

**STRATEGI SM ENTERTAINMENT MELALUI PENERAPAN  
PRINSIP-PRINSIP *UNITED NATIONS GLOBAL COMPACT*  
DALAM MENDUKUNG *SUSTAINABLE DEVELOPMENT*  
*GOALS* TAHUN 2022-2024**

**SKRIPSI**

Diajukan kepada Universitas Islam Negeri Sunan Ampel Surabaya untuk memenuhi salah satu persyaratan memperoleh Gelar Sarjana Ilmu Sosial (S.Sos.) dalam bidang Hubungan Internasional



**UIN SUNAN AMPEL  
S U R A B A Y A**

**Rike Alfiana**

**NIM 10010222021**

**PROGRAM STUDI HUBUNGAN INTERNASIONAL**

**FAKULTAS ILMU SOSIAL DAN ILMU POLITIK**

**UNIVERSITAS ISLAM NEGERI SUNAN AMPEL SURABAYA**

**Juni, 2026**

## PERNYATAAN PERTANGGUNGJAWABAN

Yang bertanda tangan di bawah ini:

Nama : Rike Alfiana

NIM : 10010222021

Program Studi : Hubungan Internasional

Judul Skripsi : Strategi SM Entertainment melalui Penerapan Prinsip-Prinsip  
*United Nations Global Compact* dalam Mendukung *Sustainable Development Goals* Tahun 2022-2024

Menyatakan dengan sesungguhnya bahwa:

1. Skripsi ini tidak pernah dikumpulkan pada lembaga pendidikan manapun untuk mendapatkan gelar akademik apapun.
2. Skripsi ini adalah benar-benar hasil karya peneliti secara mandiri dan bukan merupakan plagiasi atas karya orang lain.
3. Apabila skripsi ini di kemudian hari terbukti atau dapat dibuktikan sebagai hasil plagiasi, peneliti bersedia menanggung segala konsekuensi hukum yang ada.

Surabaya, 11 Juni 2026

Menyatakan,



Rike Alfiana

10010222021

## **PERSETUJUAN DOSEN PEMBIMBING**

Setelah melakukan bimbingan terhadap Skripsi yang ditulis oleh:

Nama : Rike Alfiana

NIM : 10010222021

Program Studi : Hubungan Internasional

Berjudul *Strategi SM Entertainment melalui Penerapan Prinsip-Prinsip United Nations Global Compact dalam Mendukung Sustainable Development Goals Tahun 2022-2024*, saya berpendapat bahwa Skripsi tersebut dapat dijadikan sebagai salah satu persyaratan bagi yang bersangkutan untuk memperoleh Gelar Sarjana Sosial (S.Sos) dalam bidang Hubungan Internasional.

Surabaya, 11 Juni 2026

Dosen Pembimbing,



**Zaky Ismail, M.S.I.**

NIP 198212302011011007

## PENGESAHAN

Skripsi oleh Rike Alfiana dengan judul *Strategi SM Entertainment melalui Penerapan Prinsip-Prinsip United Nations Global Compact dalam Mendukung Sustainable Development Goals Tahun 2022-2024* telah dipertahankan dan dinyatakan lulus oleh Tim Penguji Skripsi pada tanggal 17 Juni 2026.

### Tim Penguji Skripsi

Penguji I

  
Zaky Ismail, M.S.I.  
NIP 198212302011011007

Penguji II

  
Ridha Amaliyah, S.IP, MBA.  
NIP 198509172025212003

Penguji III

  
Nur Luthfi Hidayatullah, S.IP., M.Hub.Int.  
NIP 199104092020121012

Penguji IV

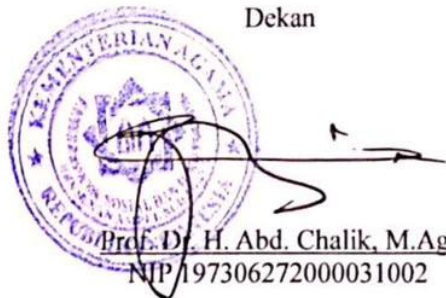
  
Dhimas Rudy Hartanto, M.Han.  
NIP 199812302025051006

Surabaya, 17 Juni 2026

Mengesahkan,

Universitas Islam Negeri Sunan Ampel Surabaya  
Fakultas Ilmu Sosial dan Ilmu Politik

Dekan

  
Prof. Dr. H. Abd. Chalik, M.Ag.  
NIP 197306272000031002



**KEMENTERIAN AGAMA  
UNIVERSITAS ISLAM NEGERI SUNAN AMPEL SURABAYA  
PERPUSTAKAAN**

Jl. Jend. A. Yani 117 Surabaya 60237 Telp. 031-8431972 Fax.031-8413300  
E-Mail: [perpus@uinsby.ac.id](mailto:perpus@uinsby.ac.id)

**LEMBAR PERNYATAAN PERSETUJUAN PUBLIKASI  
KARYA ILMIAH UNTUK KEPENTINGAN AKADEMIS**

Sebagai sivitas akademika UIN Sunan Ampel Surabaya, yang bertanda tangan di bawah ini, saya:

Nama : RIKE ALFIANA  
NIM : 10010222021  
Fakultas/Jurusan : ILMU SOSIAL DAN ILMU POLITIK/HUBUNGAN INTERNASIONAL  
E-mail address : rikealfiana26@gmail.com

