

ANALYSIS OF ENVIRONMENTAL, SOCIAL AND CORPORATE GOVERNANCE IMPACT OF CARNIVAL ACTIVITIES ON VILLAGE SUSTAINABILITY

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Abstract

This research aims to find out whether the ESG concept can only be used in a company or can also be used to analyze an activity, where this activity can have an impact on society. By using an interpretive paradigm, this researcher tries to interpret the impact that occurs on carnival activities in terms of the ESG concept. Data was obtained using in-depth interviews with the organizing committee, activity participants and also local businesses involved in the activity who were key informants. The method used is a snowballing system where interview results are grouped and data reduction is carried out before being analyzed and conclusions drawn or verified. Triangulation was also carried out using different question techniques asked to ensure the validity of the data to key informants. By using triangulation techniques, researchers ensure that the data obtained is valid. The results of this research found that there are many impacts that occur in carnival activities which are reviewed with the ESG concept which can later be used as something for the sustainability of the village and can also be a reason in making decisions for the sustainability of the village and also for the sustainability of this activity. In other cases the impact resulting from the concept that has been applied to this activity can be seen from the environmental, social and environmental impacts of this activity, also governance.

Keywords: *Environment; Social and Governance (ESG); Culture; Carnival.*

Abstrak

Penelitian ini bertujuan untuk mengetahui apakah konsep ESG hanya dapat digunakan pada sebuah perusahaan atau juga dapat digunakan untuk menganalisis sebuah kegiatan, dimana kegiatan tersebut dapat memberikan dampak bagi masyarakat. Dengan menggunakan paradigma interpretif, peneliti ini mencoba menginterpretasikan dampak yang terjadi pada kegiatan karnaval ditinjau dari konsep ESG. Data diperoleh dengan menggunakan wawancara mendalam dengan panitia penyelenggara, peserta kegiatan dan juga pelaku usaha lokal yang terlibat dalam kegiatan yang menjadi informan kunci. Metode yang digunakan adalah sistem snowballing dimana hasil wawancara dikelompokkan dan dilakukan reduksi data sebelum dianalisis dan ditarik kesimpulan atau diverifikasi. Triangulasi juga dilakukan dengan menggunakan teknik pertanyaan yang berbeda yang diajukan untuk memastikan keabsahan data kepada informan kunci. Dengan menggunakan teknik triangulasi, peneliti memastikan bahwa data yang diperoleh valid. Hasil dari penelitian ini menemukan bahwa terdapat banyak dampak yang terjadi pada kegiatan karnaval yang ditinjau dengan konsep ESG yang nantinya dapat dijadikan sesuatu untuk keberlangsungan kampung dan juga dapat menjadi alasan dalam pengambilan keputusan untuk keberlangsungan kampung dan juga untuk keberlangsungan kegiatan ini. Dalam hal lain dampak yang dihasilkan dari konsep yang telah diterapkan pada kegiatan ini dapat dilihat dari dampak lingkungan, sosial dan dan juga tata kelola pemerintahan.

Kata kunci: Lingkungan; Sosial dan Tata Kelola (ESG); Budaya; Karnaval.

INTRODUCTION

ESG is an abbreviation of environmental, social and governance, where ESG discusses how the environment, social and governance of activities will lead to social responsibility and sustainability in the context of business and finance. So this concept focuses on how these activities can manage activities such as natural resource management, social activities such as community involvement and also governance activities such as transparency and accountability. ESG has 3 factors that can be explained broadly, namely environmental, social and governance. Environmental factors include the company's relationship with the physical environment, social factors include the company's social impact on society, and governance factors relate to the way the company is managed (FSCO, 2016).

It's important to understand that Each activity will have its own unique context and challenges, but ESG Principles will be integrated in a variety of ways. With this ESG concept, we will be able to manage an activity and ensure that the activity has a positive impact on the environment, society and also the governance of an activity. Later there will be supporting policies or guidelines to get the expected results.

The ESG concept can not only be applied to a company's activities, but it can also be applied to an activity. Having this concept helps so that the activity can be directed and also get the impact and results that will be achieved by an activity in accordance with ESG theory. This concept can also be used in carnival activities where later the activity will focus on how the environment, social and governance influence these activities.

