

Initiating Sustainable Development Goals (SDGs) for Village: A Joint International Community Service Program

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Abstract

Purpose: The purpose of this program is to provide a basic understanding of the advantages inherent in implementing Sustainable Development Goals (SDGs) in rural areas, particularly in Padanglampe Village, South Sulawesi, Indonesia.

Methodology: We employ socialization to deliver a fundamental understanding of the SDGs within Padanglampe Village. This approach is divided into three steps. First, lectures on SDGs and their relevance to village development were delivered to the participants. The speakers are lecturers from the Faculty and Economics and Business, Universitas Muslim Indonesia, and exchange students, Victor Lanceleur and Davoine Solene, from Polytech Annecy-Chambéry-Université Savoie Mont Blanc, France. Second, interactive Q&A sessions are conducted to foster active engagement. Finally, participant knowledge, awareness, and attitudes towards SDGs were evaluated using a questionnaire-based approach.

Results: The study involved 29 participants from diverse backgrounds, and, overall, the program progressed smoothly. Evaluation findings indicate that the majority of participants in Padanglampe village attained adequate literacy regarding SDGs following lectures. This suggests a positive impact of the program in enhancing knowledge, awareness, and attitude among villagers about the SDGs and their significance for sustainable development.

Limitations: Although the program showed promising results, certain limitations need to be addressed. One notable limitation is the reliance on Google Forms for evaluation, which may not provide a comprehensive understanding of the participants' perspectives. Therefore, we strongly suggest using participatory approaches, such as interviews, to obtain deeper insights into villagers' understanding and perceptions of the SDGs.

Contributions: Despite these limitations, this community service program initiative has made significant contributions to advancing villagers' understanding and participation in SDGs. By providing socialization about SDGs at the grassroots level, the program has played a crucial role in promoting sustainable development within rural areas.

Keywords: Sustainable Development Goals (SDGs), International Community Service Program (PkM), Padanglampe Village, Indonesia, France.

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1. Introduction

Roughly half of the global population, with a majority being those struggling below the poverty line, resides in rural areas (OECD, 2023b). These regions are disproportionately affected by severe poverty and lack adequate access to education, healthcare, and essential services. Prioritizing the inclusion and enhancement of rural well-being is crucial for achieving Sustainable Development Goals (SDGs). The overarching principle of the 2030 Agenda for Sustainable Development, which emphasizes leaving no one behind, underscores the urgency of this matter (Katila et al., 2019). The majority of humanity's natural resources are situated in rural regions. Agriculture, the main economic pursuit in these areas, maintains a closer relationship with the environment compared to urban economic endeavors. Thus, implementing suitable strategies for rural development is essential for safeguarding the planet's well-being, representing a crucial and shared goal for everyone. The significance of rural development extends beyond solely attaining SDGs associated with prosperity. However, it is important not to view rural populations solely as passive recipients of aid. With the implementation of appropriate strategies, rural development can actively contribute to advancing SDGs.

Understanding local customs and procedures is crucial for achieving the Sustainable Development Goals (SDGs), as successful implementation requires localization. This means adapting the SDGs to fit local contexts and priorities, which requires a deep understanding of the variations in concepts and processes. National governments alone cannot achieve the ambitious aims of the 2030 Agenda; however, cities and regions can play a significant role in attaining the SDGs. Given that most people reside and work in urban areas, and urbanization is on the rise globally, with an estimated 70% of the world's population projected to live in cities by 2050, the importance of cities and regions becomes apparent (OECD, 2023a). Data from the OECD Metropolitan Database (OECD, 2023b) underscores this significance, showing that 63% of GDP is concentrated in the 327 OECD metropolitan areas with over 500,000 inhabitants. In many countries, cities and regions possess key competencies in areas crucial to the SDGs, such as water, housing, transportation, infrastructure, land use, and climate change. OECD data reveals that subnational governments accounted for nearly 60% of total public investment in 2016 within the OECD area and nearly 40% worldwide. Moreover, beyond SDG 11, which specifically targets cities and communities, around 65% of the 169 targets associated with the 17 SDGs cannot be achieved without the involvement of local and regional governments.

