

**CASE STUDY: GREEN EVENT THROUGH THE USE OF RENEWABLE ENERGY IN ORGANIZING THE GET THE FEST 2022 EVENT**

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**Cestia Astutiningsih HENDRATMO<sup>1</sup>, Diena Mutiara LEMY<sup>2</sup>, H. K. Elang KUSUMO<sup>3</sup>**  
<sup>1,2,3</sup>Master of Tourism, University of Pelita Harapan Indonesia  
 Corresponding author: Cestia Astutiningsih Hendratmo  
 E-mail: [01645220024@student.uph.edu](mailto:01645220024@student.uph.edu)

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**Abstract:**  
 Events as a catalyst for tourism revival after the pandemic are the focus issues in event development in Indonesia. Events are one of the typical tourism activities with a "life experience" that provides a complete experience to tourists who travel with particular motivation. The event is a sector that can provide economic growth and multiplier effects such as job opportunities, improving destination image and growing regional income. However, along with the growth in the level of event organization, negative impacts are also visible, especially in the environmental sector. This research examines the concept of green events in Get the Fest activities, the extent to which this event can apply, and the benefits the event participants can feel directly or indirectly. This research uses a descriptive qualitative method by describing a phenomenon and presenting the data found in detail. The study found that event organizers are starting to take a more environmentally friendly approach using the green event concept. However, as an emerging trend, the concept of Green Event is broad and has different application methods. The case studied in this research in early 2024 is implementing the green event at the "Get the Fest" event, which implements environmentally friendly events through renewable energy.

**Keywords:** Sustainable Tourism, Green Event, Renewal Energy

**INTRODUCTION**

Events have influenced many interconnected economic, socio-cultural, and environmental sectors. Researchers and observers of the economy and events recognize it. According to Raj and Musgrave (2009), events and festivals are important in our lives. They exist to help celebrate occasions that occur in private life and the public interest; they bring communities together on one occasion and provide entertainment. The government also incorporates events into a strategy to publicize a message, open employment opportunities, and direct events as one of the tourism activities that can increase foreign tourist visits and the movement of Nusantara tourists. Getz (2018) said a "tourism Event" can be recognized as a unified event plan with an integrated approach to all development and marketing.

The Ministry of Tourism and Creative Economy of the Republic of Indonesia recognizes the event industry as a strategic issue with a positive impact, citing the growth of events in Indonesia as a catalyst for the recovery of tourism and the creative economy in its tourism outlook 2024 report (Kemenparekraf, 2023). Organizing an event generates a multiplier effect that benefits both locally and nationally. According to Higgins-Desbiolles (2018), event tourism is 'the systematic planning, development and marketing of planned events as tourist attractions, and their benefits to place marketing, image making, and development. The outcome of a high-quality event can enhance the destination's image; these advantages arise from event organization. According to The Future of

Travel, live experiences are more likely to bring happiness than other activities related to physical purchases. Then Jones (2017) expressed the opinion that event organizers must be able to define and adhere to the agenda of a sustainable concept.

The transformation of the organization of tourism events that event actors are currently carrying out is the implementation of sustainable events that lead to the concept of green events. The concept of a green event originates from the efforts of event actors to address environmental issues, which in turn leads to the development of sustainable events. The United Nations Environment Program (UNEP, 2009) defines green events as planned, coordinated, and implemented events to mitigate adverse environmental impacts and positively impact the implementing community. The United Nations Environment Program (UNEP) has initiated numerous programs prioritizing environmental sustainability when deciding on tourism activities.