Carnival is a cultural activity that is usually carried out by several villages in

Malang Regency which is one of a series of activities called village cleaning where this activity aims to pray or what is usually called congratulations to the village. This activity has several impacts such as economic, social and financial on a village. In this activity, the social impact is emphasized on the togetherness and cooperation of village residents, from before the activity to after the activity. Economically, the impact is very impactful for MSMEs who sell so that they experience an increase in income and profits. The company's commitment to social responsibility illustrates the high level of application of ethical behavior in running the company's business, so that it contributes to the company's financial performance. In the research that has been carried out, of course there must also be a commitment from the institution that will contribute to an activity. which has an impact, this can also be done at carnival activities. (Sunday et al., 2023).

Analyzing the impact of the carnival on the environment, social and corporate governance where we can assess the financial management that provides benefits to us in the form of economic, social and other impacts so that there is what we spend so that we get what we want. get in this research analyzing how environmental, social and governance. Where this level of success also requires cooperation from stakeholders and implementers which can later produce satisfactory activities (Xaviera et al., no).

This activity uses the ESG concept to carry out an activity to achieve what is aspired to. Where ESG will also be able to provide impact reports so that it can attract investors to these activities (Goddess 2023).

The object of this research is the people involved and also affected by the carnival activities, what they gain both in terms of economics, social benefits or

increased income from these activities. Like MSMEs, which will of course experience an increase in income if they have a wide target market. I chose this object because these actors have roles and are affected by the carnival activities. As in research which states that the relationship between social performance and financial performance is a reciprocal relationship, where increasing social performance can improve financial performance, conversely if financial performance increases then the company will continue to improve its social performance here it can be seen that there must be cooperation between the two parties who will work together to achieve what we dream of. (Saddek Syafrullah and Harjum Muharam, nd).

It is hoped that this research will provide an understanding of the environmental, social and governance impacts of carnival activities on villages so that we can see what impacts result from the continuation of this carnival event. As well as the social impact, do we get a social impact from the continuation of this event, such as in one village getting to know each other, working together, and much more. And later it can develop again with the presence of investors because this activity can be held even bigger. In the relationship between investment financial performance and environmental management, companies generally believe that cost savings in environmental programs can provide advantages or achieve greater customer satisfaction. It can be said that we must be able to establish good relationships with each other which will later be able to save and also provide advantages and savings. The event was held as well as possible and gave satisfaction to the audience. (Jeanice and Kim 2023).

RESEARCH METHOD

In this research the author conducted research using the interpretive paradigm method, The interpretive paradigm emerged as a response to the incompleteness of the positivistic paradigm in explaining reality. The focus is on the role of language, interpretation, and understanding in the social sciences. In this journal, the research aims to understand the experiences of the perpetrators and the impact of carnival activities on them and related parties. A qualitative approach was used to explore the impact of these activities on the environment, society and corporate governance. Primary data was obtained through interviews with carnival actors and visitors to understand their perceptions of the impact of this activity. Meanwhile, secondary data comes from related documentation, accounting records carried out by existing local businesses. This research will consist of 4 informants from 2 activity committee members as well as 1 participant and also 1 local business actor in the activity to measure the impact caused by these local business actors during the carnival. Data was obtained from in-depth interviews with key informants selected based on purposive sampling carried out, namely local business people and connoisseurs during carnival activities. Apart from that, this research also uses a snowballing system where with this system it is hoped that data based on additional informants taken can meet the required needs. The selected informants are as follows.

(name is not real name)

Table 1. Main Informants

Number	Name	Age	Work as a
1.	Alif Sanda	21	Committee
2.	Pretty pretty	30	Committee
3.	Dual custom	38	Local Business
4.	Santoso Wibowo	22	Participant

The selection of informants was chosen based on the relationships that occurred in the case and also it is ensured that the selected informants have experience in this case. There are two techniques used by researchers, namely the direct interview method and also the documentation method. Interviews were conducted with selected informants. The researcher as an interviewer observed and analyzed so that the researcher asked several questions to the informants about financial management at carnival activities in the environmental, social and governance areas of this carnival activity. Where later researchers will find out what impacts carnival activities have on the people around them so that we can find out about this.

In-depth interviews with key informants are considered capable of providing clear and detailed information so that they know the impact of this activity using the snowballing system so that the data is strengthened with additional informants in the area (Prasetyo, 2021). The main target of informants who will be interviewed is the perpetrators of carnival activities. Information was obtained through several questions asked by informants with guiding questions such as what impact the activity had in terms of several things such as economic, social and financial aspects, whether it had an impact on actors around the activity.

