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Article Title

A Contextual Green Event Model for the Pinisi Festival: An Analysis of Implementation Gaps and Structural Barriers

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ABSTRACT

The Pinisi Festival, a UNESCO Intangible Cultural Heritage, serves as a vital tourism asset for Bulukumba Regency. However, the festival confronts a paradox: as a mass event, it possesses the potential to become the “antithesis of sustainability” due to its environmental impacts. A significant gap exists between the global discourse on green events and their factual implementation at the local level, which is constrained by specific socio-cultural conditions. This research aims to: (1) analyze the planning gaps in the green event concept for the Pinisi Festival; (2) diagnose the structural, managerial, and cultural barriers to its implementation; and (3) formulate a contextual solution model. Employing a qualitative case-study approach, primary data were collected via in-depth interviews with stakeholders and field observations, supplemented by secondary data. Thematic analysis was utilized to interpret the data across four key dimensions: transport management, waste management, eco-procurement, and green marketing. The findings indicate that green event implementation remains at a symbolic and partial initiation stage. This failure to apply green principles was concluded to be not merely technical; rather, it is rooted in three systemic barriers: structural (infrastructure limitations and high costs), managerial (the absence of technical regulations and binding standard operating procedures), and cultural (low compliance with pro-environmental behaviors). As its primary contribution, this research formulates a contextual transition framework. This model rests on three pillars: (1) revitalizing Local Government policy governance; (2) program innovation based on a synergy of culture and technology; and (3) capacity building for the local community and MSMEs.

Keywords: *Green Event; Pinisi Festival; Sustainable Event Management; Tourism Governance.*

INTRODUCTION

Global tourism currently operates within a fundamental paradox. On the one hand, the sector is a vital engine of economic growth. On the other hand, it is a significant contributor to environmental degradation and socio-cultural pressures (Marijana, 2023). A report from the UNWTO (2019) underscores this urgency, stating that sustainable tourism—which balances economic benefits with environmental and social preservation—is no longer an option but an imperative. Global trends indicate a behavioral shift among modern tourists, who are increasingly drawn to destinations that offer authentic experiences while demonstrating a tangible commitment to environmental preservation. This phenomenon is compelling tourism destinations, including event organizers, to transform their operational models from exploitative to restorative (Bramwell & Lane, 2011).

In Indonesia, this paradox is clearly manifest. The government projects tourism as a key driver of national economic growth, with ever-increasing GDP contribution targets (Limanseto, 2025). However, the acceleration of tourism development without adequate mitigation planning has demonstrably caused serious environmental impacts in various primary destinations. Case studies across Indonesian regions, such as Bukittinggi (Nofriya et al., 2019), North Toraja (Rahayu & Pratama, 2022), and the Karimunjawa Islands (Destyananda et al., 2022), consistently reveal the same pattern of issues. Increased tourist volume directly correlates with traffic congestion, a surge in waste generation, and severe pressure on the environmental carrying capacity.

In response to these challenges, the green event concept has emerged as a critical solution framework within the tourism and MICE (Meetings, Incentives, Conferences, and Exhibitions) industry (Mair & Laing, 2012). A green event is defined as an event designed, planned, and implemented in a manner that minimizes negative environmental impacts while simultaneously maximizing positive benefits for local stakeholders (Tölkes & Butzmann, 2018; Marijana, 2023). This concept requires the integration of sustainability principles throughout the entire event supply chain and its operations (Jones, 2017). This often necessitates fundamental changes in event management, ranging from improving resource efficiency to educating visitors on behavior (Laing & Frost, 2010).

In the context of cultural tourism in Indonesia, the Pinisi Festival in Bulukumba Regency, South Sulawesi, represents a case study that is both unique and urgent. This festival is not merely an ordinary maritime celebration; it is a manifestation of intangible cultural heritage, globally recognized by UNESCO (Priherdityo, 2017). This recognition, combined with its role as a regional flagship event, has significantly enhanced the area's tourism appeal. Siryayasa and Jam'an (2020) noted that the festival's staging can boost tourist visitation by up to 70%. This increase delivers direct economic impacts through the multiplier effect on the accommodation, culinary, and transportation sectors (Schechner, 2020).

Ironically, its prestigious UNESCO status and commercial success give rise to a critical empirical gap. A large-scale event attracting tens of thousands of visitors is inherently the "antithesis of sustainability" (Marijana, 2023). Such events generate a massive carbon footprint, significant waste volume, and substantial resource consumption. Without serious sustainability management intervention, the Pinisi Festival risks damaging the very assets it markets: natural preservation (beaches) and cultural sanctity (traditions). A similar paradox is observed at another UNESCO site in South Sulawesi, the Maros-Pangkep Geopark, where international recognition has not yet aligned with sustainable practices and local investment realities (Rahman et al., 2025).

Theoretically, various studies have offered models and standards for sustainable event management, such as the ISO 20121 standard or other practical frameworks (Jones, 2017; Ramely et al., 2022). These studies generally identify several key dimensions that must be managed. In this research, these dimensions are focused on four primary aspects—*first*, Transport Management, to manage mobility and emissions (Hasibuan et al., 2025). *Second*, Waste Management addresses sanitation issues (Laing & Frost, 2010). *Third*, eco-procurement is used to ensure environmentally friendly supply chains (Đurić et al., 2025). *Fourth*, Green marketing involves authentically communicating sustainability values (Peattie & Crane, 2005).