As part of efforts to achieve the national Sustainable Development Goals (SDGs) down to the village level, the Ministry of Village Development of Disadvantaged Regions and Transmigration (Kemendes PDTT) issued Regulation No. 13 of 2020, which focuses on rural SDGs. This regulation outlines the prioritization of village funds usage in 2021, also emphasizing SDGs attainment efforts. Regulation No. 13 of 2020 by Kemendes PDTT is grounded in the notion of a national development model based on Presidential Regulation No. 59 of 2017 concerning the implementation of national sustainable development goals. To achieve this, Kemendes PDTT launched SDGs Desa, which refers to efforts to implement the 2030 Agenda for Sustainable Development set by the UN at the village or local level. SDGs Desa focuses on implementing and achieving these goals at the village or local community level. This involves integrating the principles and targets of SDGs into development planning at the village level and engaging active participation from the local community in the process. The goal of SDGs Desa is to ensure that sustainable development occurs at all levels, including the most local levels such as villages, which often face the most tangible development challenges (Kemendes, 2022).

There is ample evidence to show that local efforts in different regions in Indonesia can significantly enhance the prospects of achieving Sustainable Development Goals (SDGs) (Dharsana et al., 2023; Muhamad et al., 2021; Prayitno et al., 2021). In the context of tourism, the example of Banyuwangi regency in East Java offers valuable insight: tourist numbers have increased dramatically since 2010, reaching nearly 5 million in 2016, largely due to festivals and active community participation (Ollivaud & Haxton, 2019). Furthermore, the engagement of community-based rural tourism in collaborative efforts among organizations has positively impacted Sustainable Development Goals (SDGs) in Nglangeran Tourism Village, Gunung Kidul Regency, Yogyakarta, Indonesia (Manaf et al., 2018). In another instance, a community group has taken steps to ensure the sustainability of clean water access and sanitation by conserving water, maintaining infrastructure, and preserving the river area in

Talontam village, Riau (Susanti et al., 2021). Moving to Bali, the implementation of SDGs Desa has significantly contributed to supporting the Sustainable Development Goals, elevating it to the top position in the National Development Village Index (Luh, 2021). Moreover, a team of lecturers from Institut Teknologi Sepuluh Nopember (ITS) has advocated for the establishment of Solar Power Plants to facilitate educational tourism development in Summersari, Sleman regency (ITS, 2023a). Another ITS team underscores the importance of effective data management in successfully implementing SDGs at the village level in Sidoarjo Regency (ITS, 2023b). Lastly, it is imperative to monitor and devise additional policies that emphasize to village governments the necessity of development strategies that prioritize equity, support for marginalized communities, and concurrent environmental sustainability initiatives across several villages in Pelepat Ilir Subdistrict, Bungo District (McCollum et al., 2023). This passage highlights various community-driven initiatives across different villages in Indonesia aimed at SDGs. It underscores the importance of collaboration, innovation, and equity in fostering positive change at the grassroots level.

In the verdant landscapes of South Sulawesi, Padanglampe Village embodies the essence of agricultural heritage and community resilience. Yet, amidst its scenic beauty and cultural richness, the village grapples with the dual challenges of poverty and environmental degradation, hindering its full potential for sustainable development. By investing in the sustainable development of rural communities, we not only fulfill our commitment to the SDGs but also pave the way for a more equitable, prosperous, and resilient future for all. Through collective action and shared responsibility, we can bridge the gap between aspiration and achievement, transforming rural areas into thriving hubs of sustainable development and opportunity. While progress has been made in many parts of the world, the journey towards achieving the SDGs remains uneven, particularly in rural or village areas where disparities in access to resources and opportunities persist.

Addressing these challenges requires a comprehensive and integrated approach that leverages the principles of sustainability, inclusivity, and local ownership. By empowering rural communities to actively participate in the SDGs agenda, we can unlock their immense potential as drivers of positive change and sustainable development. This program aims to cultivate a shared sense of accountability among rural residents for tackling local issues and promoting sustainable development goals. Therefore, its objective is to offer a foundational comprehension of the benefits associated with integrating Sustainable Development Goals (SDGs) within rural communities, particularly in Padanglampe village, Indonesia.