In research conducted in Danang City, which has been named "Asia's Leading Festival & Event Destination at The World Travel Awards (WTA) at the 2016 Asia & Australasia Gala Ceremony," it was stated that the holding of an event was able to move many masses and open up opportunities for tourist movements. However, over time, the government realized the negative impacts of events on the surrounding environment and the risks to sustainable development goals. (Thu, 2022)

This awareness has led Danang City to implement the concept of green events by considering several challenges that will be faced. First, there is a risk of damage to the ecological environment that can lead to biodiversity loss and the degradation of urban quality and landscape. Second, infrastructure resource challenges include providing environmentally friendly facilities, waste management, energy consumption, and event resource management. Third, implementing a green culture in organizations and event managers is critical to success. Fourth, stakeholders' consensus, participation, and commitment are needed to achieve common goals. Fifth, promoting green messages and educating the public about protecting the environment is a priority. Finally, financial aspects, funds, human resources, strategies, and policies are essential factors that must be well organized to support the implementation of sustainable green events (Thu & Dinh, 2022).

A green event is an event that incorporates environmental consciousness to minimize the negative impact on the environment by using fewer resources and reducing waste (Mair & Laing, 2012). In organizing a green event, we need to understand the basic principles put forward by Ramely et al. (2022). To be able to promote and use green resources, stakeholders in the organizational plan should ensure the following principles are applied: traffic management to reduce the environmental impact of transportation; effective waste management to minimize waste; water management to maintain the sustainability of water resources; energy saving to reduce energy consumption; green shopping by choosing environmentally friendly products; and green promotion to increase awareness and participation in efforts to protect the environment. Dods (2012) conveys that the proper steps in following trends in implementing green events are to conduct background research to understand better motivations and barriers to implementing sustainable practices in the events industry, the second step is to research events globally to ensure best practices, what is included in a sustainable event, and the critical elements needed to assist event organizers in conducting sustainable events, the third step is to search existing green event literature to determine if there are any guidelines, certifications or benchmarks available, and last step is to review the global best practices found in the second step. There needs to be an approach for event organizers to ask about their practices and success factors. Then, by applying these principles and steps, green events can be organized more responsibly and sustainably (Ramely et al., 2022).



The United Nations Environment Program (UNEP) provides recommendations globally to combat plastic waste and encourage sustainable plastic waste management. In an article written by Yaqoob et al. (2024), it is mentioned that the Basel Convention on the Control of Transboundary Movements and Disposal of Hazardous Wastes has been signed by 188 countries, so the convention has undergone modifications that bind almost all governments (Aragaw, 2020). The Extended Producer Responsibility (EPR) waste management system, recognized as highly effective in Canada, South Korea, Europe, and Japan, covers the production of plastic pyrolysis oil (Sadhukhan & Sekar, 2022).

These concepts are essential to be known by all stakeholders in the tourism industry, especially event actors. The case study on event organization highlights the challenge of fully implementing green event principles. This research explores how Indonesia applies the green event concept to event planning. The "Get the Fest" event in Bali in 2022 serves as the case study, embodying the theme of a green event through the comprehensive use of renewable energy throughout the event implementation process. The extent to which this event applies the green event concept, whether the concept aligns with the model of a green event, and the benefits an event receives from implementing a green event can serve as benchmarks for the success of organizing a green event.

## METHODS

This research will use a qualitative analysis approach. Qualitative research describes, explores, analyzes, and understands the meaning of a problem that arises in society (Creswell & Creswell, 2018). Mukhtar & Pd (2013) assert that descriptive qualitative research aims to depict all current symptoms, circumstances, or situations as they existed during the research period. In this study, the data to be analyzed will be collected using three methods, namely interviews, observations, and document studies.

The study's population consists of the organizers and visitors of the music festival "Get the Fest," as defined by Sugiyono (2019). A sample is part of the population that the researcher wants to examine (Sugiyono, 2019). In this context, it clarifies that the researcher selects the sample from the research population based on the criteria required for the study.

## RESULT AND DISCUSSION

**Get The Fest Event Description.** Environmentalists and other communities who prioritize organizing high-quality events while also considering sustainability factors developed the new event concept, Get the Fest. The organization of Get the Fest, a music event, aims to cater to a broad audience, not just specific market segments. The mission of this event is to demonstrate how an engaging event can also impart environmental and sustainability messages to attendees, thereby raising widespread awareness of natural, cultural, and social sustainability.