The technical steps in this research have several stages which are grouped first, Data grouping and reduction involves the process of summarizing information, selecting elements, and focusing on important aspects. This involves determining themes and patterns, as well as eliminating irrelevant elements. These steps are necessary because the data obtained from the field is very abundant so it needs to be simplified to make processing easier. Second, analyze the data that the perpetrator has provided for the

activity by connecting it with Patron-Client theory. This can make it easier and help researchers in collecting data and finding patterns and relationships in the data and making it easier to draw conclusions.

The third method used is data triangulation to ensure the validity of the information. Triangulation can be interpreted as testing data through different sources and approaches. One of them is source triangulation, namely pre-existing data obtained from various sources is examined to test its suitability. In this study, researchers compared responses from business people, participants and also the organizing committee at the legion by using the same questions to different sources. Thus, the answers obtained can be considered valid because they have been tested through various sources. Apart from that, the triangulation method is also used, where the same question is asked in a different form but has the same meaning. This is done to ensure consistency of answers and measure the level of data validity. Time triangulation is also applied by asking the same questions at certain times determined by the researcher. The goal is to see the consistency of data over time. Finally, a snowballing system was used to strengthen the data obtained from key informants by asking questions to the environment around additional informants. With this approach, the validity of the data can be guaranteed through careful examination of various sources and times.

Fourth, draw conclusions regarding the meaning of debt according to fishermen which occurs in the values of local communities based on Patron-Client theory. Conclusion is the stage where the researcher considers explanations of the patterns and relationships studied or makes contrasts and comparisons to answer the problem formulation in the research.

RESULTS AND DISCUSSION

Results

This research uses theories, namely environmental, social and governance or what is usually called ESG. Where this theory discusses the environment that exists in these activities, whether there are impacts that are produced and must be addressed, there is also social, which in this case discusses how the behavior or conditions around the community during these activities and also governance, which in this section is how to manage these activities. from the funding process, management and others. There are several principles which will later be used to measure these activities.

Environmental Principles

This activity does not apply environmental principles so it is not good due to lack of ability to manage waste and also the impact after this activity. Based on the environmental principles of this activity, they do not prepare rubbish bins and how to manage them after the activity. As our source said.

"For carnival activities, of course there will be quite a lot of rubbish piling up and also the village does not prepare adequate rubbish bins so there is an initiative from residents to clean up the area around their houses." (November 1, 2023, 18:30)

It can be seen that the community in this activity already has awareness regarding waste but is not supported by the implementing committee with the availability of waste bins which should be placed at several points so that the presence of this waste can be controlled. waste. However, from what other sources said, we also know that waste is indeed a common problem that we must overcome together, so there must be awareness from ourselves too.

"Trash is a quite serious problem, usually from the residents on the initiative of the residents and through

community service to clean up the corners of the house and there is also awareness among the residents." (November 1, 2023,20.05)

This proves that this activity is unable to apply environmental principles due to a lack of good management from the organizing committee so that it can be concluded that environmental principles in carnival activities can be considered not good. However, with this activity, in the end, the community can work together to clean up rubbish with mutual cooperation between residents. This was also reinforced by other speakers.

"This rubbish does have a heavy impact, but usually residents clean up the rubbish in the morning to make it cleaner and more pleasing to the eye, but awareness is also needed from each person." (November 5, 2023,15.20)

So the point is that we have to solve this problem together so that it can be used as evaluation material for future activities, because this carnival activity has quite a big potential if we can pay attention to cleanliness and waste management methods, of course the audience will also feel the benefits. existing comfort. In the future, of course it will have an impact on activities in the following year so that it becomes a recommendation to organize them better.

Social Principles

The application of social principles in this carnival activity is said to be good because this activity involves the local community starting from the concept of the event, implementation of the event, to post-event. This activity is responsible to the community. The aim of this activity is so that local residents can contribute to this activity. This activity was participated in by the community, such as working together to clean the carnival activity area, and many more. This was conveyed by the organizing committee:

"In carnival activities, deliberations will of course be held to determine the theme, needs and so on. "And of course there will be mutual cooperation in preparing carnival activities so that communication can be established between residents and each other." (November 1, 2023, 6:30 p.m.).

It can be seen how enthusiastic the community is to make this activity a success so they contribute from start to finish, but they also feel happy because they can interact with each other so they can get to know more. As also stated by my source, this is because the community has a big impact on this activity.