Demi pengembangan ilmu pengetahuan, menyetujui untuk memberikan kepada Perpustakaan UIN Sunan Ampel Surabaya, Hak Bebas Royalti Non-Eksklusif atas karya ilmiah :

☒ Skripsi ☐ Tesis ☐ Desertasi ☐ Lain-lain (.....)  
yang berjudul :

STRATEGI SM ENTERTAINMENT MELALUI PENERAPAN PRINSIP-PRINSIP  
UNITED NATIONS GLOBAL COMPACT DALAM Mendukung SUSTAINABLE  
DEVELOPMENT GOALS TAHUN 2022-2024

beserta perangkat yang diperlukan (bila ada). Dengan Hak Bebas Royalti Non-Eksklusif ini Perpustakaan UIN Sunan Ampel Surabaya berhak menyimpan, mengalih-media/format-kan, mengelolanya dalam bentuk pangkalan data (database), mendistribusikannya, dan menampilkan/mempublikasikannya di Internet atau media lain secara **fulltext** untuk kepentingan akademis tanpa perlu meminta ijin dari saya selama tetap mencantumkan nama saya sebagai penulis/pencipta dan atau penerbit yang bersangkutan.

Saya bersedia untuk menanggung secara pribadi, tanpa melibatkan pihak Perpustakaan UIN Sunan Ampel Surabaya, segala bentuk tuntutan hukum yang timbul atas pelanggaran Hak Cipta dalam karya ilmiah saya ini.

Demikian pernyataan ini yang saya buat dengan sebenarnya.

Surabaya, 19 Juni 2026

Penulis



( RIKE ALFIANA )  
nama terang dan tanda tangan



## ABSTRACT

**Rike Alfiana.** *“SM Entertainment’s Strategy through the Implementation of the United Nations Global Compact Principles in Support of the Sustainable Development Goals for 2022-2024.”* UIN Sunan Ampel Surabaya, 2026.

*This study examines SM Entertainment’s strategies for implementing the environmental principles of the United Nations Global Compact (UNGC) in support of the Sustainable Development Goals (SDGs) for the 2022-2024 period. The study is motivated by growing global attention to environmental sustainability issues and the high volume of physical album sales in the K-Pop industry, which has the potential to cause various environmental impacts. The research method used is descriptive qualitative, utilizing primary data obtained from documents such as the company’s Communication on Progress (CoP) reports, Commitment Letters, Forest Stewardship Council (FSC) certifications, as well as the official UNGC and SDGs websites, and secondary data obtained from scientific publications, online news, and various credible online sources. This study’s analysis employs concepts from Wheelen and Hunger, which include environmental scanning, strategy formulation, strategy implementation, and evaluation and control. The results show that SM Entertainment has incorporated the UNGC’s environmental principles into its corporate sustainability strategy through the use of eco-friendly materials in albums and merchandise, waste management, the adoption of an eco-friendly work culture, the strengthening of its ESG system, and the utilization of digital platforms to reduce reliance on physical products. Additionally, the company leverages the global influence of its artists to raise public awareness of sustainability issues. This demonstrates that SM Entertainment acts as a non-state actor contributing to the achievement of the SDGs, particularly SDG 12 and SDG 13, through a more sustainable business transformation.*

**Keywords:** *SM Entertainment, United Nations Global Compact (UNGC), Sustainable Development Goals (SDGs), sustainability strategy, K-Pop industry.*

## ABSTRAK

**Rike Alfiana.** “Strategi SM Entertainment melalui Penerapan Prinsip-Prinsip *United Nations Global Compact* dalam Mendukung *Sustainable Development Goals* Tahun 2022-2024.” UIN Sunan Ampel Surabaya, 2026.

Penelitian ini membahas strategi SM Entertainment melalui penerapan prinsip-prinsip lingkungan *United Nations Global Compact* (UNGC) dalam mendukung *Sustainable Development Goals* (SDGs) pada periode 2022-2024. Penelitian ini dilatarbelakangi oleh meningkatnya perhatian global terhadap isu keberlanjutan lingkungan serta tingginya pembelian album fisik dalam industri K-Pop yang berpotensi menimbulkan berbagai dampak lingkungan. Metode penelitian yang digunakan adalah kualitatif deskriptif, dengan menggunakan data primer diperoleh melalui dokumentasi seperti, laporan perusahaan *Communication on Progress* (CoP), *Commitment Letter*, *Forest Stewardship Council* (FSC), serta website resmi UNGC dan SDGs, dan data sekunder diperoleh melalui publikasi ilmiah, berita daring, dan berbagai sumber online yang kredibel. Analisis penelitian ini menggunakan konsep dari Wheelen dan Hunger yang meliputi *environmental scanning*, *strategy formulation*, *strategy implementation*, serta *evaluation and control*. Hasil penelitian menunjukkan bahwa SM Entertainment telah menerapkan prinsip-prinsip lingkungan UNGC ke dalam strategi keberlanjutan perusahaan melalui penggunaan material ramah lingkungan pada album dan *merchandise*, pengelolaan limbah, penerapan budaya kerja ramah lingkungan, penguatan sistem ESG, serta pemanfaatan platform digital untuk mengurangi ketergantungan pada produk fisik. Selain itu, perusahaan juga memanfaatkan pengaruh global artis untuk meningkatkan kesadaran publik terhadap isu keberlanjutan. Hal ini menunjukkan bahwa SM Entertainment berperan sebagai aktor non-negara yang berkontribusi dalam mendukung pencapaian SDGs, khususnya SDG 12 dan SDG 13 melalui transformasi bisnis yang lebih berkelanjutan.