Although these theoretical models are well-established, the primary theoretical gap lies in their implementation. Numerous studies reveal a substantial gap between

sustainability commitments and actual practices (Maguire, 2022). Often, the application of green event principles is merely symbolic or “cosmetic” (Jones, 2017). This is hindered by various factors, including prohibitive costs, a lack of management support (Devenish & Moital, 2019), and weak regulatory frameworks, as well as inadequate facilitation from local government (Maguire & McLoughlin, 2020). A study in Danang, Vietnam, also confirms that the primary challenges in green event implementation are stakeholder coordination and infrastructure availability (Thu & Toàn, 2022).

This implementation gap is highly relevant in the context of planning at the district/city level in Indonesia, including Bulukumba. Although numerous studies on tourism in Bulukumba have been conducted, their focus remains limited to describing attraction potential (Syahrial & Badollahi, 2020), the architectural design of facilities (Hidayat et al., 2021; Nurman et al., 2022), or general cultural preservation (Ramadhani et al., 2025). Very few studies have specifically analyzed the management of the Pinisi Festival using a systematic green event framework. No study has yet dissected the structural, managerial, and cultural challenges impeding the transformation of this iconic festival toward more sustainable practices. It is critical that successful stakeholder collaboration (Arafat et al., 2022; Getz & Page, 2024) and integration with local culture (Dwiatmadja et al., 2019) are key to its success.

Therefore, this research aims to fill these gaps. The primary focus is to analyze the green event concept planning for the 2025 Pinisi Festival. Specifically, this study aims to: (1) analyze the green event planning based on the four key dimensions (transport management, waste management, eco-procurement, and green marketing); (2) identify the structural, managerial, and cultural challenges in its implementation; and (3) formulate a contextual solutions framework for Bulukumba Regency. Theoretically, this research contributes to the event management literature by presenting an in-depth case study on the adaptation of global green event models within the context of a maritime cultural festival in a developing nation. Practically, the findings provide strategic guidance and actionable policy recommendations for the Bulukumba Regency Government, event organizers, and the local community to transform the Pinisi Festival into a benchmark for sustainable tourism in Indonesia.

METHOD

This research employs a qualitative approach utilizing a case study design. The qualitative approach was selected for its capacity to gain an in-depth understanding of the complex phenomena related to stakeholder perceptions and experiences, which cannot be measured quantitatively (Creswell, 2013). A case study design was employed due to the research’s particularistic and in-depth focus on a single phenomenon: the planning of the 2025 Pinisi Festival green event concept in Bulukumba Regency. The Pinisi Festival was selected as a critical case. This designation is based on its prestigious

status as a UNESCO Intangible Cultural Heritage, which confronts a paradox between cultural preservation and potential environmental impacts. This status renders it an ideal subject for analyzing gaps in sustainability implementation.

The research was conducted in Bulukumba Regency, South Sulawesi, focusing on the primary festival venues, such as Mandalaria Beach and Merpati Beach. Data collection occurred during the festival's preparation and implementation period, from March to October 2025. Primary data were obtained through two main techniques. *First*, semi-structured in-depth interviews were conducted with ten (10) key informants selected via purposive sampling. Informants were chosen based on the relevance of their roles and their knowledge of the research topic. These informants included event organizers (committee), local government officials (Tourism Office, Environmental Office), Micro, Small, and Medium Enterprise (MSME) actors, local community representatives, and festival visitors. *Second*, systematic non-participant observation was employed to examine the on-the-ground realities regarding transport management, waste management facilities, eco-procurement practices, and the promotional media used. This primary data was supplemented by secondary data from a document review, which included news releases, festival promotional materials, and regional tourism reports.

All collected data—comprising interview transcripts, observational field notes, and secondary documents—were analyzed using the interactive thematic analysis model proposed by [Miles et al. \(2014\)](#). This analytical process proceeded through three simultaneous, rather than linear, flows. The first flow was data reduction. At this stage, the researcher conducted open and focused coding of all raw data to identify relevant patterns, concepts, and categories. The second flow was data display. The reduced data were presented systematically in matrices and narratives. Crucially, at this juncture, the data were grouped to address the three research objectives: data related to planning, data related to implementation challenges, and data related to solution formulation. This data was further categorized according to the four primary green event dimensions central to this study (transport management, waste management, eco-procurement, and green marketing). The third flow was conclusion drawing/verification. In this final stage, the researcher drew meaning from the displayed data, compared it against the theoretical framework, and iteratively verified the findings throughout the research process.

To ensure the validity and trustworthiness of these qualitative findings, the researcher employed triangulation techniques to enhance the credibility of the results. Two types of triangulation were utilized. *First*, source triangulation was conducted by comparing and cross-checking data from diverse informant groups (e.g., comparing statements from event organizers with findings from visitors or MSMEs). *Second*, methodological triangulation was implemented by comparing data obtained from in-depth interviews with data recorded through field observation and supported by

secondary documents. This triangulation process ensures that the findings presented in this research possess strong credibility and reflect a holistic understanding of the phenomenon under investigation.

RESULTS AND DISCUSSION

A. Contextual Description and General Overview of the 2025 Pinisi Festival

The Pinisi Festival is a cultural event specifically designed to celebrate the maritime heritage of Bulukumba Regency. This event functions not merely as temporary entertainment; it has become a strategic instrument for the Bulukumba Regency Government to promote the destination, strengthen local identity, and preserve the revered Pinisi shipbuilding tradition. Its regular annual staging has transformed the festival from a simple local celebration into one of South Sulawesi's primary cultural tourism attractions, drawing both domestic and international visitors.

