

Analisis Pengelolaan Aspek Lingkungan dalam Implementasi Sustainable Event: Studi Kasus Indonesia Energy and Engineering Series = Analysis of Environmental Management in the Implementation of Sustainable Events: A Case Study of the Indonesia Energy and Engineering Series

Zoya Chalista, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=9999920573097&lokasi=lokal>

Abstrak

Pada era modern, penyelenggaraan event menjadi salah satu aktivitas penting dalam sektor pariwisata dan industri kreatif. Namun demikian, event skala besar berpotensi menimbulkan dampak negatif terhadap lingkungan seperti limbah berlebih, konsumsi energi tinggi, dan emisi karbon. Oleh karena itu, konsep sustainable event muncul sebagai Upaya untuk mengurangi dampak lingkungan melalui pengelolaan yang bertanggung jawab. Penelitian ini bertujuan untuk menganalisis pengelolaan aspek lingkungan dalam implementasi sustainable event pada penyelenggaraan pameran Indonesia Energy and Engineering Series oleh PT Pamerindo Indonesia. Penelitian dilakukan dengan pendekatan kualitatif deskriptif melalui wawancara semi-terstruktur dengan lima orang dari tim event, serta telaah dokumen. Hasil penelitian menunjukkan bahwa IEE Series telah menerapkan berbagai prinsip keberlanjutan lingkungan seperti manajemen transportasi ramah lingkungan, pengelolaan sampah berbasis 3R, efisiensi air dan energi, pengadaan ramah lingkungan, dan promosi digital. Implementasi ini merujuk pada pedoman ISO 20121 serta prinsip triple bottom line. Namun demikian, terdapat tantangan dalam bentuk keterbatasan partisipasi peserta, ketergantungan pada venue untuk fasilitas ramah lingkungan, dan pengelolaan limbah makanan yang belum maksimal. Penelitian ini memberikan rekomendasi untuk meningkatkan keterlibatan peserta, mengembangkan kebijakan internal keberlanjutan, serta menyempurnakan evaluasi keberlanjutan dalam acara mendatang.

.....In the modern era, event organization has become a vital activity within the tourism and creative industries. However, large-scale events often generate negative environmental impacts such as excessive waste, high energy consumption, and carbon emissions. As a response, the concept of sustainable events has emerged as an effort to minimize environmental damage through responsible management. This study aims to analyze the environmental aspect management in the implementation of sustainable events at the Indonesia Energy and Engineering Series exhibition organized by PT Pamerindo Indonesia. A descriptive qualitative approach was employed through semi-structured interviews with five members of the event team, along with document analysis. The findings indicate that the IEE Series has implemented various environmental sustainability principles, including eco- friendly transportation management, 3R-based waste management (Reduce, Reuse, Recycle), water and energy efficiency, green procurement, and digital promotion. These implementations refer to the ISO 20121 guidelines and the triple bottom line principle. However, challenges remain, such as limited participant engagement, dependence on venue- provided eco-friendly facilities, and suboptimal food waste management. This study provides recommendations to enhance participant involvement, develop internal sustainability policies, and improve sustainability evaluation in future events.