**Kata kunci:** SM Entertainment, *United Nations Global Compact* (UNGC), *Sustainable Development Goals* (SDGs), strategi keberlanjutan, industri K-Pop.

## DAFTAR ISI

|                                                              |             |
|--------------------------------------------------------------|-------------|
| <b>PERSETUJUAN DOSEN PEMBIMBING.....</b>                     | <b>i</b>    |
| <b>PENGESAHAN.....</b>                                       | <b>ii</b>   |
| <b>PERSETUJUAN PUBLIKASI KARYA ILMIAH .....</b>              | <b>iii</b>  |
| <b>MOTTO .....</b>                                           | <b>iv</b>   |
| <b>PERNYATAAN PERTANGGUNGJAWABAN .....</b>                   | <b>v</b>    |
| <b>ABSTRACT.....</b>                                         | <b>vi</b>   |
| <b>ABSTRAK .....</b>                                         | <b>vii</b>  |
| <b>KATA PENGANTAR.....</b>                                   | <b>viii</b> |
| <b>DAFTAR ISI.....</b>                                       | <b>xii</b>  |
| <b>DAFTAR TABEL .....</b>                                    | <b>xiv</b>  |
| <b>DAFTAR GAMBAR.....</b>                                    | <b>xiv</b>  |
| <b>BAB I PENDAHULUAN.....</b>                                | <b>1</b>    |
| A. Latar Belakang.....                                       | 1           |
| B. Fokus Penelitian.....                                     | 9           |
| C. Tujuan Penelitian .....                                   | 10          |
| D. Manfaat Penelitian .....                                  | 10          |
| E. Kajian Pustaka .....                                      | 11          |
| F. Sistematika Penulisan Skripsi .....                       | 24          |
| <b>BAB II LANDASAN KONSEPTUAL DAN ARGUMENTASI UTAMA.....</b> | <b>27</b>   |
| A. Landasan Konseptual .....                                 | 28          |
| 1. Manajemen Strategis.....                                  | 28          |
| B. Definisi Konseptual .....                                 | 33          |
| 1. SM Entertainment .....                                    | 33          |
| 2. <i>United Nations Global Compact</i> (UNGC).....          | 35          |
| 3. <i>Sustainable Development Goals</i> (SDGs) .....         | 41          |
| 4. <i>Album Eco-Friendly</i> .....                           | 47          |
| C. Argumentasi Utama .....                                   | 48          |
| <b>BAB III METODE PENELITIAN .....</b>                       | <b>50</b>   |
| A. Jenis dan Masalah Penelitian .....                        | 50          |
| C. Situasi Sosial, Sampel dan Teknik Sampling .....          | 52          |
| D. Teknik Pengumpulan Data .....                             | 53          |



|                                                      |                                                                                                   |            |
|------------------------------------------------------|---------------------------------------------------------------------------------------------------|------------|
| E.                                                   | Teknik Analisis Data .....                                                                        | 54         |
| F.                                                   | Teknik Validasi Data .....                                                                        | 56         |
| <b>BAB IV TEMUAN PENELITIAN DAN PEMBAHASAN .....</b> |                                                                                                   | <b>60</b>  |
| A.                                                   | SM Entertainment dalam Transformasi Praktik Bisnis Berkelanjutan .....                            | 62         |
| B.                                                   | Komitmen SM Entertainment terhadap Prinsip-Prinsip Lingkungan UNGC.....                           | 66         |
| 1.                                                   | Komitmen terhadap Prinsip 7: <i>Precautionary Approach to Environmental Challenges</i> .....      | 66         |
| 2.                                                   | Komitmen terhadap Prinsip 8: <i>Promote Greater Environmental Responsibility</i> .....            | 68         |
| 3.                                                   | Komitmen terhadap Prinsip 9: <i>Environmentally Friendly Technologies</i> .....                   | 69         |
| C.                                                   | Strategi SM Entertainment melalui Penerapan Prinsip-Prinsip Lingkungan UNGC Tahun 2022-2024 ..... | 71         |
| 1.                                                   | <i>Environmental Scanning</i> terhadap Tantangan Keberkelanjutan Industri K-Pop .....             | 71         |
| 2.                                                   | <i>Strategy Formulation</i> melalui Perumusan Strategi Keberlanjutan .....                        | 73         |
| 3.                                                   | <i>Strategy Implementation</i> melalui Penerapan Program Keberlanjutan ..                         | 79         |
| 4.                                                   | <i>Evaluation and Control</i> terhadap Strategi Keberlanjutan .....                               | 91         |
| D.                                                   | Keterkaitan Penerapan Prinsip-Prinsip Lingkungan UNGC terhadap Pencapaian SDGs.....               | 95         |
| 1.                                                   | SDG 12: <i>Responsible Consumption and Production</i> .....                                       | 95         |
| 2.                                                   | SDG 13: <i>Climate Action</i> .....                                                               | 101        |
| <b>BAB V PENUTUP.....</b>                            |                                                                                                   | <b>107</b> |
| A.                                                   | Kesimpulan .....                                                                                  | 107        |
| B.                                                   | Saran .....                                                                                       | 110        |
| <b>LAMPIRAN.....</b>                                 |                                                                                                   | <b>120</b> |

