

The Implementation of Sustainable Development Goals (SDGs) Indicators at Makassar International Eight Festival & Forum 2023 by PT Festival Delapan Indonesia

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Abstract

The idea that events that have detrimental effects cannot be sustained is one that is currently being repeated by sustainable events. Makassar International Eight Festival & Forum 2023 is one of the environmental events. The purpose of this study is to evaluate how well the idea of sustainable event management has been used. No Poverty, Zero Hunger, Good Health and Well-Being, Quality Education, Gender Equality, Clean Water and Sanitation, Affordable and Clean Energy, Decent Work and Economic Growth, Industry, Innovation and Infrastructure, Reduced Inequalities, Sustainable Cities and Communities, Responsible Consumption and Production, Climate Action, Life Below Water, Life on Land, Peace, Justice and Strong Institutions, and Partnership For the Goals are some of the 17 global goals that serve as the foundation for the sustainability indicators used in this study. The author of this study employed qualitative research techniques. Interviews, document analysis, and documentation are the methods used to acquire data for this study. The primary director and attendees of the Makassar International Eight Festival & Forum 2023 served as informants for the study. The findings of this study indicate that SDG 2 Zero Hunger, one of the Sustainable Development Goals (SDGs), has not yet been achieved. The 16 global SDGs have been put into practice. Furthermore, in order to promote sustainable events, the organizers' efforts must be strengthened.

Key words: Sustainable Development Goals, Festival, Sustainable Event, Sustainability, and Management

A. INTRODUCTION

Since Indonesia is known for its natural beauty and cultural richness, the country's foreign exchange needs to be increased through the growth of the tourism industry. The tourist sector contributes around 10 billion USD to Indonesia's foreign exchange earnings, according to KEMENKEU (2023), and is a major driver of the nation's economic growth (Asonitou & Kottara, 2019). In contrast, the Organization for Economic Co-Operation and Development (OECD) reported in a report on Tourism Trend and Police 2022 that the tourism sector generated 5% of Indonesia's gross domestic revenue in 2019. This information was reported by the Ministry of Finance's Financial Media. According to data from the Central Statistics Agency, 2.5 million foreign visitors visited during the first quarter of 2023, a 508.87 percent increase over the same period in 2022.

The tourist industry is inextricably linked to the creative economy subsector, of which Industry Events is one of the service business sectors. Reporting from One of the industries that is anticipated to be able to become a pillar of Indonesia's economy in the coming years is the creative economy. As of right now, event management is one of the sectors that is expanding quickly, attracting a lot of public interest, and becoming a more crucial part of destination branding (Anataranews, 2023).

If the event industry continues to generate garbage and affect the environment, it will not be able to survive. Every kind of event will draw a crowd, and the event industry needs to take sustainability into

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account. According to Jones (2011) (in Hall, 2012), the idea of sustainability is crucial when planning events (Jones, 2017).

The idea of sustainable event management, which was taken from The Triple Bottom Line Approach, Green Meeting Industry Council in the United Nations Office in Nairobi and United Nations Environment Programme, 2012 (Sugiyono, 2018), is an adaptation of the three fundamental tenets of sustainable development: social, economic, and environmental responsibilities. In order to lessen the negative effects of organizing and carrying out festival events, event planners might try to use sustainable event management.

