

Model Penerapan *Sustainable Event* di PT Debindo Mitra Tama
Implementation Model of Sustainable Event at PT Debindo Mitra Tama
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Abstract

Sustainable events have become a crucial concept within the MICE (Meetings, Incentives, Conventions, and Exhibitions) industry due to their ability to generate economic, social, and cultural benefits while promoting environmental sustainability. This study aims to describe the implementation model of sustainable events at PT Debindo Mitra Tama, one of Indonesia's professional exhibition organizers (PEO). Employing a qualitative method, data were collected through interviews, observations, and documentation from five events, including both regular and special programs. The data were analyzed based on the four key sustainability aspects outlined in ISO 20121: environmental, corporate social responsibility (CSR), socio-cultural, and economic, along with the Plan, Do, Check, Act (PDCA) management cycle. The findings reveal that PT Debindo Mitra Tama has initiated several sustainability practices, particularly in the social and economic domains such as involving MSMEs, local communities, and increasing public participation. However, environmental aspects including waste management, emission reduction, and the use of eco-friendly energy remain underdeveloped. Furthermore, the company lacks a documented and structured sustainability system. The PDCA cycle has also not been fully implemented due to the absence of consistent post-event evaluation and documentation. This study recommends that PT Debindo Mitra Tama establish a written sustainability policy, develop a PDCA-based sustainability monitoring system, and formulate a roadmap toward ISO 20121 certification to enhance its institutional capacity in organizing sustainable events.

Keywords: *Sustainable Event, ISO 20121, PDCA, MICE Industry, PT Debindo Mitra Tama*