## DAFTAR TABEL

|                                                           |    |
|-----------------------------------------------------------|----|
| Tabel 2.1. 10 Prinsip United Nations Global Compact ..... | 37 |
| Tabel 2.2. 17 Tujuan Sustainable Development Goals .....  | 43 |

## DAFTAR GAMBAR

|                                                                                   |     |
|-----------------------------------------------------------------------------------|-----|
| Gambar 1.1 Penggemar membuang album 'Universe' NCT .....                          | 2   |
| Gambar 2.1. <i>Elements of the Strategic Management Process.</i> .....            | 30  |
| Gambar 2.2 <i>CEOs Agree Sustainability Matters</i> .....                         | 39  |
| Gambar 2.3 <i>Top 3 Reasons why Companies Participate.</i> .....                  | 40  |
| Gambar 2.4 Tujuan MDGs .....                                                      | 42  |
| Gambar 2.5 17 Tujuan SDGs Global .....                                            | 43  |
| Gambar 4.1 <i>Sustainability Management Governance Structure</i> .....            | 75  |
| Gambar 4.2 <i>ISO 14001 Certification</i> .....                                   | 79  |
| Gambar 4.3 Tranding Youtube di Dominasi oleh K-Pop .....                          | 81  |
| Gambar 4.4 Akun Resmi @sm.smile.official .....                                    | 81  |
| Gambar 4.5 SM Entertainment <i>Artist at the United Nations</i> .....             | 82  |
| Gambar 4.6 <i>Aespa Delivering Speech at UN New York Headquarters on SDGs.</i> 83 |     |
| Gambar 4.7 SMTOWN, <i>SM Sustainability Forum</i> .....                           | 84  |
| Gambar 4.8 FSC label C158521 .....                                                | 85  |
| Gambar 4.9 <i>FSC Certification Record</i> .....                                  | 86  |
| Gambar 4.10 <i>Eco-friendly MD and Service &amp; Waste Management</i> .....       | 90  |
| Gambar 4.11 <i>Implementation of the UN SDGs (SDG 12)</i> .....                   | 100 |
| Gambar 4.12 <i>Implementation of the UN SDGs (SDG 13)</i> .....                   | 105 |

## DAFTAR PUSTAKA

- A Carbon Neutral Company. “UN Global Compact,” n.d. <https://esg.mowilex.com/id/cara-kami-membuat-perbedaan/un-global-compact/>.
- Abdussamad, Zuchri. *Metode Penelitian Kualitatif*. Edited by M.Si Dr. Patta Rapanna, SE. CV. syakir Media Press, 2021. <https://www.scribd.com/document/742043312/Metode-Penelitian-Kualitatif>.
- “Akun Resmi @sm.Smile.Official,” n.d. <https://www.instagram.com/sm.smile.official/>.
- Alfriani, Jesica, Maulana Rifai, and Lina Aryani. “Journal of Government Insight.” *Journal of Goverment Insight* 4, no. 2 (2024): 73–81. <https://jurnal-umsi.ac.id/index.php/jgi/article/view/893>.
- Alisjahbana, Armida Salsiah, and Endah Murniningtyas. *Tujuan Pembangunan Berkelanjutan Di Indonesia: Konsep, Target Dan Strategi Implementasi*. 2nd ed. Bandung: Unpad Press, 2018. [https://sdgcenter.unpad.ac.id/wp-content/uploads/2020/04/Tujuan-Pembangunan-Berkelanjutan-SDGs-di-Indonesia\\_compressed.pdf](https://sdgcenter.unpad.ac.id/wp-content/uploads/2020/04/Tujuan-Pembangunan-Berkelanjutan-SDGs-di-Indonesia_compressed.pdf).
- Amirya, Mirna, and Gugus Irianto. “Tantangan Implementasi Sustainable Development Goals (SGDs) Di Indonesia.” *Jurnal Ilmiah Akuntansi Peradaban* 9, no. 1 (2023): 187–98. [https://www.researchgate.net/publication/373098420\\_TANTANGAN\\_IMPLMENTASI\\_SUSTAINABLE\\_DEVELOPMENT\\_GOALS\\_SGDs\\_DI\\_INDONESIA](https://www.researchgate.net/publication/373098420_TANTANGAN_IMPLMENTASI_SUSTAINABLE_DEVELOPMENT_GOALS_SGDs_DI_INDONESIA).
- Ananda, Puspa Putri. “Pemanfaatan Legitimacy Power of Celebrity Melalui Girl Group Aespa Tahun 2020-2023.” *Skripsi Universitas Islam Indonesia*, 2024. <https://dspace.uui.ac.id/bitstream/handle/123456789/52210/20323190.pdf?sequence=1&isAllowed=y>.
- Asih, Ratnaning. “Industri K-Pop Didesak Untuk Lebih Go Green, Kebiasaan Borong Album Fisik Disorot Pakar.” *Liputan6*, 2023. <https://www.liputan6.com/showbiz/read/5411684/industri-k-pop-didesak->