Based on the outcomes of the United Nations (UN) conference on sustainable development, which was held on September 25, 2015, at the UN Headquarters in New York, United States, and which was attended by 190 countries, ISO 2012:1 on sustainable events was born. The conference ratified the creation of 17 sustainable development goals (SDGs), or more simply known as sustainable development goals in Indonesian. A modification of the SDGs. The Sustainable Development Goals (SDGs) address economic, social, and environmental facets of sustainability. No Poverty, No Hunger, Good Health and Well-Being, Quality Education, Gender Equality, Clean Water and Sanitation, Affordable and Clean Energy, Decent Work and Economic Growth, Industry, Innovation and Infrastructure, Reduced Inequalities, Sustainable Cities and Communities, Responsible Consumption and Production, Climate Action, Life Below Water, Life on Land, Peace, Justice and Strong Institutions, and Partnership For the Goals are the 17 global goals and targets that were announced. With the exception of the last two years when COVID-19 struck, the Makassar International Eight Festival & Forum, which is classified as an event festival, has taken place five times since 2017. According to the (KEMENPAREKRAF) page, the 5th MIEFF took place in the Losari Beach Pavilion in Makassar City and lasted for five days, from August 23 to August 27, 2023. The Indonesian Ministry of Tourism and Creative Economy has listed MIEF as one of the Top 10 Charisma Events Nusantara. The Next Generation Treasure is this year's Makassar International Eight Forum subject. The idea behind the concept was to make this festival a part of Generation Z's cultural legacy. Fashion, food, fine arts, people, fusion music, fiction writers, flora and fauna, and cinema are the eight elements of F in F8. On July 27, 2023, the Director of PT Festival Delapan Indonesia stated on the Makassar Government's official website that the events' programs shown a certain awareness for environmental issues. Nonetheless, the Sustainable Development Goals (SDGs) encompass three aspects: social, economic, and environmental, and are not solely associated with environmental concerns.

B. RESEARCH METHOD

The researcher employed qualitative data analysis approaches in this study. According to "Sugiyono" (2018:334), data analysis in qualitative research is the act of methodically gathering and organizing information gleaned from field notes, interview results, and other sources such that it is clear and the conclusions can be shared with others. From "Sugiyono" (2018:337). Data reduction, data display, and conclusion drawing are the three data management strategies employed in this investigation. Purposive sampling, or methods based on specific concerns, is how sampling is done. Two groups were chosen as the study's sample: two attendees of the Makassar International Eight Festival & Forum 2023 and the director of PT Festival Eight Indonesia.

C. RESULTS AND ANALYSIS

SDGs 1 No Poverty

The Makassar International Eight Festival & Forum 2023's organizers have given MSME actors and the creative economy sector a platform to participate in the event, which aims to eradicate poverty in all its manifestations everywhere. Additional possibilities offered pertain to employment prospects for

disadvantaged households. Furthermore, no CSR (Corporate Social Responsibility) program exists, particularly with regard to the distribution of a portion of the festival's earnings.

SDGs 2 Zero Hunger

The objectives are to develop sustainable agriculture, attain food security and healthy nutrition, and end hunger. Regarding the Makassar International Eight Festival & Forum 2023 implementation, the organizers have not yet reduced their involvement in the program's execution, particularly with regard to food waste management, which includes providing special trash cans for food waste and distributing any remaining edibles that are still viable.

SDGs 3 Good Healty & Well Being

Ensuring a healthy existence and enhancing the welfare of individuals of all ages is the aim to be accomplished. Regarding the connection to the 2023 Makassar International Eight Festival & Forum, the organizers plan to work with Makassar City's hospitals and health groups to optimize health services. provision of healthcare facilities and medical staff, as well as health and education initiatives that aid in the event's execution.

SDGs 4 Quality Education

Ensuring the quality of inclusive and equitable education and expanding possibilities for lifelong learning for everyone are the objectives to be met. From the perspective of planning events that align with SDG 4 objectives, the Makassar International Eight Festival & Forum 2023 will be implemented. The actions taken demonstrate a strong dedication to accomplishing SDG 4 objectives. To guarantee these initiatives, cooperation between a number of stakeholders, including governments, educational institutions, and community organizations, is crucial.

SDGs 5 Gender Equality

The objective is to empower women and attain gender equality. Regarding the Makassar International Eight Festival & Forum, its organizers plan to provide a platform for the younger generation, particularly women, to showcase their abilities and express themselves in 2023. The number of participants in the International Eight Festival & Forum 2023 Makassar events and activities, including crew, talent, and stakeholders, is proof of this. The organizers' efforts demonstrate their dedication to empowering women and promoting gender equality.

SDGs 6 Clean Water & Sanitation

Ensuring universal access to and sustainable management of clean water and sanitation is the aim. In keeping with SDG 6, the Makassar International Eight Festival & Forum 2023 organizers are working to provide a few hydration stations for guests. This demonstrates the organizers' dedication to giving attendees access to clean water. However, it is important to pay attention to the limited number of water stations and make additions at various locations, particularly in populated places. A used bottle exchange scheme upon registration is another way that Makassar International Eight Festival & Forum 2023 aims to raise public awareness of the value of protecting the environment.