The festival's significance escalated substantially after UNESCO designated the "Art of Pinisi Boatbuilding" as an Intangible Cultural Heritage of Humanity in 2017 ([Priherdityo, 2017](#)). This international recognition conferred global legitimacy upon the Pinisi's cultural value while simultaneously raising public expectations for the quality of the festival that serves as its showcase. This UNESCO status places the Pinisi Festival in a paradoxical position: it is mandated to promote cultural heritage, yet it risks sacrificing environmental sustainability—which is, in fact, an integral part of the Pinisi philosophy itself—due to the impacts generated by mass tourism.

Philosophically, the Pinisi shipbuilding tradition is steeped in the values of local wisdom (*pappasang*). These values honor the harmony between humans (represented by the master boatbuilders or *Panrita Lopi*), nature (in the form of timber resources), and spirituality. This wisdom is part of the broader maritime identity in South Sulawesi ([Syafuruddin et al., 2024](#)). The Pinisi Festival, in its ideal context, is a celebration of this harmony. However, secondary data findings indicate that in practice, the festival's function has shifted strongly toward a tourism industry oriented on economic growth and increased visitation.

This functional shift is confirmed by tourism impact data from previous events. A study by [Siryayasa and Jam'an \(2020\)](#) found that the Pinisi Festival led to a significant increase in tourist numbers, reaching 70% higher than in typical months. This massive surge, while economically beneficial, inherently creates significant ecological pressure on the destination. This pressure is primarily related to waste volume, energy consumption, and transportation emissions. This data serves as the primary empirical justification for why a green event analysis is crucial for this festival.

This research focuses on the 15th Pinisi Festival, held from October 23 to 25, 2025. Based on field observation, this year's event was centered in two main locations with distinct characteristics. The first location, Merpati Beach, is situated in downtown Bulukumba and serves as both a ceremonial site and an MSME exhibition area. The second, Mandalaria Beach, is the primary marine tourism area and serves as the location for traditional rituals and nautical attractions. This two-location choice reflects an event distribution strategy; however, it simultaneously complicates logistical challenges, particularly in transportation and waste management.

Based on field findings, the 2025 Pinisi Festival involved a complex constellation of stakeholders. In accordance with the [Getz and Page \(2024\)](#) framework, these stakeholders can be categorized into four main groups, whose roles were observed during the research period.

The first and primary group is the Bulukumba Regency Local Government, which acts as the initiator, primary facilitator, and budgetary authority. The Office of Tourism, Youth, and Sports (Disparpora) serves as the leading sector coordinating the event agenda. The local government's involvement also extends to other technical agencies, such as the Office of Environment and Forestry (DLHK), responsible for sanitation management, and the Transportation Office (Dishub), which manages traffic engineering. The South Sulawesi Provincial Government also provided support, particularly in promotion and budgeting, given the event's status in the Karisma Event Nusantara (KEN) calendar ([Sulselprov, 2025](#)).

The second group is the local community, which acts as the "spirit" or core of the festival's authenticity. Observational findings revealed the central role of the master boatbuilders (*Panrita Lopi*) and ritual leaders (*Anrong Gurunta*) in leading traditional processions, such as the boat-launching ritual (*Annyorong Lopi*). The involvement of the indigenous community in Kajang and the local society in Bira is also crucial for presenting cultural attractions ([Syafuruddin et al., 2024](#)). They are the guardians of the cultural heritage, yet they are simultaneously the party most directly impacted by tourism activities in their region.

The third group comprises the private sector, including sponsors, vendors, and Micro, Small, and Medium Enterprises (MSMEs). Field observation at Merpati Beach revealed the participation of dozens of MSMEs, particularly in the culinary, craft, and fashion sectors. These MSMEs function as direct economic drivers during the festival. Professional vendors (local Event Organizers) were involved in supplying technical infrastructure such as stages, lighting, and sound systems. Sponsors, from both State-Owned Enterprises (SOEs) and private corporations, provided financial support in exchange for brand visibility.

The final stakeholder group is visitors (tourists) and the media. Visitors are the primary target audience. Their participation and behavior critically determine the event's success and its impacts. The media, both local and national, along with social media influencers, function as information disseminators and agents of festival branding.

The organizational context of the 2025 Pinisi Festival reveals a complex system where the interests of cultural preservation (UNESCO), economic tourism targets (Local Government, MSMEs), and mass participation (visitors) converge. It is within this context that this research dissects the on-the-ground realities of the four green event dimensions: transportation, waste, eco-procurement, and green marketing.

B. Field Findings

1. Transportation Management Gaps

Primary research findings identified that the transport management dimension was one of the most crucial yet problematic aspects of the 2025 Pinisi Festival. Based on data triangulation from in-depth interviews, participatory observation, and field documentation, a significant gap was revealed between visitor mobility needs and the transportation capacity and strategies provided by the organizers. This gap manifested in three primary findings: the limited availability of public transportation, the overwhelming dominance of private vehicles, and the inadequate dissemination of transportation information.

The first finding was a structural limitation in providing adequate and integrated public transportation. In-depth interviews with key informants from the organizing body (Tourism Office) confirmed that collective transport planning had not been a primary priority. The local government's initiative to provide shuttle buses, although existing, proved to be extremely limited. The number of vehicles was not proportional to the predicted volume of visitors, especially on the high-traffic routes to Mandalaria Beach and Merpati Beach.