- untuk-lebih-go-green-kebiasaan-borong-album-fisik-disorot-pakar?page=2.
- Bestari, Buby. “Analisa Diplomasi Budaya Korea Selatan Kepada Indonesia: Peran Sm Entertainment Dalam Kemitraan Strategis Khusus Korea Selatan-Indonesia (2017-2020),” 2022.  
[https://repository.upnjatim.ac.id/7950/1/1644010039\\_Cover.pdf](https://repository.upnjatim.ac.id/7950/1/1644010039_Cover.pdf).
- Casucian, Jiselle Anne C. “Are Your K-Pop Albums Destroying the Planet?” GMA Integrated News, 2025.  
<https://www.gmanetwork.com/news/lifestyle/hobbiesandactivities/939034/are-your-k-pop-albums-destroying-the-planet/story/>.
- Compact, UN Global. “Navigating the Path to Sustainable Business: The Evolution of UNGC Principles and the Rise of ESG,” n.d.  
<https://globalcompact.in/navigating-the-path-to-sustainable-business-the-evolution-of-ungc-principles-and-the-rise-of-esg/>.
- . “The Ten Principles.” Accessed June 5, 2026.  
<https://www.unglobalcompact.nl/the-ten-principles>.
- . “Why Report?” Accessed June 5, 2026.  
<https://unglobalcompact.org/participation/report/>.
- Dani, Dee. “SM Entertainment to Be the First Korean Entertainment Agency to Join the UN Global Compact (UNGC).” AllKpop, 2022.  
<https://www.allkpop.com/article/2022/07/sm-entertainment-to-be-the-first-korean-entertainment-agency-to-join-the-un-global-compact-ungc>.
- Dian, Febe, Kencana Prawiraputri, and Andi Meganingratna. “Peranan Sm Entertainment Sebagai Media Diplomasi Publik Korea Selatan Di Indonesia.” *Jurnal Ilmu Hubungan Internasional LINO* 1, no. 2 (2021): 120–36.  
<https://ojs.unsulbar.ac.id/index.php/lino/article/view/1151>.
- Diningrat, Aqil, and Anggia Utami Dewi. “Aespa Dan Diplomasi Selebriti Korea Selatan : Representasi Cosmopolitan Activism Dalam Forum.” *Padjadjaran Journal of International Relations* 7, no. 2 (2025): 261–79.  
<https://jurnal.unpad.ac.id/padjir/article/view/65237>.
- Entertainment, SM. “2022 SM Entertainment Sustainability Report,” 2022.  
<https://cdn2.smentertainment.com/wp->

- content/uploads/2024/02/2022\_SM\_ENTERTAINMENT\_sustainability\_report\_EN.pdf.
- . “2023 SM Entertainment Sustainability Report,” 2023. <https://cdn2.smentertainment.com/wp-content/uploads/2024/07/2023-SM-Entertainment-Sustainability-Report-EN.pdf.pdf>.
- . *2024 SM Entertainment Sustainability Report*, 2024. [https://cdn2.smentertainment.com/wp-content/uploads/2025/07/2024-SM-Entertainment-Sustainability-Report\\_EN.pdf](https://cdn2.smentertainment.com/wp-content/uploads/2025/07/2024-SM-Entertainment-Sustainability-Report_EN.pdf).
- . “History,” n.d. <https://www.smentertainment.com/en/company/history/>.
- . “Introduction,” n.d. <https://www.smentertainment.com/company/introduction/>.
- . “The Future of Culture Technology 2021 SM Entertainment Sustainability Report.” *SM Entertainment*, 2021. [https://cdn2.smentertainment.com/wp-content/uploads/2024/02/2021\\_SM\\_ENTERTAINMENT\\_sustainability\\_report\\_EN.pdf](https://cdn2.smentertainment.com/wp-content/uploads/2024/02/2021_SM_ENTERTAINMENT_sustainability_report_EN.pdf).
- Forbes. “S.M. Entertainment,” n.d. <https://www.forbes.com/companies/s-m-entertainment/>.
- Forest Stewardship Council. “Fsc Certification Record,” 2020. <https://search.fsc.org/en/>.
- . “Panduan Sertifikasi FSC Chain of Custody,” n.d. <https://id.fsc.org/id-id/panduan-sertifikasi-fsc-coc>.
- . “What the FSC Labels Mean,” n.d. <https://anz.fsc.org/what-is-fsc/what-the-fsc-labels-mean>.
- Gosal, Michelle, Kylie Lesmana, Bryan Wiander, ; Natanael, T Molina, Novicha Djimesha, Asriah Syam, Sekolah Tinggi, and Ilmu Ekonomi Ciputra. “Peran Strategi Pemasaran Viral Dalam Memprediksi Niat Pembelian Produk Fashion Ramah Lingkungan Pada Pelanggan Gen-Z.” *Jurnal Online Manajemen ELPEI (JOMEL* 5, no. 1 (2025): 1212–22.
- Haliza, Zaimatu. “Satu Photocard, Seribu Sampah: Realita Konsumsi K-Pop,” n.d. <https://geograph.id/satu-photocard-seribu-sampah-realita-konsumsi-k-pop/>.