2. Methods

2.1. Pre-exploration

Firstly, an International PkM Collaboration team composed of Faculty of Economics and Business lecturers and several students conducted a pre-survey in February 2023 to identify the primary needs of the community in Padanglampe Village. We directly interacted with the Village Chief and several villagers regarding social, economic, environmental, and infrastructural welfare. Generally, they found that some urgent needs included sustainable agriculture improvement, access to education, and viable job opportunities. We also compared these findings with the SDGs goals set by the UN. To add value, we involved and invited two students from France as speakers in this activity. Overall, we found that several SDGs goals are highly relevant to the needs and potential of Padanglampe Village, such as Goal 2 (Sustainable Agriculture), goal 4 (Quality Education), and Goal 8 (Decent Work and Economic Growth). This helped the team in designing programs oriented towards the real needs of the local community and aligned with the global agenda of sustainable development promoted by the SDGs and Village SDGs.

2.2. Plan and design for the socialization of SDGs

Based on the outcomes of the discussion held by the Community Empowerment Team and the Village Chief, we have collectively agreed to initiate the first phase of activities, which involves educating the community about SDGs (Sustainable Development Goals) and Village SDGs. The primary aim is to enhance the basic understanding of the rural populace regarding the significance of SDGs and to encourage their active involvement in achieving these objectives within the village. The program targets

all sectors of the village community, including village officials, farmers, entrepreneurs, community leaders, youth, women, and educators, as they are viewed as having the potential to make a significant impact as agents of change at the grassroots level.

By developing a comprehensive and structured program plan, it is hoped that this SDGs socialization program can effectively achieve its objectives and have a positive impact on sustainable development in Padanglampe Village. In general, this activity consists of three main stages. First, presentation sessions to provide an initial understanding of SDGs and the importance of implementation at the village level. Presentation materials cover the concepts of SDGs and Village SDGs, their main objectives, and their relevance to village life. Case studies and practical examples of successful SDGs implementation in other villages such as West Java and East Java will be presented. Other important topics will be presented by French students on natural resource management techniques, sustainable agriculture and fisheries, and local economic development. All delivered materials are tailored to the specific needs and interests of the village community. Second, group discussions to discuss the challenges and opportunities faced by the village in achieving SDGs objectives. Interactive workshops to develop concrete action plans and collaborative solutions to achieve SDGs objectives. Third, evaluation. We adopt the literacy concept consisting of three main dimensions: Knowledge, Awareness, and Attitude, as an evaluation framework to measure the participants' literacy level after they have been provided with materials on Sustainable Development Goals (SDGs). To prevent response bias issues, we limit the questionnaire statements to only 15 items. Each item is measured on a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). This questionnaire is considered effective in measuring the effectiveness of participant understanding and has been used by several previous PkM programs from various contexts (Ashoer et al., 2021, 2022; Fadhil & Ashoer, 2019; ITS, 2023b). By measuring these three dimensions, we can gain a fundamental understanding of participants' literacy levels in the context of SDGs, which can then help in designing more effective and sustainable learning strategies and strengthen their participation and contribution to achieving sustainable development goals in the future.

3. Results

3.1. Participants

The International Community Service Program (PkM) was held at the Padanglampe Village Hall, Pangkep Regency, South Sulawesi (Figure 1), Indonesia, on Monday, June 1, 2023, from 09:00 to 13:00. The event was attended by 29 participants from various occupational backgrounds, including farmers, educators, private/government employees, traders/entrepreneurs, village figures, and others (Figure 2). The collaborative team for the International PkM involved in this activity consisted of 8 Lecturers from the Faculty of Economics and Business, Universitas Muslim Indonesia (UMI), Indonesia, bringing diverse knowledge and experience in the field of local economic development. Additionally, the event also involved 2 international speakers, namely Victor Lanceleur and Davoine Solene, from Polytech Annecy-Chambéry-Université Savoie Mont Blanc, France, providing insights and global perspectives on sustainable development.