An informant from the Transportation Office (Dishub) reinforced this finding, stating:

"Shuttle buses do exist, but the units are very limited. We have coordinated, but the constraint is classic: a limited regional budget to rent environmentally friendly fleets or increase trip frequency. Therefore, it serves more as a supplement, not the primary mode of transport."

This limitation was exacerbated by the absence of a regular public transport system (such as city transport or pioneer buses). There were no fixed routes or schedules from downtown Bulukumba to the Mandalaria Beach tourism area, which is relatively distant. Consequently, visitors lacked a credible and efficient alternative for collective transportation.

The second finding, a direct consequence of the first's failure, was the absolute dominance of private vehicle usage. Field observations during the three-day event at both locations (Merpati Beach and Mandalaria Beach) revealed extremely high traffic density. This density occurred primarily during the peak hours of the event's opening and closing. The majority of visitors, both local and domestic, relied on private cars and motorcycles. This phenomenon directly contributed to severe congestion at vital points, such as the entrance to the Mandalaria Beach area and the makeshift parking areas around Merpati Beach.

This dominance of private vehicles was not a preference, but rather a necessity resulting from an information vacuum. A visitor interviewed in the Mandalaria Beach parking area stated:

"We preferred to bring our own vehicle because we did not know there were shuttle buses. Information about public transport was almost non-existent on the festival's social media. Rather than face uncertainty, it felt safer to bring a car, even though we knew it would mean severe traffic."

This quote indicates that the primary issue was not visitor reluctance to use public transport, but rather the organizers' failure to provide the service and communicate its availability.

The third finding was a systemic failure in the dissemination of transportation information. A review of the festival's official social media accounts (Instagram) and the Bulukumba Local Government tourism website showed that promotional content focused almost exclusively on event schedules, guest stars, and cultural attractions. Vital information regarding transport options, official parking zone locations, shuttle bus schedules, or traffic engineering maps was almost entirely unavailable. This information vacuum created confusion among visitors and exacerbated the on-the-ground situation.

Amidst the vacuum of formal transportation services, field observation identified the emergence of informal, community-based transportation initiatives. Several residents near Mandalaria Beach and Merpati Beach spontaneously offered motorcycle taxi (*ojek*) services and car/motorcycle rentals. Although this initiative demonstrated local economic resilience, its operation was non-standardized. Interviews with the local community noted the absence of clear pricing, minimal safety standards (e.g., a lack of helmets for *ojek* passengers), and that these services often contributed to congestion by waiting for passengers on the roadside.

The derivative impacts of the above findings were identified through interviews with other stakeholder groups. MSME actors participating in the

exhibition at Merpati Beach complained that severe congestion and poor parking management often hindered their distribution and logistics mobilization. *"Our merchandise is often late arriving at the venue because the supplier's vehicle gets stuck in traffic at the entrance,"* said a culinary stall owner. This finding indicates that the failure of transport management not only impacted carbon emissions and visitor comfort but also directly harmed the economic activities of the MSMEs that were part of the festival itself.

2. Waste Management Failures

Alongside transport management, primary research findings identified waste management as the most conspicuous failure in applying green event principles at the 2025 Pinisi Festival. Data from participatory observation at both event locations (Merpati Beach and Mandalaria Beach) revealed an extremely high volume of waste generation. This volume was absolutely dominated by single-use plastics. Trash bags were seen overflowing at numerous points, even outside the provided receptacles. Some waste was observed discarded onto the shoreline, especially following the peak ceremonial events.

The first finding was the functional failure of the provided waste-sorting infrastructure. Although organizers had supplied several sorted waste bins (labeled "organic" and "non-organic"), field observation consistently showed that these facilities did not function as intended. Waste was found mixed in both types of bins. There was no significant difference between the contents of the organic and non-organic receptacles; both were filled with plastic bottles, food packaging (polystyrene/plastic), food scraps, and tissues. These facilities, *de facto*, functioned only as mixed waste collection points, rather than as instruments for source separation.

This functional failure was confirmed through in-depth interviews with sanitation workers in the field. An informant from the Office of Environment and Forestry (DLHK), tasked with supervising waste transport, stated:

"Those sorted bins are actually pointless. The visitors themselves pay no attention. All the trash is just mixed, as long as it goes in. So, when we transport it to the Temporary Disposal Site (TPS), it's all mixed up again. It is very difficult to sort it when it is already like this."

The quote highlights two problems simultaneously. *First*, the infrastructural failure resulting from low visitor compliance (behavioral). *Second*, a systemic downstream failure occurred, where no effective mechanism existed for further sorting after the waste was transported from the event location.

The second finding was the identification of the primary waste source: the culinary MSME sector participating in the festival exhibition, particularly

at Merpati Beach. Observation of dozens of food and beverage stalls revealed that nearly all vendors (estimated to be more than 90%) still relied completely on single-use packaging. Plastic cups for drinks, polystyrene plates and clear plastic containers for food, as well as plastic straws and cutlery, were used extensively. This packaging was the largest contributor to non-organic waste generation at the festival site.

Interviews with MSME actors revealed the primary reasons behind this practice, which are rooted in economic factors and the absence of regulation. One beverage vendor noted:

"We know plastic cups become waste. However, if we must use eco-friendly packaging, such as the cornstarch-based material, the price is significantly higher. It can be three to four times the cost. Our profit margins would become very thin."

