

ABSTRAK

Upaya Pemerintah Indonesia Dalam Mengembangkan Ekonomi Digital Melalui Industri Esport Sebagai Bentuk Pemenuhan SDG Tujuan 8 Di Indonesia Periode 2019-2024

Penelitian ini menganalisis upaya pemerintah Indonesia dalam mengembangkan ekonomi digital melalui industri esport untuk memenuhi Sustainable Development Goals (SDGs) Tujuan 8 pada periode 2019-2024. Fokus utama adalah peran Pengurus Besar Esports Indonesia (PB ESI) dalam implementasi program pengembangan industri esport. Metode penelitian yang digunakan adalah kualitatif. Data diperoleh dari studi literatur, analisis dokumen resmi pemerintah dan PB ESI, serta wawancara dengan pemangku kepentingan terkait. Program-program yang dianalisis meliputi pembentukan regulasi, penyesuaian anggaran, pembangunan infrastruktur, penyelenggaraan turnamen, pengembangan platform esport, dan dukungan terhadap developer game. Analisis data menunjukkan bahwa upaya pemerintah melalui PB ESI berhasil mendukung beberapa target SDGs Tujuan 8, seperti Target 8.1, 8.2, 8.3, 8.4, 8.5, 8.6, dan 8.9. Namun, target 8.7 dan 8.10 belum tercapai karena fokus program lebih terarah pada pengembangan industri dan ekonomi digital, tanpa menyentuh isu-isu sosial yang lebih luas. Penelitian ini menyarankan peningkatan implementasi dan pengawasan regulasi serta perluasan akses ke layanan keuangan untuk memastikan pencapaian SDGs Tujuan 8 secara holistik dan inklusif.

Kata Kunci: Esports, Ekonomi Digital, Tujuan Pembangunan Berkelanjutan (SDG)

ABSTRACT

Government Initiatives in Advancing Indonesia's Digital Economy Through the Esports Industry to Achieve SDG Goal 8 (2019-2024)

This study analyzes the efforts of the Indonesian government in developing the digital economy through the esports industry to achieve Sustainable Development Goals (SDGs) Goal 8 during the period 2019-2024. The main focus is on the role of the Indonesian Esports Association (PB ESI) in implementing programs related to the development of the esports industry. The research employs a qualitative. Data were collected from literature studies, analysis of official documents from the government and PB ESI, and in-depth interviews with relevant stakeholders. The programs analyzed include the establishment of regulations, budget adjustments, infrastructure development, tournament organization, esports platform development, and support for game developers. Data analysis indicates that the government's efforts through PB ESI have successfully supported several targets of SDGs Goal 8, such as Targets 8.1, 8.2, 8.3, 8.4, 8.5, 8.6, and 8.9. However, Targets 8.7 and 8.10 remain unmet due to the programs' focus on industry and digital economy development, without addressing broader social issues. This study recommends enhancing the implementation and supervision of regulations, expanding access to financial services, and providing training for the community. Additionally, collaboration between the public and private sectors is essential to create an environment that supports sustainable growth of the esports industry, ensuring that all aspects of SDGs Goal 8 can be achieved holistically and inclusively.

Keywords: Esports, Digital Economy, Sustainable Development Goals (SDG)