Figure 1. Padanglampe village, Pangkep Regency, South Sulawesi, Indonesia
Source: Google Maps and Google Street

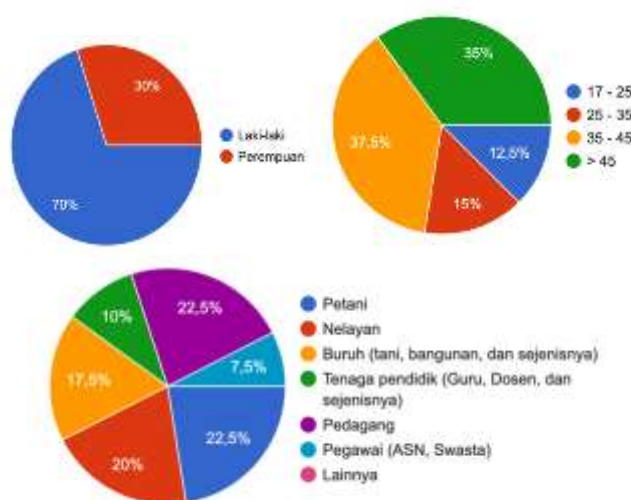


Figure 2. Demographic of participants (gender, age, and occupation; N=29)
Source: Primary data processed, 2024

3.2. Description and discussions of the program

During the activity, the community of Padanglampe Village had a valuable opportunity to deepen their understanding of the principles and goals of SDGs established by the UN. In a collaborative and inclusive atmosphere, they were invited to actively participate in various discussion sessions, presentations, and workshops designed specifically to encourage the exchange of knowledge and experiences between local and international participants. Below is a specific description and outcomes of the activity.

1) First step – SDGs presentation (120 hours)

The activity begins with an introductory session by the moderator and speaker (Muhammad Ashoer Zaenal - Faculty of Economics and Business, Muslim University of Indonesia) who provides an overview of the event agenda and the importance of SDGs in the context of village development. It is followed by a main material delivery session by the first speaker (Syamsu Alam - Faculty of Economics and Business, Muslim University of Indonesia) who elaborates in detail on each SDG goal and its relevance to village life. The material presented, accompanied by international speakers Victor Lanceleur and Davoine Solene from Polytech Annecy-Chambéry-Université Savoie Mont Blanc, France, emphasizes the need to integrate social, economic, and environmental aspects into every aspect of village life. Additionally, they provide insights into how the implementation of SDGs can help improve community well-being, protect the environment, and enhance gender equality as well as access to basic services such as education, health, and clean water at the village level. With

a better understanding of the importance of SDGs for rural development, it is hoped that participants, including exchange students, can become active agents of change in driving the transformation towards a more sustainable and inclusive society, drawing inspiration from SDGs practices around the world. Through these sessions, participants not only learn about the concepts of SDGs theoretically but are also allowed to delve deeper into practical implementation at the village level. Discussions initiated among participants from different backgrounds and local and international experts bring rich and diverse perspectives, enabling participants to understand their local context within a broader global context.

2) Second step – Q&A Session (15 minutes)

Next, there will be a discussion and question-and-answer session moderated by the facilitator. Participants will be allowed to ask questions and discuss the material that has been presented, as well as share their experiences and ideas related to the implementation of SDGs in their villages. The activity will take place in an interactive and collaborative atmosphere, with participants actively engaged in discussion and exchanging opinions. Some important questions raised by participants include the role of city or provincial governments in achieving Village SDGs, whether young people play a significant role in the success of Village SDGs, and why SDGs in Indonesia lag behind those in developed countries. To sum up, the speakers provided fairly satisfactory and well-received answers. Additionally, several national and international case studies will be presented to provide real-life examples of how SDG principles can be applied in a village context.

3) Third step – Evaluation (15 minutes)

At the end of the event, a brief evaluation was conducted of participants' understanding of the SDGs, followed by a feedback session to assess the effectiveness of the activity. Participants were allowed to express their opinions on the strengths and weaknesses of the event, as well as suggestions for improvement in the future.