Another vendor added, addressing the lack of regulation from the organizers:

"There were no mandatory rules from the committee. No prohibition on using plastic or Styrofoam. The main requirements were that we pay the stall rental fee and maintain cleanliness around our stall. So, naturally, we use what is most practical and least expensive."

These interview findings indicate that the non-ecological practices by MSMEs were not based on ignorance. Rather, they were based on rational cost calculations and exacerbated by the absence of strict eco-procurement standards or guidelines from the organizers.

The third finding, complementing the first and second, was the low awareness and participation of visitors in waste management. Observation of visitor behavior showed that efforts to dispose of trash in bins were visible. However, awareness regarding waste sorting was nearly non-existent. Visitors tended to discard waste in the nearest receptacle they found, without regard for the sorting labels. Furthermore, in crowded areas far from any bins (e.g., performance viewing areas), light waste, such as plastic bottles and snack packaging, was often left behind in seating areas or on the beach sand.

Overall, the findings in this dimension demonstrate a collective failure in waste management. This failure is systemic in nature, involving three primary actors. *First*, the Organizers failed to provide adequate infrastructure and binding regulations. *Second*, the MSME Actors, who became the primary source of plastic waste due to cost factors and a lack of incentives/disincentives. *Third*, the Visitors, who demonstrated low participation in waste sorting.

3. Absence of Eco-Procurement Standards

Research findings on the third dimension, eco-procurement, reveal a direct correlation with the failures in waste management. Data triangulation

from observations of MSME stalls and in-depth interviews with organizers and business operators confirmed that the principle of sustainable procurement has not yet become a criterion or standard in the planning and execution of the 2025 Pinisi Festival. This absence of standards effectively legitimizes non-ecological practices at the vendor level and serves as the root cause of the massive use of single-use materials.

The first finding from field observation in the MSME exhibition area (Merpati Beach) was the absolute dominance of non-eco-friendly materials within the festival's supply chain. Consistent with the waste management findings, nearly all culinary stalls used packaging made from plastic and polystyrene. Furthermore, observation of non-culinary stalls (e.g., souvenirs and fashion) also revealed the unrestricted use of disposable plastic bags as the primary shopping bags for visitors. No initiatives were observed at the vendor level to utilize alternative materials, such as recycled paper bags, cassava bags, or other eco-friendly packaging options.

The second finding was the identification of the root cause on the part of MSME actors: namely, a combination of cost barriers and the absence of regulation. In-depth interviews with vendors confirmed that the decision to use plastic and polystyrene was a rational choice based on economic calculations. One vendor stated:

"If we have to switch to eco-friendly packaging, the cost is higher. We have surveyed the market; the price of a paper bowl or a food-grade container can be one to two thousand rupiah more per piece. There is also no rule from the committee about this, so we just keep using regular plastic."

This quote underscores that the cost factor is the primary barrier preventing MSMEs from making a voluntary green transition.

In addition to cost barriers, MSME actors also highlighted issues of availability and accessibility. A souvenir stall owner added:

"Where are we supposed to find suppliers for eco-friendly packaging here in Bulukumba? It is difficult. Even if one exists, we would have to order from Makassar, and the shipping costs are also high. It is different from plastic bags, which can be purchased wholesale at the market at any time. Honestly, if the committee wanted to, they could have provided a supplier or coordinated it."

This interview finding suggests that the eco-procurement issue is not merely a matter of price, but also one of establishing a supply chain that has yet to be established at the local level.

The third and most fundamental finding was the confirmation from the organizers themselves regarding the absence of eco-procurement standards

and regulations. An interview with an informant from the Tourism Office (acting as the organizer) revealed that the primary focus in vendor and MSME recruitment was on administrative compliance, product variety, and commitment to stall rental payments. The aspect of material sustainability or eco-friendly practices was not listed as a requirement or assessment criterion in the vendor contracts.

A key informant from the organizing team stated:

“To be frank, eco-procurement standards are not yet part of our Standard Operating Procedures (SOP). We have not gotten to that point yet. We are still focused on drawing a large crowd and ensuring the MSMEs have high sales. There are no technical regulations requiring vendors to use material A or prohibiting material B.”

This regulatory vacuum creates a situation where organizers indirectly “permit” the massive use of non-eco-friendly materials. This finding suggests that eco-procurement is not yet considered an integral part of festival planning. It is still considered an optional element (an “add-on”) rather than an urgent component for implementation.

4. The Green Marketing and Promotion Paradox

Research findings on the fourth dimension, green marketing and promotion, reveal a fundamental dissonance or paradox. On the one hand, interviews with organizers (from the Tourism Office) indicated an initial awareness of the importance of “green” branding, aligning with global tourism demands. On the other hand, primary data from digital content observation and interviews with visitors and the community showed that the communication strategy executed on the ground remained conventional. This strategy was inconsistent and failed to integrate the sustainability message as a primary narrative.

The first finding was a strong reliance on physical (conventional) promotional media. This practice directly contradicts green event principles, particularly in terms of waste reduction and sustainability. Field observations at various strategic points in Bulukumba Regency—such as main intersections, the city center, and entrance gates to the tourism area—revealed the installation of billboards, banners, and pennants made of vinyl (plastic) in massive numbers. Ironically, the effectiveness of this conventional media was acknowledged by visitors, which simultaneously indicates a failure in the reach of digital media.