SDGs 7 Affordable & Clean Energy

Ensuring universal access to modern, affordable, dependable, and sustainable energy is the aim to be accomplished. The Makassar International Eight Festival & Forum 2023 organizers are starting to put the Low Emission concept into practice with their efforts to use renewable energy. Collaboration with PLN Makassar City is one of the schemes that has been put into place. The organizers' dedication to reducing greenhouse gas emissions and adverse environmental effects is demonstrated by the 80%–90% usage of environmentally suitable fuel. Another step in favor of green energy is the festival area's illumination, which is powered by solar panels and other renewable energy sources.

SDGs 8 Decent Work & Economi Growth

Increasing inclusive and sustainable economic growth, creating comprehensive and productive job possibilities, and providing decent work for all are the objectives to be met. Through a stringent vendor curation process, Makassar Organizer International Eight Festival & Forum 2023 demonstrates its dedication to achieving inclusive economic growth. The organizers' intention to give local vendors the chance to participate in the event and boost their economy is demonstrated by the use of criteria like dexterity, accuracy of employee performance, completeness of goods, occupational safety and health K3, and the use of standard safety equipment. The rigorous K3 curation procedure demonstrates the organizers' dedication to employee welfare.

SDGs 9 Industry, Innovation & Infrastructure

Building robust infrastructure, enhancing inclusive and sustainable industries, and promoting innovation are the objectives to be met. The Makassar Implementation International Eight Festival & Forum 2023 at Losari Beach demonstrates that Makassar City's infrastructure development has advanced to the point where large-scale events may be planned. This demonstrates the government's dedication to constructing robust infrastructure and fostering the growth of Makassar City's creative industries. In this instance, the organizers make the most of the available infrastructure. One creative way to reduce paper use and promote digitization is to use platforms and websites for official ticket sales.

SDGs 10 Reduced Inequalities

Reducing the disparity within and between nations is the aim to be accomplished. The Makassar International Eight Festival & Forum 2023 demonstrates efforts to close the divide between people in the nation and between nations. One tangible measure to improve international cooperation and information sharing is the attendance of visitors from friendly nations and supporting events like the Makassar Investment Forum, which has bilingual delegates and a liaison officer (LO). The fact that exhibitors from friendly nations participated to share their cultures and that translators were available at each booth demonstrates the organizers' dedication to fostering more intercultural dialogue and mutual understanding. The statement "Encourage policy adoption, especially fiscal policies, wages, and social protection, and progressively achieve greater equality" (SDG 10) is consistent with this. An obvious illustration of F8's concern for underrepresented groups and efforts to achieve diversity is the availability of an interpreter to assist deaf friends in communicating. This corresponds to point 4.b of SDGs 10, namely "Ensure equal opportunities and reduce the outcome gap, including by eliminating discriminatory laws, policies and practices, and promoting appropriate legislation, policies and actions related to such legislation and policies".

SDGs 11 Sustainable Cities & Communities

Creating inclusive, secure, resilient, and sustainable cities and settlements is the aim. One glaring example of collaboration between the business sector and the Makassar City Government in achieving an inclusive, secure, resilient, and sustainable city is the execution of the Makassar International Eight Festival & Forum 2023. The government's commitment to supporting big events in Makassar City is demonstrated by its support of accessibility initiatives by the Makassar City Government, including ease of licensing and agency collaboration. The Makassar City Transportation Office is working to reduce traffic around the venue using traffic engineering. This demonstrates care for the community's comfort and easy mobility throughout the event. On the other side, when traffic engineering forces drivers to take a longer path, it also contributes to an increase in carbon emissions, or pollution. The festival area's smoking prohibition at several locations is a good move to protect the environment from cigarette smoke and to preserve public health. The Eco-Friendly transit Campaign promotes the use of electric cars and public transit, demonstrating the organizers' dedication to a sustainable and eco-friendly event.

