

**RANCANGAN SUSTAINABILITY MANAGEMENT PADA
HI PALS COFFEE LAMONGAN**

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ABSTRAK

Hi Pals Coffee Lamongan merupakan usaha yang bergerak di bidang *food and beverage* khususnya kedai kopi. Kegiatan praktek kerja lapangan ini di bertujuan untuk mengimplementasikan strategi manajemen keberlanjutan di *Hi Pals Coffee* Lamongan. Dalam upaya meningkatkan praktik bisnis yang bertanggung jawab dan ramah lingkungan, laporan kerja lapangan (LKL) ini mencakup berbagai aspek seperti penggunaan bahan baku yang berkelanjutan, efisiensi energi dan air, pengelolaan limbah melalui pemilahan, pengomposan, dan daur ulang, serta penggunaan kemasan dan peralatan penyajian ramah lingkungan. Hasil observasi dari pelaksanaan praktek kerja lapangan ini didapatkan bahwasanya *Hi Pals Coffee* Lamongan belum sepenuhnya menerapkan praktik bisnis berkelanjutan. Penerapan strategi manajemen keberlanjutan dapat mengurangi dampak lingkungan secara signifikan, meningkatkan efisiensi operasional, serta memperkuat citra dan reputasi bisnis di mata pelanggan yang semakin peduli terhadap isu lingkungan. Implementasi program edukasi kepada karyawan dan pelanggan juga berperan penting dalam meningkatkan kesadaran dan partisipasi aktif dalam inisiatif keberlanjutan.

Kata kunci : kedai kopi, manajemen keberlanjutan, praktik bisnis berkelanjutan

***SUSTAINABILITY MANAGEMENT PLAN AT
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ABSTRACT

Hi Pals Coffee Lamongan is a business engaged in food and beverage, especially coffeeshop. This field work practice activity aims to implement sustainability management strategies at Hi Pals Coffee Lamongan. In an effort to improve responsible and environmentally friendly business practices, this field work report (LKL) covers various aspects such as the use of sustainable raw materials, energy and water efficiency, waste management through sorting, composting, and recycling, as well as the use of environmentally friendly packaging and serving equipment. The observation results from the implementation of this field work practice found that Hi Pals Coffee Lamongan has not fully implemented sustainable business practices. The implementation of sustainability management strategies can significantly reduce environmental impacts, improve operational efficiency, and strengthen business image and reputation in the eyes of customers who are increasingly concerned about environmental issues. The implementation of educational programs for employees and customers also plays an important role in increasing awareness and active participation in sustainability initiatives.

keywords : coffeeshop, sustainability management, sustainable business practices