A visitor interviewed at the Mandalaria Beach location stated:

“I knew about the Pinisi Festival from a large billboard in the city, not from Instagram. I do follow the festival’s Instagram account, but the information on social media is incomplete; it is mostly about the ceremonial aspects.”

This quote confirms the findings related to transport management and waste management. The failure to disseminate practical information (such as shuttle bus schedules or waste sorting rules) via digital media forced organizers to rely on non-eco-friendly physical media to ensure the delivery of basic event information.

The second finding was the result of observation (content analysis) of the festival's official social media platforms (Instagram and Facebook). These platforms were acknowledged by organizers as the primary digital promotion channels. A systematic review of content posted during the one month preceding the event (pre-event) revealed that the primary focus of the promotional narrative was on performance schedules and ceremonial agendas, introducing guest stars and attending officials, as well as promoting cultural attractions (e.g., traditional rituals and boat exhibitions).

Within this entire body of digital promotional content, narratives dedicated to green event education were identified as extremely minimal. These narratives were sporadic and non-integrated. No dedicated posts were found that comprehensively educated the audience regarding: explicit calls to bring personal reusable bottles (tumblers), visual guides on how to sort waste at the venue, prohibitions on single-use plastics, or detailed information on parking zone locations and public transport/shuttle bus schedules.

The third finding was the identification of a credibility gap, or paradox, between the message and on-the-ground practice. Interviews with informants from the local community (environmental activists) and eco-conscious visitors revealed skepticism toward the "green" branding being promoted by organizers. These minimal sustainability messages were perceived as inconsistent with the on-the-ground reality.

An informant from the local community stated:

"On their (the festival's) Instagram, they did briefly mention a 'sustainable festival'. However, that is just symbolic. The reality on the ground is that the committee still allows MSME stalls to use Styrofoam and plastic everywhere. So, the promotion is inconsistent; it does not match the reality."

This interview finding suggests that partial green marketing efforts—limited to symbolic posts unsupported by on-the-ground regulatory enforcement (such as eco-procurement standards)—ultimately fail to build credibility. Organizers were identified as still prioritizing the promotional function of attracting crowds (the quantity/economic aspect). They have not yet utilized media as an educational instrument to change visitor behavior (the quality/ecology aspect).

C. Planning Analysis: The Gap Between Symbolic Commitment and Factual Implementation

The empirical findings presented in the previous discussion collectively reveal a consistent pattern. The failure to implement green event principles at the 2025 Pinisi Festival does not stem from a lack of initiative; rather, it is rooted in fundamental planning levels. An in-depth analysis of these findings, addressing the first research objective, indicates a significant gap between symbolic sustainability discourse and factual, on-the-ground implementation. Green event planning was identified as being partial, reactive, and not holistically integrated into the festival's management blueprint.

Theoretically, large-scale events are often considered the “antithesis of sustainability” (Marijana, 2023), given their temporary nature, which produces concentrated environmental impacts. Bridging this paradox requires a rigorous management system (Jones, 2017). The findings at the Pinisi Festival indicate that sustainability planning failed to transition from a mere concept into binding Standard Operating Procedures (SOPs). The absence of eco-procurement standards in MSME contracts effectively “permitted” the massive use of single-use plastics. This failure confirms that festival planning still prioritizes ceremonial and economic aspects (i.e., attracting crowds), while ecological aspects are still treated as secondary.

Further analysis reveals that this planning gap is rooted in the weak role of the regulator—in this case, the Local Government. The findings in Bulukumba strongly align with studies by Maguire and McLoughlin (2020) and Maguire (2022), which identify a chronic gap between sustainability commitments at the policy level (macro-level) and implementation failures at the technical planning level of the event (micro-level). The interviews with organizers (Tourism Office), who acknowledged the absence of technical SOPs and the minimal budget allocation for shuttle buses, reflect the Local Government's planning failure to facilitate green infrastructure.

This planning failure is also reflected in the communication and promotion dimension. The organizers' decision to prioritize digital promotion of ceremonial aspects (guest stars, schedules) over practical education (waste rules, shuttle bus schedules) was a strategic planning choice. This decision, coupled with the reliance on vinyl billboards, indicates that the communication planning has not yet adopted an authentic green marketing framework. Instead of functioning as an educational instrument for behavioral change (Tölkes & Butzmann, 2018), the digital promotion risks falling into the trap of symbolic greenwashing—a critique long identified in the literature (Peattie & Crane, 2005; Jones, 2017).

Furthermore, green event planning should adopt a systematic sustainable management model, such as the Plan-Do-Check-Act (PDCA) cycle (Jones, 2017).

Findings from the Pinisi Festival indicate that this process stalled at a highly conceptual 'Plan' stage (i.e., green branding discourse). The process failed in the 'Do' execution (implementing eco-procurement SOPs and providing transport) and 'Check' stages (monitoring waste sorting and overseeing vendor behavior). The planning undertaken more closely resembled conventional event management, focusing only on smooth logistics and security (Getz & Page, 2024), rather than integrating sustainability indicators (UNWTO, 2019).

This situation was exacerbated by a planning failure in stakeholder coordination, a crucial factor identified by Arafat et al. (2022) and Ramely et al. (2022). The finding that MSMEs felt unregulated, visitors remained uninformed, and the community felt skeptical demonstrates a planning failure in orchestrating stakeholders under a single, unified vision of sustainability. Thus, it can be concluded that the green event planning for the Pinisi Festival remains at a symbolic stage. The 'green' label is utilized as an add-on identity, rather than as the core of the management strategy (Jones, 2017).