SDGs 12 Responsible Consumption & Production

Ensuring sustainable patterns of production and consumption is the aim to be accomplished. The Makassar International Eight Festival & Forum 2023's implementation demonstrates a commitment to achieving sustainable consumption and production through a number of measures, including: Cooperation with Vendors: maximizing cooperation with multiple vendors and PLN demonstrates the

organizers' efforts to ensure the selection of responsible and environmentally sustainable vendors; providing electric vehicles in the festival area for committee mobilization is an inventive step in reducing exhaust emissions and supporting the use of renewable energy; and choosing environmentally friendly raw materials for decoration and other purposes.

SDGs 13 Climate Action

The Makassar International Eight Festival & Forum 2023 aims to combat climate change and its effects by taking swift action. The event's implementation demonstrates its commitment to combating climate change in a number of ways, such as: Support for the reforestation & reforestation program overseen by the Makassar City Government demonstrates the organizers' concern for environmental sustainability and efforts to reduce carbon emissions; the organizers' efforts to create environmental conservation campaigns to suppress climate change should be appreciated; this demonstrates F8's dedication to raising public awareness of the value of protecting the environment.

SDGs 14 Life Below Water

The Makassar International Eight Festival & Forum 2023 aims to conserve and sustainably use marine and ocean resources for sustainable development. The event's implementation demonstrates a commitment to protecting the sea through a number of measures, including the use of the WWTP (Wastewater Management Plant) network at Losari Beach, which demonstrates F8's concern for marine cleanliness and efforts to prevent pollution. Wastewater treatment through distillation first before being discharged into the sea is the right step to minimize marine pollution. To supplement current programs, it is necessary to think about organizing sea-related events and seminars, such as displays of marine life, instruction on coral reef protection, and workshops on marine art. The use of environmentally friendly special chemicals has not yet been put into practice, albeit this should be taken into account given its significant influence on the marine ecosystem.

SDGs 15 Life on Land

Protecting, restoring, and expanding the sustainable use of terrestrial ecosystems, managing forests sustainably, halting desertification, halting biodiversity loss, and restoring land degradation are the objectives to be met. in keeping with SDG 15's objectives. This is demonstrated by a number of actions taken, including the partnership with the Environment Agency (DLH) to increase the number of plants in the festival grounds. This demonstrates the Makassar International Eight Festival & Forum 2023's dedication to promoting natural conservation and growing green areas. Animal and plant lovers can express their creativity and interact with one another at the Makassar International Eight Festival & Forum 2023. This demonstrates its dedication to promoting community involvement and assisting with nature conservation. Concern for animal health and educating guests about pets is demonstrated by the presence of veterinary medical professionals in the festival area. Healthy terrestrial ecosystems, which provide fresh air, clean water, and habitat for flora and fauna, are crucial to maintaining natural balance, which is why the Makassar International Eight Festival & Forum 2023 is working to preserve terrestrial ecosystems. Natural Disaster Prevention: Protecting terrestrial ecosystems can aid in averting landslides and floods. Enhancing Quality of Life: By supplying natural resources and ecosystem services, a healthy terrestrial ecosystem helps to enhance human well-being. Through a number of tangible actions, including cooperation with DLH and the animal and plant-loving community, the presence of veterinary medical professionals, and pet education, the Makassar International Eight Festival & Forum 2023 demonstrates its dedication to protecting terrestrial ecosystems.

SDGs 16 Peace, Justice, & Strong Institution

Strengthening inclusive and peaceful societies for sustainable development, ensuring that everyone has access to justice, and creating inclusive, accountable, and effective institutions at all levels are the objectives to be met. Through a number of initiatives, such as the theme "Next Gen Treasure," which demonstrates a commitment to bringing people together and advancing equality for all, including in terms of gender, religion, ethnicity, and race, the Makassar International Eight Festival & Forum 2023 demonstrates its commitment to fostering inclusive societies, access to justice, and strong institutions. The

organizers guarantee that all guests can have judicial access without facing any discrimination. By consistently referencing cooperation contracts with pertinent parties, Makassar International Eight Festival & Forum 2023 demonstrates its commitment to responsibility.

