

INTISARI

Sustainable event merupakan tujuan yang perlu dicapai dalam setiap kegiatan MICE, terlebih pada kondisi pascapandemi Covid-19 dengan istilah *New Normal*. Penyelenggaraan MICE juga perlu disesuaikan dengan aturan yang berlaku pada kondisi tersebut. Desa wisata memiliki potensi dalam menjalankan kegiatan MICE dengan prinsip ramah lingkungan untuk mencapai *sustainable event*. Proyek akhir ini bertujuan untuk: (1) Mengembangkan konsep *open-air meetings* berbasis *green meetings* di Desa Wisata Ledok Sambi sesuai dengan karakteristik, standar penyelenggaraan *green meetings* serta program CHSE. (2) Menyusun pedoman penyelenggaraan *open-air meetings* sebagai acuan bagi desa wisata lain untuk mencapai *sustainable event*. Metode penelitian yang digunakan yaitu deskriptif kualitatif dengan pengumpulan data melalui teknik observasi, wawancara, dan dokumentasi. Hasil dari penelitian ini menunjukkan bahwa: (1) Keseluruhan temuan berupa hasil identifikasi ketiga aspek telah memenuhi poin-poin indikator keberhasilan. Poin indikator keberhasilan tersebut di antaranya karakteristik, standar penyelenggaraan, serta program CHSE (*Cleanliness, Health, Safety, dan Environment Sustainability*). (2) Desain pedoman penyelenggaraan *open-air meetings* berisi panduan kegiatan yang mengacu pada indikator keberhasilan, konfigurasi penataan *meeting venue*, dan contoh penggunaan media *audio-visual* untuk *open-air meetings*. (3) Uji validitas terhadap seluruh *stakeholder* terkait indikator keberhasilan menunjukkan tingkat validitas yang sangat kuat sedangkan uji validitas terkait pedoman penyelenggaraan menunjukkan tingkat validitas yang cukup kuat.

Kata kunci : *Open-air Meetings, Green Meetings, Sustainable Event, Desa Wisata Ledok Sambi*

ABSTRACT

Sustainable event is a goal that needs to be achieved in every MICE activity, especially in the post-covid-19 condition with the term New Normal. The implementation of MICE also needs to be adjusted to the rules that apply to these conditions. Tourism villages have the potential to carry out MICE activities with environmentally friendly principles to achieve sustainable events. This final project aims to: (1) Develop the concept of open-air meetings based on green meetings in Ledok Sambi Tourism Village in accordance with the characteristics, standards for organizing green meetings and the CHSE program. (2) Develop guidelines for organizing open-air meetings as a reference for other tourist villages to achieve sustainable events. The research method used is descriptive qualitative with data collection through observation, interviews, and documentation techniques. The results of this study indicate that: (1) The overall findings in the form of the identification of the three aspects have met the success indicator points. The success indicator points include characteristics, standards of implementation, and the CHSE (Cleanliness, Health, Safety, and Environment Sustainability) program. (2) The design of guidelines for organizing open-air meetings contains activity guidelines that refer to indicators of success, configuration of meeting venue arrangements, and examples of the use of audio-visual media for open-air meetings. (3) The validity test for all stakeholders related to the indicators of success shows a very strong level of validity, while the validity test related to the implementation guidelines shows a fairly strong level of validity.

Keywords : *Open-air Meetings, Green Meetings, Sustainable Event, Desa Wisata Ledok Sambi*