social responsibility.

C. Provision of restaurant support or facilities for environmental community activities, such as workshops or eco-friendly exhibitions

Shanti Restaurant has provided space on the upper floor that can be functionally used for community activities, such as small meetings or environmentally-themed workshops. However, the space has limited capacity, which can only accommodate a maximum of about 20 people. Based on Mr. Ichsan Nugroho's explanation, although there is interest from various parties to hold activities with more than 50 participants, the restaurant has not been able to accommodate the request due to the limited physical space available. Thus, although the facilities have been technically prepared, limited capacity is a key consideration in determining the form of external cooperation that can be carried out. This condition shows that *Shanti Restaurant* is open to collaborative initiatives from the community, but the implementation is still adjusted to the conditions and resources it has.

In addition to capacity limitations, restaurants also pay attention to whether the number of staff on duty and activity equipment are adequate before approving the use of the space. Therefore, the use of the space cannot be done regularly for external community activities. The restaurant's main focus is still on strengthening internal sustainability programs, such as waste management, waste sorting, and the development of independent gardens. Nevertheless, *Shanti Restaurant* expressed openness to collaborate in the future, especially if there is a demand from the environmental community that is scaled in accordance with the capacity and available conditions. The restaurant also welcomed the cooperation initiative as long as the activity supports the sustainability practices that are being built.



Figure 9. Private room Shanti Restaurant
Source: Researcher Documentation

Mr. Ichsan Nugroho added that so far the space has been used in a limited way, especially for community activities with a small number of participants. In an interview, Mr. Ichsan Nugroho mentioned that so far the space on the upper floor has been used for activities such as meditation communities which are relaxed in nature and do not require a lot of equipment or special arrangements.

With this phased approach, *Shanti Restaurant* shows that they are not only focused on internal operations, but also have the potential to support environmental activities more broadly if resources and conditions allow. This is an indication that the role of restaurants in supporting community environmental activities can continue to grow along with increasing capacity and appropriate cooperation opportunities.

Public Education on Eco-Friendly Practices

A. Delivery of environmentally friendly information to customers through visual media in the restaurant area

Shanti Restaurant recognizes the importance of the role of visual media in conveying sustainability values to customers. Based on the results of observations and interviews, restaurants utilize visual elements at various strategic points to communicate

environmentally friendly messages, both directly and indirectly. This visual media includes various forms such as information boards in the cashier area, *table tents* on customer tables, sustainability-themed educational posters, to menu book designs that are arranged with a strong environmental narrative. The message delivery is done in a friendly, colorful way, and supported by a simple selection of illustrations.



Figure 10. Educational poster
Source: Researcher Documentation

One of the real examples of visual media on display can be seen in the educational poster that reads *"Let's Just Start First.. Bring a tumbler, bring a shopping bag, start eating in moderation so that there is no food left (mindful eating), and sort the garbage"* displayed in the restaurant's *dine-in* area. This poster conveys sustainable lifestyle messages in a light and applicable way, such as the invitation to bring a tumbler, lunch box, recycled shopping bags, and the habit of sorting waste. Featuring eye-catching illustrations and clean typography, the poster is placed alongside green decorative elements, such as live plants and traditional food containers, thus reinforcing the impression of nature while beautifying the space.

In addition, at each visitor's table there is also a table tent containing information about the restaurant's philosophy written in short and inspiring sentences. The card contains a statement that Shanti is not just a restaurant or café, but wants to have a positive impact on the community and the environment. The message is delivered in easy-to-understand language that reflects the sustainability values held by the restaurant, such as the use of fresh ingredients, support for local farmers, and furniture and interior recycling efforts. The presence of this *table tent* provides information directly to customers without appearing patronizing.



Figure 11. Table tent
Source: Researcher Documentation

Through these various visual elements, *Shanti Restaurant* actively builds customer awareness of the importance of sustainability in daily life. Every detail of this visual communication design is designed not only to reinforce the brand identity, but also to be part of the environmental education process that runs naturally as long as customers enjoy the atmosphere of the restaurant. This strategy not only enriches the dining experience, but also provides added value in the form of information and inspiration to adopt a more environmentally responsible lifestyle.

B. Implementation of digital or social media campaigns that raise the theme of sustainability

Shanti Restaurant not only applies sustainability principles in its operational practices, but also actively spreads eco-friendly messages to the wider community through social media, especially the Instagram platform. Their official account, *@shantikitchen.id*, is used as the main channel to share educational, inspiring, and informative content around healthy lifestyles and caring for the environment. Through this digital communication strategy, Shanti seeks to build public awareness while strengthening the restaurant's identity as a business actor committed to sustainability.



Figure 12. Instagram Account Shanti Restaurant

Source : Instagram Shanti Restaurant

One form of digital campaign through Instagram media that stands out is the hashtag "Start Stepping #cintabumi #oneplatefortheplanet", and invites the audience to take simple steps such as bringing their own *tumblers*, using recycled shopping bags, and reducing the consumption of single-use plastics. This content is packaged in an attractive visual format in the form of illustrations, *reels*, and lightweight infographics that are easy to understand and easy to reshare by other users. With a friendly visual approach and a simple narrative, the campaign has managed to reach a wide range of audiences, including *non-regular visitors* who may be new to the concept of sustainable restaurants.