Get the Fest is a music event run using fuel derived from plastic waste. It is not just a music festival but also a series of tours that utilize the same fuel from plastic waste management for visitor delivery. The music festival was held at the end of the tour, which consumed 420 liters of diesel energy. The festival features a variety of concepts, including workshops, talk shows, community gatherings, and music festivals featuring top national and local musicians.

With its initial concept, Get the Fest is trying to use energy from the event process to generate new energy during the event. The organizers creatively utilize waste from the event or the community, transforming it into a fuel source for generators or electrical energy needs during the event's organization process. The Get Plastic organization, with support from Antida Musik (Event



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Organizer), built the Get the Fest and used the pyrolysis or dry distillation method. This machine converts plastic waste into its original oil or gas form to renew energy. The process can produce new energy in fuel (gasoline and diesel), which can then be utilized for various purposes, such as driving vehicles, generating electricity, or running agricultural and fishing equipment whose energy sources come from these fuels.

In organizing this event, the organizer aims to address three fundamental aspects of sustainability: environmental, socio-cultural, and economic. The organizers have collaborated with stakeholders such as the community, environmental care communities, sustainable concept observers, associations, the private sector, and the government. Together with the community, the organizers collaborate to be able to collect existing waste to be processed, and the waste generated by the event is again managed by the community by becoming a source of income for the community (Hukom et al., 2024). We should provide education to sort and manage waste instead of hoarding garbage. In that case, we invite the community to participate in the event as an integral part of the process and equip them with methods to turn waste into income. It ensures equitable management of event waste, preventing it from becoming a pile of garbage that ends up in a landfill.

This event's creativity begins with the fact and research results that Indonesian people are considered to have no concern for the environment. The measurement parameter examines tourist visits to events with an environmental theme, indicating a significantly lower visitation level than events without this theme. Therefore, the Get the Fest event organizers are careful to attract visitors by not highlighting the theme of the environment and sustainability but prioritizing the entertainment attendees will get at the event. It also increases the number of visits and provides a more efficient way of sending messages to more visitors. Quoting what the organizer said, "Telling something to people who already know is normal, but telling new things to people who do not know is extraordinary." So, this event is environmentally friendly and does not have a specific segmentation.

The implementation of Get the Fest 2022, which embodies the concept of a green event, has garnered positive feedback from visitors. The organizers have demonstrated high seriousness in implementing environmentally friendly and transparent practices. They have refrained from making sweeping claims that the event is 100% sustainable, instead highlighting the method of converting waste into fuel as a potential solution to waste problems.

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**How to Get the Fest Relates to Green Events.** The organizers of Get the Fest recognize that the concept and goals they aim to achieve align with applying the green event concept. The organizers define a green event as one that incorporates the concept of sustainability, spanning from the initial production process to the final waste management process, and viewed from an environmental, social, business, or economic perspective. Green events cannot be defined narrowly but must be seen from a broad perspective, and these three aspects are fundamental in designing a green event.

Indonesia still has limitations on implementing events with the theme of green events. Many organizers still need to learn this concept, but many have begun implementing this event even though few practitioners have managed it gradually. From the organizer's perspective, green events



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serve as a means to implement events that prioritize waste management, have a positive social impact on society, create new jobs such as MSMEs, and promote community empowerment, among other benefits. Several organizers have raised this concept of sustainability when implementing green events. However, only a few organizers can process it properly in the field. For example, organizers implemented a waste sorting system at the event, but the waste is returned to the landfill, which means the waste is mixed again. This green event practice is complex and requires a suitable model to guide organizers, enabling them to implement the concept effectively, as in the opinion of Holmes et al. (2015), who state that sustainability must be understood as a holistic concept.