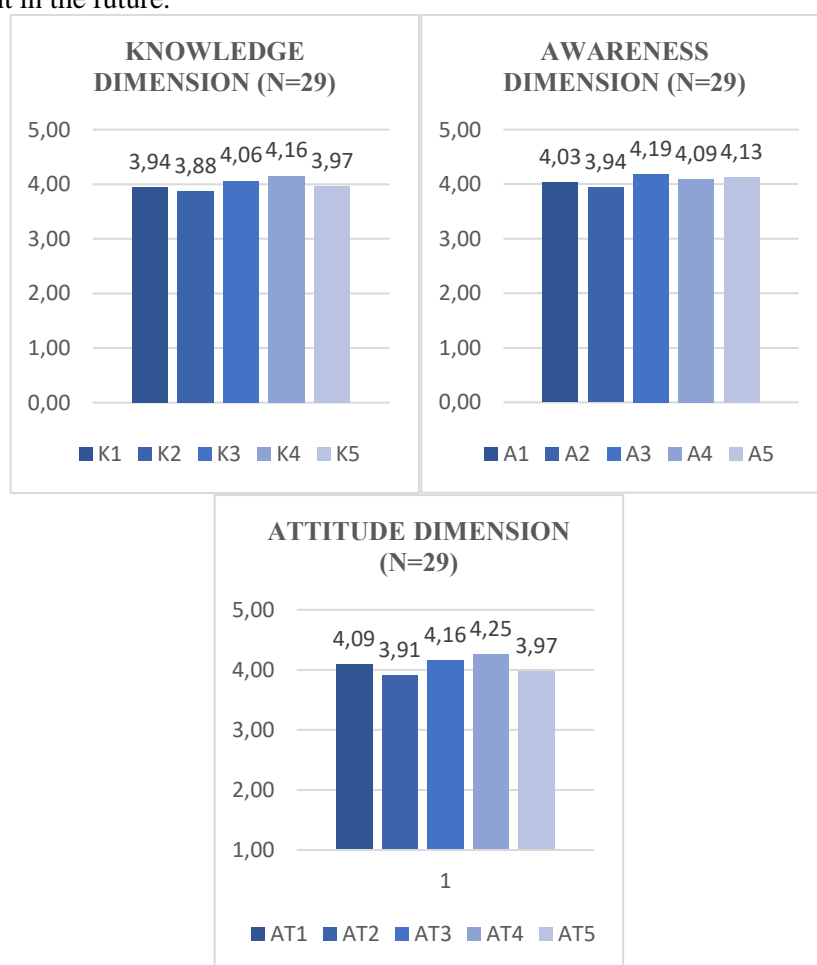


Figure 3. Histogram of participants' answers
Source: Primary data processed, 2024

Table 1. Items measurements and an average score of participants' answers (N=29)

Items measurements	Code	Mean
<i>Knowledge Dimension</i>		
How familiar are you with the goals covered by the Sustainable Development Goals (SDGs)?	K1	3.94
How often do you seek information or discuss developments related to achieving the SDGs?	K2	3.88
How do you assess your level of understanding of the indicators used to measure the achievement of each SDGs goal?	K3	4.06
How confident are you that the implementation of SDGs can bring positive changes in various aspects of people's lives?	K4	4.16
How do you assess the need to increase people's knowledge and understanding of the SDGs in your environment?	K5	3.97
Mean		4.00
<i>Awareness Dimension</i>		
How often do you think about the impact of your actions or decisions on achieving the SDGs?	A1	4.03
Do you feel that efforts to achieve the SDGs need to be prioritized in the national development agenda?	A2	3.94
How much do you believe that each individual has a role to play in achieving the SDGs?	A3	4.19
How do you assess the general level of public awareness of the importance of SDGs?	A4	4.09
Do you feel that people understand their contribution to the achievement of the SDGs?	A5	4.13
Mean		4.08
<i>Attitude Dimension</i>		
How much do you support the government's efforts to encourage the implementation of SDGs at the local level?	AT1	4.09
Do you feel that companies and the private sector should play an active role in achieving the SDGs?	AT2	3.91
How much do you believe that the implementation of the SDGs can generate significant economic benefits for society?	AT3	4.16
How do you assess the role of individuals in creating awareness and action on SDGs in society?	AT4	4.25
How much do you feel that efforts to achieve the SDGs should be a priority in national development policy?	AT5	3.97
Mean		4.08