- Hwang, Sunyoung, and Jiwon Kim. *UN and SDGs A Handbook For Youth*, n.d.  
<https://www.local2030.org/library/302/UN-and-SDGs-A-handbook-for-youth.pdf>.
- Jasmine, Adinda. "Penggemar K-Pop Demo Desak HYBE Hentikan Praktik Penjualan Album Tak Ramah Lingkungan." *Tempo*, 2024.  
<https://www.tempo.co/hiburan/penggemar-k-pop-demo-desak-hybe-hentikan-praktik-penjualan-album-tak-ramah-lingkungan-12583>.
- Jayaratne, Imesha Kavindi. "Sustainable Development Goals and Potential Impact Created by the Korean Music Industry ( K-POP ) Towards Sustainable Development Sustainable Development Goals and Potential Impact Created by the Korean Music Industry ( K-POP ) Towards Sustainable Develop." *Researchgate.Net*, no. July (2023): 0–20.  
<https://doi.org/10.13140/RG.2.2.25390.48960>.
- Kakoun, Hamza Al. "Sustainable Biodegradable Inks." *College of Engineering Swansea University*, n.d., 1–9.  
[https://www.researchgate.net/publication/358557451\\_Sustainable\\_Biodegradable\\_Inks](https://www.researchgate.net/publication/358557451_Sustainable_Biodegradable_Inks).
- Kardinal, Gloria Theodora. "Globalization For South Korea's Cultural Industry: The Future Of K-Pop In The Untact Era." *Jurnal Asia Pasific Studies* 5, no. 1 (2021): 37 and 40.  
<https://ejournal.uki.ac.id/index.php/japs/article/download/3026/2126>.
- Kartikasari, Hesty, and Arief Sudrajat. "Makna Pembelian Album Fisik Bagi Penggemar Budaya Pop Korea." *Jurnal Analisa Sosiologi* 11, no. 3 (2022).  
<https://doi.org/10.20961/jas.v11i3.59242>.
- Leba, Elsa Emiria. "Pelan-Pelan, Industri K-Pop Melek Isu Lingkungan." *Kompas.id*, 2024. [https://www.kompas.id/artikel/pelan-pelan-industri-k-pop-melek-isu-lingkungan?status=sukses\\_login&utm\\_source=kompasid&utm\\_medium=log\\_in\\_paywall&utm\\_campaign=login&utm\\_content=https://www.kompas.id/artikel/pelan-pelan-industri-k-pop-melek-isu-lingkungan&loc](https://www.kompas.id/artikel/pelan-pelan-industri-k-pop-melek-isu-lingkungan?status=sukses_login&utm_source=kompasid&utm_medium=log_in_paywall&utm_campaign=login&utm_content=https://www.kompas.id/artikel/pelan-pelan-industri-k-pop-melek-isu-lingkungan&loc).
- Li, Yizhe, and Yao Wang. "Exploring Effective Ways of Green Printing to Reduce



- Harmful Volatile Organic Compounds Emissions.” *Proceedings of Business and Economic Studies* 7, no. 1 (2024): 200–201. Exploring Effective Ways of Green Printing to Reduce Harmful Volatile Organic Compounds Emissions.
- Lie, Shania, and Harlis Setiyowati. “Pengaruh E-Service Quality Terhadap E-Loyalty Pada Weverse Shop Di Indonesia Melalui E-Satisfaction Dalam Mendukung SDGs.” *Manajemen Dan Kewirausahaan* 5, no. 1 (2024): 1–14. [https://www.researchgate.net/profile/Harlis-Setiyowati/publication/378072926\\_Pengaruh\\_E-Service\\_Quality\\_Terhadap\\_E-Loyalty\\_Pada\\_Weverse\\_Shop\\_di\\_Indonesia\\_Melalui\\_E-Satisfaction\\_Dalam\\_Mendukung\\_Sustainable\\_Development\\_Goals/links/65c583661e1ec12eff7c330a/P](https://www.researchgate.net/profile/Harlis-Setiyowati/publication/378072926_Pengaruh_E-Service_Quality_Terhadap_E-Loyalty_Pada_Weverse_Shop_di_Indonesia_Melalui_E-Satisfaction_Dalam_Mendukung_Sustainable_Development_Goals/links/65c583661e1ec12eff7c330a/P).
- Marwati, Annisa Rais, Muhammad Wanadli Rivan, and Rawi Diwangkara. “Studi Etnografi Perilaku Konsumtif Fandom NCT Pada Pembelian Album Dan Merchandise K-Pop.” *Juremi: Jurnal Riset Ekonomi* 4, no. 2 (2024): 467–89. <https://bajangjournal.com/index.php/Juremi/article/view/8544/6685>.
- Mas’oed, Mohtar. *Ilmu Hubungan Internasional Disiplin Dan Metodologi*. Jakarta: LP3ES, 1990. [http://103.44.149.34/elib/assets/buku/ILMU\\_HUBUNGAN\\_INTERNASIONAL1.pdf](http://103.44.149.34/elib/assets/buku/ILMU_HUBUNGAN_INTERNASIONAL1.pdf).
- Matthew B. Miles, A. Michael Huberman, Johnny Saldana. *Qualitative Data Analysis: A Methods Sourcebook*. 3 Th Editi. California: Sage Publications, 2014. <https://www.metodos.work/wp-content/uploads/2024/01/Qualitative-Data-Analysis.pdf>.
- Maulana, Rama. “Fans KPop Makin Gencar Kampanye Stop Krisis Iklim.” *Forest Digest*, 2021. <https://www.forestdigest.com/detail/1219/kampanye-fans-kpop-krisis-iklim>.
- Nasution, Abdul Fattah. *Metode Penelitian Kualitatif*. Bandung: CV. Harfa Creative, 2023. [http://repository.uinsu.ac.id/19091/1/buku\\_metode\\_penelitian\\_kualitatif.Abdul\\_Fattah.pdf](http://repository.uinsu.ac.id/19091/1/buku_metode_penelitian_kualitatif.Abdul_Fattah.pdf).