"It's very impactful, because all residents discuss determining the theme so that it can create solidarity between communities so that individuals can get to know each other and get to know each other between residents" (1 November 2023, 20.05).

So it can be concluded that this carnival activity really applies social principles so that it invites the community to work together in order to make this event a success. With contributions from the community, of course this event can also be a success. However, in this activity there are also many parties involved in this activity such as sellers, spectators and also village communities as said by the resource person.

"There are several benefits, such as from a psychological perspective and you also feel happy because it is also entertainment and also from a social perspective, of course discussion, deliberation so you can chat often and there are also debates and differences in perception so they feel happy. can unite citizens as one. "And also from a cultural perspective, we can preserve the culture and habits of the community, and also from the economic aspect, of course there are also many

local businesses being run." (November 1, 2023, 8:05 p.m.).

We can see how big the impact is on the community itself, culture and also the economy so that later they can preserve this culture and also become one of the tourism potentials in the area.

Principles of Governance

In terms of governance principles, this activity has good governance, from collecting funds at the start of the activity to transparency of the funds used for this activity. Where this has been managed well. In terms of getting benefits from this activity through carnival entry tickets which are usually included in the parking lot, this was stated by our sources.

"In every carnival activity there will be an increase in profits for business actors because it has a large market opportunity, especially in terms of parking because when entering the area at a carnival activity we are like thinking about motorbikes while paying the entrance ticket because there is a price difference with parking in general. "Now the parking benefits will be transferred back to the village so that the money goes around." (November 1, 2023, 6:30 p.m.).

However, there are also advantages in other ways in carnival activities, of course there are other impacts such as the presence of MSMEs selling so that there is an increase in profits as stated by the source.

"Of course the benefits are for traders who are looking for profits, of course there are those who make quite high profits, there is a high turnover." (November 1, 2023, 8:05 p.m.)

"Of course there is a problem because I can sell twice as much as usual, of course I make more profit than usual." (November 5, 2023, 15.20)

However, there are also benefits where these benefits are not just material benefits but also emotional satisfaction from the community. This is one of the benefits felt by the community, including another benefit from this carnival activity as stated by my source.

"The benefits felt by residents are in terms of inner satisfaction, so even though the funds spent are quite large, with the motivation to appear and take part in carnival activities, they certainly don't care about the fees." (November 1, 2023, 6:30 p.m.)

Here we can see how people do not prioritize materialistic things but are able to present a show packaged in the form of a carnival activity, so that it becomes entertainment for the community itself. And also with that it can make people even more enthusiastic.

In this carnival activity, there must be a clear organizational structure, from the chief organizer from the village to the RT, where each section has its own authority and responsibility so that there is good communication between the top and bottom for the implementation of this activity. .

The financing and budgeting for this activity is very detailed, where a year before the carnival activity, contributions are implemented which will be used to meet future needs, this usually includes renting a sound system, clothes that will be used at the carnival activity, this was said by my source.

"The costs spent cannot be ascertained with certainty because there are differences between youth and parents in their contributions. The contribution is adjusted to the future expenses that will be needed. "In general, each house collects fees of 35,000 per month so that in a year it can collect fees of 25 - 30 million in a year." (November 1, 2023, 6:30 p.m.).

This is because it is prepared well in advance so that when there is a sudden need it can be prepared. If this activity is to be carried out several months in advance, usually the village committee has prepared to make several billboards which are in the form of promotions carried out by the organizer, which can increase the attractiveness of the community around the area. Not only through print media, but the village and youth carry out promotions through social media so that the reach of the promotion can be further.

If this activity has been carried out, usually an evaluation will be carried out so that you can find out the advantages and disadvantages of this activity so that you know what to do, such as replacing or maintaining something so that it can continue in the following years so that it is better. what we can be certain of is With good governance, carnival activities can be a fun and beneficial experience for all parties involved.

DISCUSSION

Environmental, Social and Corporate Governance Impacts of Carnival Activities on Village Sustainability In ESG theory, where they discuss environmental, social and governance, this theory discusses how the impacts occur from these three principles, which are usually used by companies to analyze the company's sustainability performance, but this time it is different, discussing how this theory is applied to activities. carnival. Can this be applied to activities such as carnivals?