Figure 13. Reels Instagram Shanti Restaurant

Source : Instagram Shanti Restaurant

In addition to the eco-friendly lifestyle campaign, this account also displays the restaurant's behind-the-scenes operational processes, such as documentation of waste sorting activities, making compost from kitchen waste, and utilizing crops from rooftop gardens such as kale leaves, telang flowers, and sonkit oranges. Some uploads show how these ingredients are used to make seasonal menus such as kale juice and telang tea. This not only provides educational value, but also creates emotional engagement with audiences who want to know where their food comes from and how the process of serving it supports the local ecosystem.



Figure 14. Post Instagram Shanti Restaurant
Source : Instagram Shanti Restaurant

Each activity is delivered through transparent visuals and narratives, showing that restaurants are not only promoting, but actually living the values they share. This strategy indirectly builds public trust and strengthens the restaurant's reputation as a socially and environmentally responsible business actor.

Overall, the social media campaign run by *Shanti Restaurant* is part of a public education strategy that is carried out consistently and thoroughly. Through an easily accessible digital medium, they not only convey information, but also encourage behavior change in a creative and grounded way. Social media is used not only as a promotional tool, but also as a means of building a community that has the same concern for the environment and sustainability.

C. Packaging of educational messages in restaurant products, such as prints on packaging or food labels

Shanti Restaurant integrates sustainability messages not only in operational practices, but also into the physical form of the products received by customers. One of the most obvious forms of implementation is in the digital receipt system. Every time a customer makes a transaction, the receipt is no longer printed in paper form, but is sent directly through *the WhatsApp application* to the customer's number. At the bottom of the receipt, the restaurant inserted the phrase "Growing Together: Love the Earth, Love Humans, Love the Future." This message serves as a subtle form of education, while also reinforcing the restaurant's commitment to reducing paper waste and implementing environmentally friendly technology.

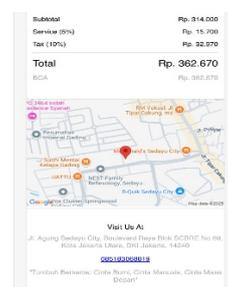


Figure 16. Struk digital
Source : Researcher Documentation

In addition, restaurants also provide sustainability messages through food packaging, especially on catering products such as *the "Shanti Meal Box"*. Food packaging not only functions as a serving container, but also as a medium of communication of restaurant values. At the top of the packaging, there is a dark green design label with leaf illustrations that convey an important message: *"Our Packaging is 100% Biodegradable."*

Please compost and watch it break down and nourish your soil." Through this sentence, customers are given direct education about the nature of biodegradable packaging and how to use it responsibly after consumption.



Figure 17. Packaging labels
Source : Shanti Restaurant Menu

Shanti Restaurant North Jakarta extends its sustainability commitment beyond food preparation by integrating environmental education and social engagement into its operations. The restaurant's packaging labels not only inform customers about the use of local, fresh, and natural ingredients but also include hashtags like #CintaBumi and #OnePlateForThePlanet, encouraging customers to join the sustainable living movement in simple, everyday ways. This messaging strategy transforms packaging into an educational tool, ensuring that sustainability awareness reaches beyond the dining experience and leaves a lasting impression at home. This subtle yet powerful form of communication enhances the overall customer experience and fosters long-term environmental consciousness. Furthermore, Shanti implements the Green Donation dimension by engaging in environmental and community-focused activities. The restaurant contributes to waste management initiatives such as Bule Sampah and promotes internal waste sorting. It also supports mangrove planting by registering customers who spend above a certain amount as automatic donors—demonstrating innovation in linking consumer behavior with environmental action. Although the restaurant does not have a formal CSR program, it embraces partnerships with local communities and environmental organizations that share its vision. Additionally, Shanti offers upstairs space to host small community events like meditation gatherings, reinforcing its role as a community hub. Despite limited space, the restaurant remains committed to inclusivity and environmental education. Overall, Shanti's implementation of green donation practices positions the restaurant as not just a culinary establishment but a proactive participant in sustainable tourism and eco-conscious living.

CONCLUSION

Based on research on the implementation of *green practices* at Shanti Restaurant, North Jakarta, it can be concluded that the restaurant has successfully integrated *environmentally friendly* principles in a structured manner into its daily operations. There are three main dimensions applied: *Green Action*, *Green Food*, and *Green Donation*. In the *Green Action* dimension, the restaurant manages resources by conserving energy and water, as well as sorting waste to be processed into liquid compost. The *Green Food* dimension highlights the use of organic food ingredients from local producers and the adjustment of menus according to the harvest season to maintain freshness. Additionally, the restaurant enhances transparency by providing information about ingredients through visual symbols.

In the *Green Donation* dimension, Shanti Restaurant is actively involved in community activities, such as recycling programs and environmental education through various media. Overall, these practices demonstrate that the culinary sector holds significant potential to drive

change toward sustainable tourism, serving not only as a provider of healthy food but also as a platform for education and social collaboration that contributes to environmental conservation.

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