- Novenia, Clarenia Carissa. "Perancangan Transit Dan Lifestyle Hub Di Kawasan Stasiun Rawa Buntu Dengan Pendekatan Eco Friendly," 2023, 10–27. <https://kc.umn.ac.id/id/eprint/23885/>.
- Nuraeni, Fitri, and Ritta Setiyati. "Pengaruh Social Network Marketing Dimoderasi Role of Eco-Friendly Attitude: Customer Experience Dalam Pembelian Keberlanjutan." *Jurnal Lentera Bisnis* 12, no. 3 (2023): 683–703. <https://pdfs.semanticscholar.org/9c33/44f7cdcfcba3e3c959c2f278b960283d2e0a.pdf>.
- Nurhalimah, Syahrul Roji, Safa Regita Stiffany, and Oot Hotimah. "Peran Idol K-Pop Dalam Mendorong Tren Konsumen: Perspektif Geografi Regional." *Jurnal Ilmiah Pendidikan Dasar* 10, no. 4 (2025): 331. <https://journal.unpas.ac.id/index.php/pendas/article/download/34281/18115/128971>.
- Nursapia Harahap. *BUKU METODOLOGI PENELITIAN KUALITATIF DR. NURSAPIA HARAHAHAP, M.HUM*. Edited by Dr. Hasan Sazali M.A. 1st ed. Medan: Wal ashri Publishing, 2020. [http://repository.uinsu.ac.id/9105/1/BUKU METODOLOGI PENELITIAN KUALITATIF DR. NURSAPIA HARAHAHAP%2C M.HUM.pdf](http://repository.uinsu.ac.id/9105/1/BUKU%20METODOLOGI%20PENELITIAN%20KUALITATIF%20DR.%20NURSAPIA%20HARAHAHAP%20M.HUM.pdf).
- "Potensi Penurunan Emisi Indonesia Melalui Perubahan Gaya Hidup Individu." Institute For Essential Services Reform, n.d. [https://iesr.or.id/pustaka/potensi-penurunan-emisi-indonesia-melalui-perubahan-gaya-hidup-individu/#:~:text=Bukan hanya dihasilkan oleh alam,yang berujung dengan perubahan iklim.&text=mengetahui seberapa besar emisi yang,-ekivalen/kapita/hari](https://iesr.or.id/pustaka/potensi-penurunan-emisi-indonesia-melalui-perubahan-gaya-hidup-individu/#:~:text=Bukan%20hanya%20dihasilkan%20oleh%20alam,yang%20berujung%20dengan%20perubahan%20iklim.&text=mengetahui%20seberapa%20besar%20emisi%20yang,-ekivalen/kapita/hari).
- Putri, Maharani, and Sofia Trisni. "Corporate Diplomacy : Peran SM Entertainment Melalui New Culture Technology Dalam Diplomasi Publik Korea Selatan." *Padjadjaran Journal of International Relations* 3, no. 1 (2021): 73–88. [https://scispace.com/pdf/corporate-diplomacy-peran-sm-entertainment-melalui-new-4eudxagth3.pdf#:~:text=berkorelasi dengan SDGs poin keempat%2C yaitu memastikan pendidikan yang&text=Dengan melakukan CSR%2C SM Entertainment secara tidak langsung](https://scispace.com/pdf/corporate-diplomacy-peran-sm-entertainment-melalui-new-4eudxagth3.pdf#:~:text=berkorelasi%20dengan%20SDGs%20poin%20keempat%2C%20yaitu%20memastikan%20pendidikan%20yang&text=Dengan%20melakukan%20CSR%2C%20SM%20Entertainment%20secara%20tidak%20langsung).

