

ABSTRAK
ANALISIS KAFE RAMAH LINGKUNGAN DI KOTA JAMBI

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Penelitian ini berfokus pada analisis kafe ramah lingkungan di Kota Jambi berdasarkan Peraturan Menteri Pariwisata dan Ekonomi Kreatif Republik Indonesia Nomor 10 Tahun 2014 tentang Standar Usaha Kafe, yang meliputi aspek produk, pelayanan, dan pengelolaan, serta berdasarkan konsep *Green Practice* yang mencakup aspek *Green Action*, *Green Food*, dan *Green Donation*. Penelitian ini menggunakan metode *Stratified Simple Random Sampling* dengan pendekatan *Proportional Allocation*, dimana dari 150 kafe di Kota Jambi diambil sampel sebanyak 20% atau sebanyak 30 kafe sebagai objek penelitian. Penelitian ini menggunakan teknik analisis kuantitatif dengan metode *Compliance Checklist* dan *Importance Performance Analysis* (IPA). Dengan metode *Compliance Checklist*, diperoleh hasil penelitian yang menunjukkan bahwa dalam penerapan Standar Usaha Kafe, aspek produk telah diterapkan dengan sangat memuaskan dan perlu dipertahankan. Sementara itu, aspek pelayanan dan pengelolaan masih memerlukan peningkatan, terutama pada indikator manajemen (program pemeriksaan kesehatan dan pengendalian hama), sumber daya manusia (pengembangan karir dan program pelatihan), serta sarana dan prasarana (akses khusus darurat dan ruang ibadah). Sementara itu, melalui metode IPA, diperoleh hasil penelitian yang menunjukkan bahwa dalam penerapan *Green Practice* pada kafe-kafe di Kota Jambi belum sepenuhnya ideal dan belum cukup memuaskan, sehingga masih terdapat ruang untuk perbaikan. Pada aspek *green action*, diperlukan perbaikan dan peningkatan tentang sarana dan prasarana seperti penghematan energi listrik dan air serta kenyamanan ruang ibadah. Pada aspek *green donation*, diperlukan peningkatan tentang sosialisasi praktik hijau kafe. Sedangkan pada aspek *green food*, menunjukkan hasil yang sangat memuaskan dan layak untuk dipertahankan.

Kata kunci: Kafe, Ramah Lingkungan, Standar Usaha Kafe, *Green Practice*, *Importance Performance Analysis* (IPA)

ABSTRACT
ANALYSIS OF ENVIRONMENTALLY FRIENDLY CAFES IN JAMBI CITY

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This study focuses on the analysis of environmentally friendly cafes in Jambi City based on the Regulation of the Minister of Tourism and Creative Economy of the Republic of Indonesia Number 10 of 2014 concerning Cafe Business Standards, which includes aspects of products, services, and management, and based on the Green Practice concept which includes aspects of Green Action, Green Food, and Green Donation. This study uses the Stratified Simple Random Sampling method with the Proportional Allocation approach, where from 150 cafes in Jambi City, 20% or 30 cafes were sampled as research objects. This study uses quantitative analysis techniques with the Compliance Checklist and Importance Performance Analysis (IPA) methods. With the Compliance Checklist method, the results of the study showed that in the implementation of Cafe Business Standards, the product aspect has been implemented very satisfactorily and needs to be maintained. Meanwhile, the service and management aspects still need improvement, especially in management indicators (health check-up and pest control programs), human resources (career development and training programs), and facilities and infrastructure (special emergency access and prayer rooms). Meanwhile, through the IPA method, the results of the study showed that the implementation of Green Practice in cafes in Jambi City was not yet completely ideal and not yet satisfactory, so there was still room for improvement. In the green action aspect, improvements and enhancements were needed regarding facilities and infrastructure such as saving electricity and water and the comfort of the prayer room. In the green donation aspect, improvements were needed regarding and socialization of green cafe practices. While in the green food aspect, it showed very satisfactory results and was worth maintaining.

Keywords: *Cafe, Environmentally Friendly, Cafe Business Standards, Green Practice, Importance Performance Analysis (IPA)*