From the visitor's point of view, a green event is an excellent concept to apply, but it needs standards or rules. Judging from Get the Fest 2022, it will likely cause many production costs because much of production concentrates on minimizing the environmental impact, such as handmade decorations made from natural materials such as cardboard and wicker, which look more expensive than decorations.

**Environmental Aspects.** In terms of environmental sustainability, Get the Fest strongly emphasizes renewable energy. By utilizing the waste generated from the event process, the organizer processes it using the methods and tools that the organizer has created to be able to recycle it into fuel or new energy so that the process of organizing the event itself does not use new energy but the energy created from waste from previous events or waste collected from the surrounding area (Nurlette et al., 2024). A green event does not mean that an event should not use plastic waste, but that event organizers must be able to manage the waste generated from all processes of organizing the event.

The concept states that events produce several negative environmental impacts, and event organizers strive to mitigate some of these impacts. This environmental factor is productive in addition to providing new energy, environmental product innovation, and management that can be used as a model for other industries, especially waste management in organizing events and improving the quality of public health.

**Socio-Cultural Aspects.** Get the Fest is an event concept that offers visitors a chance to immerse themselves in the local culture of the venue area. Introducing a culture is also essential in implementing tourism events, and local music also needs to get the spotlight and attention. It is intended to provide a stage for local musicians and their culture so local arts can survive in a modern era like today, where Western currents hastened.

Apart from seeing this, the organizers of this activity also provide opportunities for the community to participate in their relationship with the process of organizing this event. Communities that play an active role can provide social stimulation by showing that the community is part of the driving force of tourism activities and can be responsible for the environment and the values they carry. The community is an integral component of tourism activities. Therefore, event organizers, industry, visitors, and the community must foster a positive relationship based on mutual respect to ensure the smooth operation of this activity as an integrated system. Although green events are primarily associated with minimizing environmental impacts, this concept has also extended to sustainable social values (Zhao & Wise, 2019).

**Economy Aspect.** The event's organization should significantly impact the economy, but a common issue is identifying the parties who stand to benefit financially. Whether the event can also prosper the surrounding community or generate global economic turnover, Organizers of the Get the Fest event conceptualize the economic aspects to include stakeholders beyond the organizers themselves. The Get the Fest Tour and Music Festival concept provides access to the community to



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participate actively in the event and the renewable energy management process. The role given is vital. It enables the community to learn the process of collecting and sorting plastic waste, which could serve as a future source of income.

This organization benefits the industry and creates new business opportunities for travel businesses and tourist villages. Interested Get the Fest tour visitors will retry the trip or spread the word to their friends and family.

At the end of the event, we can find economic benefits that are not measurable in the short term but can provide long-term benefits. Implementing Get the Fest, which carries the concept of a green event that uses renewable energy, reduces carbon emissions from one event by as much as 7600 emissions from CO<sub>2</sub> from the plastic process. Creating new energy is also an economic benefit; using energy from plastic waste offers significant economic value.

## CONCLUSION

Event practitioners in Indonesia are developing the concept of "Green Event." One of the practitioners who incorporated the concept into event planning was Get the Fest. This event established a new standard in Indonesian event implementation, focusing on three key aspects: environment, socio-cultural, and business/economy. The main thing considered in organizing this event is how to run it using renewable energy managed through all event processes or from the waste generated by the event itself. Collaborating to synergize the end-to-end process empowers the community. Get the Fest is an innovative approach by event organizers to promote sustainable tourism, focusing on environmental factors, resource empowerment, and active participation. It also incorporates moral education to raise awareness among human resources in the event sector about the entire process. This approach enhances the event's short-term impact and its competitiveness against other events.

Green events have become a concept that has begun to be deeply engaged by event industry players. However, the variety of criteria and event indicators that need to be met makes the actors unable to move according to the supposed reference. More profound research is necessary to tailor the practice of implementing green events in Indonesia to the needs of stakeholders and the field and to form a model or guideline for the Indonesian event industry.

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