D. Analysis of Challenges: A Diagnosis of Structural, Cultural, and Managerial Barriers

The preceding analysis confirmed that the failure to implement the green event concept at the 2025 Pinisi Festival is rooted in planning weaknesses. The next step in this discussion, addressing the second research objective, is to identify the barriers (challenges) that led to the failure of this planning in its execution. The research findings indicate that these challenges are not singular; rather, they are multidimensional, encompassing structural (infrastructure and cost), managerial (policy and coordination), and cultural (behavior and awareness) barriers.

The first challenge identified involves structural and managerial barriers. Studies on event greening practices consistently identify financial costs, a lack of top management support, and an absence of control over infrastructure as primary barriers (Mair & Laing, 2012; Devenish & Moital, 2019). The findings at the Pinisi Festival clearly confirm this diagnosis. In the eco-procurement dimension, the main barriers voiced by MSMEs were high costs and difficult access to eco-friendly material supply chains. The absence of SOP standards from the committee (a managerial barrier) exacerbated this condition. This regulatory vacuum created a situation where non-ecological practices became the most rational choice for MSMEs (Đurić et al., 2025).

Structural barriers were also evident in the transportation dimension. The failure to provide adequate shuttle buses due to budgetary constraints directly led to the dominance of private vehicles (Cudny, 2016; Getz & Page, 2024). This finding is highly consistent with the study by Hasibuan et al. (2025) at Taman Safari Indonesia. That study quantitatively proved that dependence on private,

fossil-fueled transportation is the largest contributor to the carbon footprint in tourism activities. The managerial failure to provide accessible public transport information further exacerbated the situation. It indicates that both physical infrastructure and information infrastructure were equally deficient.

The second challenge involves cultural barriers. This barrier refers to the collective behavior and awareness of stakeholders, particularly visitors and MSME actors. Findings regarding waste management issues revealed that the failure of waste sorting was not solely caused by a lack of facilities, but also by low visitor compliance. The green event literature asserts that the primary problem in festival waste management is often not the technical aspect of the facilities, but rather the audience's behavior and awareness (Laing & Frost, 2010). The Pinisi Festival demonstrated that providing sorted waste bins becomes futile unless supported by massive educational campaigns and effective on-site supervision (social control) (Andersson & Lundberg, 2013).

Furthermore, the analysis of findings on green marketing issues reveals that educational efforts to change this behavior are not yet a priority for organizations. The failure of digital promotion to educate the public (beyond simply promoting the event) caused the festival to lose momentum. It lost its potential to act as a medium for pro-sustainability learning. This is significant, as studies such as Tölkes and Butzmann (2018) show that events possess significant potential to motivate changes in visitor behavior. However, this can only occur if the sustainability communication is designed specifically and consistently.

The third challenge is to demonstrate that these problems are systemic within the Indonesian tourism context, rather than anomalies unique to Bulukumba (Syahril et al., 2025). The findings at the Pinisi Festival (unmanaged waste, transport congestion) mirror similar issues identified in various primary destinations in Indonesia. A case study in Bukittinggi City revealed identical problems related to congestion and increased waste generation resulting from centralized tourism activities (Nofriya et al., 2019). Similarly, studies in the Karimunjawa Islands and Toraja have both identified waste management and visitor density as crucial challenges that threaten the environmental carrying capacity (Destyananda et al., 2022; Rahayu & Pratama, 2022).

This comparative context is essential to affirm that the challenges Bulukumba faces are structural at the national level (infrastructure, regulation, culture). When compared to international case studies, such as Danang City, Vietnam (Thu & Toàn, 2022), the challenges faced are similar (infrastructure, stakeholder commitment, implementation of a green culture). However, the policy response in Danang was identified as being more structured. This indicates that the Pinisi Festival confronts a dual challenge: internal barriers (managerial and cultural) coupled with external barriers (minimal supporting infrastructure at the regional level).

The final diagnosis narrows to the specific challenges at the MSME level. Findings on eco-procurement and waste management issues indicate that MSMEs are among the largest producers of plastic waste during this event. It aligns with research by [Hasan et al. \(2024\)](#) in Makassar, which also highlighted the waste potential of the culinary MSME sector. The absence of eco-procurement standards from the organizers, as criticized by [Đurić et al. \(2025\)](#), places MSMEs in a difficult position. Without clear regulation, financial incentives, or supply chain facilitation, it is unlikely that MSMEs will be able to bear the financial burden of the green transition alone. Therefore, the Pinisi Festival's greatest challenge is translating its macro-sustainability vision into micro-technical regulations that are both binding and equitable for business operators on the ground.

E. Solution Formulation: A Contextual Recommendation Model for a Sustainable Pinisi Festival

The diagnosis of planning weaknesses and implementation barriers necessitates the formulation of a systematic solutions framework, addressing the third research objective. Analysis indicates that a green event solution for the Pinisi Festival cannot uncritically adopt generic global models. An effective solution model must be contextual, adaptive to Bulukumba's socio-cultural conditions, and focused on strengthening stakeholder collaboration ([Ramely et al., 2022](#)). This solution formulation is built upon three main pillars: (1) governance and policy revitalization; (2) culture and technology-based program innovation; and (3) capacity building for the local community and MSMEs.