Source: Primary data processed, 2023



Figure 4. Documentations of the program
Source: FEB UMI IT Team, 2023

3.3. Contributions

By sharing experiences, challenges, and best solutions in the implementation of SDGs, participants gain new insights into various strategies they can apply in their respective villages. The discussions also provide opportunities for participants to identify potential partnerships, expand their networks, and discover resources they can leverage in sustainable development efforts. Furthermore, the presence of local and international experts inspires and motivates participants to continue their efforts in supporting the implementation of SDGs in their villages. Strengthening their connections and knowledge, participants leave this event with greater enthusiasm and confidence to actively contribute to achieving sustainable development goals in their villages and making positive contributions to the broader community.

Another significant achievement is the successful establishment of the ongoing collaboration with the Village, as represented by Mr. Andi Parenrengi, S.Sos, the Head of Padanglampe Village. This collaboration aims to further bolster the implementation of Sustainable Development Goals (SDGs) at the village level. Through thorough discussions, we have identified a range of promising activities to undertake, including workshops, entrepreneurial training sessions, mentorship programs, and various other initiatives. Moreover, we are planning to extend invitations to stakeholders from other villages who have effectively implemented SDGs programs, to enrich the knowledge and experiences of the residents of Padanglampe Village. This concerted effort not only strengthens our partnership with the village authorities but also brings tangible benefits to the local community as we collectively strive to achieve the SDGs on a grassroots level.

In line with the Vision and Mission of the SDGs to achieve sustainable development, efforts to maximize the achievement of SDGs in Desa Padanglampe require close collaboration between local government, educational institutions, the community, and the private sector. In this context, the team of lecturers and international speakers provide advice to the village after the event ends, emphasizing that initiatives from local leaders and stakeholders are crucial. This underscores the importance of cross-sector collaboration and active participation from all relevant parties, including village officials, the military/police, the community, workers, traders, educators, and other relevant stakeholders. Thus, Desa Padanglampe can serve as a successful example of realizing the vision and mission of the SDGs, and provide a significant positive impact for sustainable development at the local level.

4. Conclusion

This international PkM aims to provide a better fundamental understanding to the rural community about the Sustainable Development Goals (SDGs) and how these concepts can be implemented in their local context. Overall, the level of understanding among the Padanglampe Village community has increased after participating in this activity. This outcome is indicated by the questionnaire mean scores categorized as Very Good. In other words, our initial objectives have been achieved. Through collaborative efforts, innovative solutions, and a steadfast commitment to sustainability, the community can overcome existing challenges, unlock new opportunities, and emerge as a model of agricultural excellence in South Sulawesi, inspiring neighboring villages and contributing to the global agenda of building a more food-secure, equitable, and resilient world.

However, based on the results of the activities, we have concluded that although the goals of the program have been achieved, there are still areas that need improvement. One such area is the utilization of electronic surveys (Google Forms) as a measurement tool, which requires evaluation and enhancement. Despite its effectiveness in data collection and processing, the information gathered is limited to the specific dimensions measured at the time. Looking forward, we intend to adopt a participatory approach involving interview techniques to better understand the key factors contributing to the success of the SDGs program, particularly in Padanglampe Village. Additionally, we encountered challenges where certain participants felt disengaged and distracted during presentation sessions, especially when English-speaking presenters were involved. Our translation system may not have effectively maintained participant focus. Therefore, for future events, we plan to incorporate gaming or interlude segments to engage attendees who may find the presentations monotonous. This initiative is important, given the limited educational background and English proficiency among rural residents.

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