There are several discussions regarding ESG theory, there are several impacts such as environmental impacts which are part of ESG where environmental impacts are how this activity can manage its waste and also the waste produced from these activities. In this carnival activity, waste management is very poor, this is proven by the lack of awareness of the audience themselves

about how the waste is not scattered due to littering, this is also supported by how the government can also provide adequate rubbish bins so that the waste can be managed properly. .

"This rubbish does have a heavy impact, but usually residents clean up the rubbish in the morning to make it cleaner and more pleasing to the eye, but awareness is also needed from each person." (November 5, 2023,15.20)

However, in the end, awareness emerged from the people in the village, namely carrying out mutual cooperation to clean themselves after the event activities. So they have awareness but also have to be supported together so that they can provide comfort and enjoyment when this carnival activity takes place.

Social impact where of course in this carnival activity the community also contributes so of course it will have a big impact. Where cooperation in this carnival activity is the key to the success of the event, this activity can foster a sense of brotherhood and mutual cooperation to strengthen each other, foster cooperation, because at the beginning of the activity the community meets from the start. These activities will eventually approach activities so as to foster how people can communicate between citizens and each other.

"It's very impactful, because all residents discuss determining the theme so that it can create solidarity between communities so that individuals can get to know each other and get to know each other." (November 1, 2023,20.05)

The principles of corporate governance contain how to manage these activities so that they are carried out well. Where there is planning so that this activity is an activity that has already been prepared so that it can be more mature and there is also transparency regarding how to

obtain and also how to manage the funds in this activity. If this has been prepared well, there will definitely be an impact that will be generated, one of which is the income from this activity. In carnival activities, the economic impact is very large, how this impact comes from the community and also MSME actors, where there will be an economic impact from the community. Alone. , how this carnival is an activity which is of course entertainment in nature so that it can be used as a tourism event because it highlights the cultural potential that will be highlighted in its activities. So that it can attract the interest of many people so that it can increase the residents' own income as well as parking. In terms of parking, the prices are different because it is the same as paying for parking, also like the entrance ticket to this event.

"In every carnival activity there will be an increase in profits for business actors because it has a large market opportunity, especially in terms of parking because when entering the area at a carnival activity it is like we are thinking about motorbikes while paying the entrance ticket because there is a price difference with parking in general. "Now the parking benefits will be transferred back to the village so that the money goes around." (November 1, 2023, 6:30 p.m.)

So this can create income for the community itself, but later the income will not all go to the residents but will be returned to the village so that the money can also help to compensate for the village money that has been spent by the village. Other economic impacts are also felt by MSME players, where with this carnival they get quite large profits, of course many consumers need it, so it can increase the income of MSME players.

"Of course the benefits are for traders who are looking for profits, of course there are those who make quite high

profits, there is a high turnover." (November 1, 2023,20.05)

However, this is an impact from an economic perspective that has a big influence, including several other economic impacts such as accommodation, stall rentals and many more. This is one of the motivations for the organizing committee in carrying out this carnival activity because it can stimulate the economy in the village.

After the carnival activities take place, it is important to carry out a thorough impact evaluation and identify areas that can be improved to increase positive impacts and reduce negative impacts. It is important to note that sustainability includes not only economic but also social and environmental aspects. By paying attention to these aspects holistically, carnivals can become an instrument for positive and sustainable village development.

CONCLUSION

In this research it can be concluded that ESG can not only be applied to an activity but can also be applied to an activity, as is the case with this carnival activity where ESG can analyze the impacts that occur and arise from the activity, which will later be used as data to take decision to carry out activities in the following year. Impacts such as environmental, social and corporate governance impacts can later be known as to how these impacts affect these activities. As well as research by (Arif 2023) they apply ESG theory to community service activities so they can have a sustainable impact on their village.

Another thing that results from this activity is the inner satisfaction generated by the people themselves, where this inner satisfaction arises when they feel happy and successful when carrying out this activity successfully and smoothly. This is

one of the motivations for this carnival activity. The economic impact is very influential because it can increase the income of MSMEs and also the surrounding community, by applying this theory, such as research conducted by (Ai Lilis, Dhiya Dinnurahmi, and Citra Yulvani Pertiwi, nd) states that this theory can maintain MSMEs to continue their business, and also its social impact can increase solidarity between citizens with each other, and also the parties involved. As the findings obtained (Alsayegh, Rahman, and Homayoun 2020) Where if we can combine the three pillars of ESG theory it can strengthen organizational performance in a company, this can also be proven if this theory is applied to a carnival activity that can be needed.

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