

ABSTRAK

Peningkatan perhatian global terhadap isu perubahan iklim mendorong berbagai sektor, termasuk olahraga internasional, untuk menerapkan prinsip keberlanjutan dalam penyelenggaraan mega-sport event. Roland-Garros sebagai salah satu turnamen Grand Slam turut menghadapi tantangan lingkungan yang berasal dari mobilitas internasional, konsumsi energi, dan aktivitas operasional turnamen. Penelitian ini bertujuan untuk menganalisis bagaimana Fédération Française de Tennis (FFT) mengelola jaringan multi-stakeholder dalam mengimplementasikan prinsip keberlanjutan pada penyelenggaraan Roland-Garros periode 2019-2024. Penelitian menggunakan metode kualitatif dengan pendekatan studi kasus serta dianalisis melalui perspektif global governance dan teori network governance model lead organization dari Privan dan Kenis. Hasil penelitian menunjukkan bahwa FFT berperan sebagai lead organization yang mengoordinasikan berbagai aktor, seperti pemerintah lokal, mitra dan sponsor, organisasi internasional, penyedia transportasi, vendor operasional, dan organisasi lingkungan. Pengelolaan jaringan tersebut dilakukan melalui empat mekanisme utama, yaitu penetapan standar keberlanjutan, koordinasi dan negosiasi antaraktor, penerapan klausul keberlanjutan dalam kerja sama, serta monitoring dan evaluasi. Temuan penelitian menunjukkan bahwa koordinasi dan negosiasi antaraktor menjadi mekanisme yang paling menonjol karena menentukan kemampuan FFT dalam menyelaraskan berbagai kepentingan menuju tujuan lingkungan yang sama. Dengan demikian, implementasi keberlanjutan Roland-Garros merupakan hasil dari pengelolaan jaringan multi-stakeholder yang terstruktur dan berkelanjutan.

Kata kunci: Roland-Garros, keberlanjutan, network governance, lead organization, Fédération Française de Tennis.

ABSTRACT

Growing global attention to climate change has encouraged various sectors, including international sports, to integrate sustainability principles into the organization of major sporting events. As one of the four Grand Slam tournaments, Roland-Garros faces significant environmental challenges arising from international mobility, energy consumption, and large-scale operational activities. This study aims to analyze how the Fédération Française de Tennis (FFT) manages a multi-stakeholder network to implement sustainability principles in the organization of Roland-Garros during the 2019-2024 period. The research employs a qualitative case study approach and is analyzed through the perspective of global governance and network governance, particularly the lead organization model proposed by Provan and Kenis. The findings reveal that FFT acts as the lead organization responsible for coordinating various stakeholders, including local governments, sponsors, international organizations, transportation providers, operational vendors, and environmental organizations. The governance of this network is carried out through four main mechanisms: the establishment of sustainability standards, coordination and negotiation among stakeholders, the incorporation of sustainability clauses into partnership agreements, and monitoring and evaluation processes. The study further finds that coordination and negotiation among stakeholders constitute the most prominent mechanism, as they determine FFT's ability to reconcile diverse interests and align them toward shared environmental objectives. Therefore, the implementation of sustainability at Roland-Garros can be understood as the outcome of a structured and continuous multi-stakeholder network governance process.

Keywords: Roland-Garros, sustainability, network governance, organization, Fédération Française de Tennis.