SDGs 17 Partnership for the goals

Strengthening implementation strategies and reviving the Global Partnership for Sustainable Development are the objectives to be met. The close cooperation between the Makassar City Government and the private sector in organizing the Makassar International Eight Festival & Forum 2023 demonstrates a commitment to establishing strong and mutually supportive partnerships. There are commitments regarding sustainable support built from The outcomes of the cooperation show a long-term commitment to achieve the Sustainable Development Goals. These are just a few of the steps that the Makassar International Eight Festival & Forum 2023 will take to demonstrate its commitment to strengthening partnerships and the implementation of SDGs 17. Additionally, sponsors who are focused on sustainability are involved.

D. CONCLUSION

Conclusion The researcher made conclusions on the implementation of the Sustainable Development Goals (SDGs) in the Makassar International Eight Festival & Forum 2023 based on the findings of the study and the discussion that was described in the previous chapter. Through a number of initiatives, the Makassar International Eight Festival & Forum 2023 demonstrates its dedication to accomplishing the SDGs. Among the SDGs objectives that have been carried out are:

- a. Empowerment of MSMEs and the creative economy sector (SDGs 1) The Makassar International Eight Festival & Forum 2023 gives MSMEs and creative economy actors a platform to expand their market reach and create employment opportunities for marginalized communities. In this instance, MSMEs rent out stalls to sell their goods, which also has the direct effect of creating jobs for Makassar residents.
- b. Providing health and education services (SDG 3) The Makassar International Eight Festival & Forum 2023 works with relevant stakeholders to improve the community's health and education, particularly for vulnerable and marginalized populations.
- c. In order to improve people's skills and knowledge, the Makassar International Eight Festival & Forum 2023's education and training program (SDG 4) organizes a variety of educational and training activities. These include workshops on weaving and recycling discarded items, as well as partnerships between Makassar City's colleges and schools that include traditional fashion shows and other competitions.
- d. The Makassar International Eight Festival & Forum 2023 offers a platform for women and the younger generation to engage and explore their potential in this area, particularly with reference to incorporating women as crew and talents (SDG 5).
- e. The Makassar International Eight Festival & Forum 2023 offers visitors and the local community access to clean water and proper sanitation (SDG 6). In this instance, there is a campaign to bring tumblr or personal drinking bottles because there are water stations at various festival locations.
- f. Utilizing renewable energy and energy-saving initiatives (SDG 7) The Makassar International Eight Festival & Forum 2023 employs energy-saving initiatives to lower greenhouse gas emissions in partnership with PLN Makassar city, including installing solar panels in the venue area.
- g. stringent vendor curation and OSH program (SDGs 8): To guarantee worker health and safety in compliance with standards, Makassar International Eight Festival & Forum 2023 employs stringent vendor curation and OSH programs. The degree of dexterity, the precision of worker performance, the completeness of the products, and the use of safety gear like helmets and harnets are some of the characteristics that are employed.

- h. In accordance with SDG 9, "empowerment, utilization, and use of platforms," the Makassar International Eight Festival & Forum 2023 uses platforms to effectively reduce paper waste and empower facilities to prevent emissions from infrastructure development.
- i. In order to foster tolerance and diversity, the Makassar International Eight Festival & Forum 2023 provides inclusion activities and fosters international partnerships (SDG 10). Activities like setting up cultural displays for participating nations, inviting representatives from invited nations, and collaborating on the Makassar Investment Forum are all examples of what was done.
- j. In order to lessen adverse environmental effects and wastewater management that has been integrated with WWTP, Makassar International Eight Festival & Forum 2023 implements a number of environmental conservation initiatives and environmentally friendly transportation programs (SDGs 11, 12, 13, 14, 15). These initiatives include programs that serve as a platform for animal and plant lovers, such as pet health examinations.
- k. Accountability and multi-stakeholder engagement (SDG 16) The Makassar International Eight festival & Forum 2023 works with a number of stakeholders and implements accountability standards. Additionally, there is no discrimination of any kind.
- l. Collaborations and partnerships for the SDGs (SDG 17) The Makassar International Eight Festival & Forum 2023 forms collaborations and partnerships with a number of stakeholders. By working together with different businesses and MSME sectors in Makassar City that work together to accomplish the SDGs

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