- Ramadhan, Alifia Desy, and Ph.D Adiasri Putri Purbantina. "Upaya PT Kalbe Farma Dalam Mengafopsi Prinsip United Nations Global Compact Sebagai Suatu Bentuk Global Public Private Partnership (2019-2023)." *Jurnal Studi Diplomasi Dan Keamanan* 16, no. 2 (2024): 54–88. <https://jurnal.upnyk.ac.id/index.php/jsdk/article/view/11279>.
- Ramadhani, Pipit Ika. "Profil SM Entertainment, Agensi K-Pop Generasi Pertama Yang Diakuisisi Agensi BTS." *Liputan* 6, 2023. <https://www.liputan6.com/saham/read/5203402/profil-sm-entertainment-agensi-k-pop-generasi-pertama-yang-diakuisisi-agensi-bts>.
- Ramaiska, Ayu Diah. "Analisis Environmental Awareness Dalam Minat Beli Produk Ramah Lingkungan Menurut Perspektif Bisnis Islam," 2022, 66. [https://repository.radenintan.ac.id/22193/1/BAB I II V \\_Perpustakaan Pusat.pdf](https://repository.radenintan.ac.id/22193/1/BAB%20I%20II%20V%20_Perpustakaan%20Pusat.pdf).
- Riani, Asnida. "Konsumsi Plastik Album K-Pop Meroket, Kekhawatiran Dampak Lingkungan Meningkat." *Liputan* 6, 2023. <https://www.liputan6.com/amp/5436580/konsumsi-plastik-album-k-pop-meroket-kekhawatiran-dampak-lingkungan-meningkat>.
- "SM Entertainment Artist at the United Nations," n.d. [https://www.tiktok.com/search?q=sm entertainment artist in united nations&t=1782302866387](https://www.tiktok.com/search?q=sm%20entertainment%20artist%20in%20united%20nations&t=1782302866387).
- SMTOWN. *SM Sustainability Forum | HUMANITY & SUSTAINABILITY*, 2023. <https://www.youtube.com/watch?v=G3UUdaOtZGs&t=42s>.
- Strategi Komunikasi Pelaksanaan Pencapaian Tujuan Pembangunan Berkelanjutan/ Sustainable Development Goals (TPB/SDGs)*. Kementerian PPN/Bappenas, 2020. [https://cosdev.univpancasila.ac.id/wp-content/uploads/2023/11/Buku-Strategi-Komunikasi-SDGs\\_Upload.pdf](https://cosdev.univpancasila.ac.id/wp-content/uploads/2023/11/Buku-Strategi-Komunikasi-SDGs_Upload.pdf).
- Tjiu, Kennia Suryaningrum. "Peran SM ENtertaianment Dalam Penyebaran KoreanWave Di Jepang," 2024. <https://digilib.unila.ac.id/82424/3/3>. SKRIPSI TANPA BAB PEMABAHASAN - Kenia Tjiu.pdf.
- "Tranding Youtube Di Dominasi Oleh K-Pop," n.d. [https://www.youtube.com/playlist?list=OLAK5uy\\_n7Ig\\_LAUbKE6\\_ZeQ1p](https://www.youtube.com/playlist?list=OLAK5uy_n7Ig_LAUbKE6_ZeQ1p)

wHmJcEhwX7BekBo.

UN Global Compact. "All Type Of Organizations Are Invited To Join The Movement." United Nations Global Compact, n.d. <https://unglobalcompact.org/participation/join/who-should-join>.

———. "Choose Principles." United Nations Global Compact, n.d. <https://unglobalcompact.org/participation/join/commitment>.

———. "Global Goals For People And Planet." United Nations Global Compact, n.d. <https://unglobalcompact.org/sdgs/about>.

———. "How Will I Benefit?" United Nations Global Compact, n.d. <https://unglobalcompact.org/participation/join/benefits>.

———. "Navigating the Path to Sustainable Business: The Evolution of UNGC Principles and the Rise of ESG." United Nations Global Compact, n.d. <https://globalcompact.in/navigating-the-path-to-sustainable-business-the-evolution-of-ungc-principles-and-the-rise-of-esg/>.

———. "The Power Of Principles." United Nations Global Compact, n.d. <https://unglobalcompact.org/what-is-gc/mission/principles>.

———. "The World's Largest Corporate Sustainability Initiative," n.d. <https://www.globalcompact.de/en/>.

———. "The World's Largest Corporate Sustainability Initiative," United Nations Global Compact Network Germany, n.d. <https://www.globalcompact.de/en/>.

———. "Transparency Builds Trust." United Nations Global Compact, n.d. <https://unglobalcompact.org/participation/report>.

———. "United Nations Global Compact." United Nations Global Compact Network Germany, n.d. <https://www.globalcompact.de/en/about-us/united-nations-global-compact>.

United Nations. "Ensure Sustainable Consumption and Production Patterns." Accessed June 11, 2026. <https://sdgs.un.org/goals/goal12>.

———. "Take Urgent Action to Combat Climate Change and Its Impacts." Accessed June 11, 2026. <https://sdgs.un.org/goals/goal13>.

———. "Transforming Our World: The 2030 Agenda for Sustainable Development." United Nation Department of Economic and Social Affairs

Sustainable Development, n.d. <https://sdgs.un.org/2030agenda>.

———. “Transforming Our World: The 2030 Agenda for Sustainable Development,” 2015. <https://docs.un.org/A/RES/70/1>.

Universitiy, Binus. “Sustainability: Konsep Dan Implikasinya Bagi Lingkungan, Ekonomi, Dan Sosial,” n.d. <https://binus.ac.id/bekasi/2024/09/sustainability-konsep-dan-implikasinya-bagi-lingkungan-ekonomi-dan-sosial/>.

Wheelen, Thomas L., and J. David Hunger. *Strategic Management and Business Policy toward Global Sustainability*. Thirteenth., 2010. [https://wcu.edu.az/uploads/files/Strategic Management and Business Policy \(PDFDrive \).pdf](https://wcu.edu.az/uploads/files/Strategic Management and Business Policy (PDFDrive ).pdf).



UIN SUNAN AMPEL  
S U R A B A Y A