The first pillar is governance and policy revitalization. This pillar directly addresses the managerial and structural challenges. The success of sustainable tourism is highly dependent on effective governance ([Bramwell & Lane, 2011](#)). The fundamental recommended solution is that the Bulukumba Regency Local Government should shift from its role as a passive facilitator to that of a proactive regulator. It can be realized through the establishment of binding Green Event Technical Regulations/Guidelines. These guidelines must include mandatory eco-procurement standards and incentive/disincentive mechanisms for vendors, MSMEs, and sponsors ([Holmes et al., 2015](#); [Đurić et al., 2025](#)). Integrating sustainability principles into regional planning documents, as exemplified in studies on SDG integration at the village level, is a crucial step ([Ulandari et al., 2024](#)). This step is necessary to guarantee consistency and budget allocation for green infrastructure (e.g., shuttle buses and sorting facilities).

The second pillar is program innovation that integrates culture and technology. This pillar addresses cultural (behavioral) and promotional challenges. The solution for the Pinisi Festival should not prioritize ecology over culture, but rather integrate the two. This model has proven effective in Bali, where the green

event concept is synergized with local cultural values (Dwiatmadja et al., 2019). The Pinisi Festival can reposition its green marketing with the narrative that “protecting the sea” (the waste issue) is an inherent part of the “Pinisi culture.” Technically, digital innovation is key. As in the case study of the Salo Karajae Festival in Parepare (Sirayayasa et al., 2024), the use of digital technology (Goldblatt, 2011) must transcend mere promotion. This technology must transition into a tool for education, transportation management (real-time shuttle bus information), and electronic ticketing (e-ticketing) to reduce paper waste (Peattie & Crane, 2005).

The third pillar is the simultaneous capacity building of the community and MSMEs. This pillar addresses challenges at the grassroots level. Green transition efforts often fail if they overburden small business operators (Devenish & Moital, 2019). Therefore, the proposed solution is an empowerment model, focusing on capacity building rather than mere physical development (Rasyid et al., 2025). For MSMEs, the Local Government and the committee must act as supply chain facilitators, for instance, by connecting MSMEs to subsidized, eco-friendly packaging suppliers. Enhanced branding of local culinary products can also be linked to green branding (Syahril & Anjarsari, 2023). For the community, social networking models identified in community tourism studies can be adopted (Akhirun & Septiady, 2022). This model can be used to recruit ‘green volunteers’ to serve as educators and waste-sorting monitors on the ground.

Furthermore, the solution formulation must leverage the unique tourism assets Bulukumba already possesses to create a mutually supportive green tourism ecosystem. The Pinisi Festival should not stand alone. The long-term solution is to integrate this event with other local tourism destinations (Dounavi et al., 2022). *First*, the event can serve as the pinnacle of “Pinisi Boatbuilding Educational Tours” (Nurman et al., 2022), where tourists not only observe the festival but also learn about the shipbuilding process, which is inherently rich in ecological value. *Second*, green event promotion can be bundled with promotions for other marine tourism destinations (Syahril & Badollahi, 2020; Hidayat et al., 2021). *Third*, eco-procurement can be specifically directed to empower other local cultural heritage products, such as Bira woven cloth, threatened by modernization (Ramadhani et al., 2025). Thus, the Pinisi Festival can transform from a mere celebration into a catalyst for a sustainable tourism ecosystem based on Bulukumba’s local wisdom.

CONCLUSIONS AND SUGGESTIONS

Based on the results and discussion, it is concluded that the green event concept planning for the 2025 Pinisi Festival remains at a symbolic initiation stage. This planning has not been systematically integrated into the event’s overall management. This research confirms a fundamental gap between the sustainability discourse used as a branding instrument and the factual implementation on the ground. Empirical

findings across the four primary dimensions (transportation, waste, eco-procurement, and green marketing) indicate that the failure to apply green principles is not merely technical but is rooted in strategic planning weaknesses.

Furthermore, an in-depth analysis concludes that this planning failure is caused by three primary, interrelated barriers. *First*, structural barriers include limited supporting infrastructure (such as public transportation and recycling facilities) and the high cost of eco-friendly materials for MSMEs. *Second*, managerial barriers, namely the absence of technical regulations, SOP guidelines, and binding eco-procurement contract standards from the organizers and the Local Government. *Third*, cultural barriers, reflected in the low awareness and compliance with pro-environmental behavior among both visitors and business operators.

In response to these challenges, this research formulates that the solution for transitioning toward an authentic green event demands a shift from a partial approach to a contextual, holistic framework. The recommended solution model cannot rigidly adopt global standards; it must rest upon three main pillars that are adaptive to Bulukumba's local conditions. The first pillar is governance revitalization, wherein the Local Government transforms from a passive facilitator into a proactive regulator. The second pillar is program innovation that synergizes sustainability education with local maritime cultural wisdom and the adoption of digital technology. The third pillar is the capacity building of grassroots stakeholders through community empowerment models and supply chain facilitation for MSMEs.

The practical implications of this research are directed at the Bulukumba Regency Government and the festival organizers. It is recommended that they immediately formulate binding green event technical guidelines as standard operating procedures, particularly regarding mandatory eco-procurement for vendors and integrated transport management strategies. Furthermore, organizers are encouraged to revitalize their green marketing strategy, shifting its function from mere ceremonial promotion to a consistent instrument of public education. Academically, this research suggests that future studies focus on developing quantitative evaluation models. Such models could measure the effectiveness of interventions, carbon footprint, and waste reduction levels at similar cultural festivals in Indonesia, thereby complementing the qualitative findings of this study.

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