

ANALISIS KEBIJAKAN PENGELOLAAN SAMPAH PESISIR MELALUI PROGRAM “DESA BERSIH” DI DESA MANTANG LAMA, BINTAN

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ABSTRAK

Penelitian ini dilatarbelakangi oleh belum optimalnya implementasi kebijakan pengelolaan sampah pesisir melalui Program Desa Bersih di Desa Mantang Lama, Kabupaten Bintan. Meskipun desa tersebut pernah menjadi juara Program Desa Bersih, kondisi kebersihan lingkungan mengalami penurunan setelah kompetisi berakhir. Hal ini ditandai dengan menurunnya partisipasi masyarakat, belum adanya peraturan desa yang mengatur pengelolaan sampah secara berkelanjutan, serta keterbatasan sarana dan prasarana pendukung. Penelitian ini bertujuan untuk menganalisis implementasi kebijakan pengelolaan sampah pesisir melalui Program Desa Bersih di Desa Mantang Lama serta menganalisis upaya pemerintah desa dalam menjaga keberlanjutan program tersebut. Penelitian menggunakan metode kualitatif dengan pendekatan deskriptif dan strategi studi kasus. Data diperoleh melalui wawancara, observasi, dan dokumentasi terhadap pemerintah desa, Dinas Lingkungan Hidup Kabupaten Bintan, tokoh masyarakat, dan masyarakat Desa Mantang Lama. Hasil penelitian menunjukkan bahwa implementasi Program Desa Bersih telah berjalan cukup baik dari aspek kejelasan tujuan kebijakan, struktur implementasi, kapasitas dan komitmen pelaksana, dan dukungan kelompok kepentingan. Namun, keberlanjutan program belum optimal karena rendahnya partisipasi masyarakat setelah kompetisi berakhir, belum adanya regulasi desa yang mengatur pengelolaan sampah, serta keterbatasan fasilitas pendukung. Disimpulkan bahwa keberhasilan Program Desa Bersih belum sepenuhnya mampu menciptakan sistem pengelolaan sampah pesisir yang berkelanjutan. Oleh karena itu, diperlukan penguatan regulasi desa, peningkatan partisipasi masyarakat, serta dukungan sarana dan prasarana agar implementasi kebijakan dapat berjalan lebih efektif dan berkelanjutan.

Kata Kunci: Implementasi kebijakan, Pengelolaan sampah pesisir, Program Desa Bersih, Partisipasi masyarakat, Keberlanjutan.

**ANALYSIS OF COASTAL WASTE MANAGEMENT POLICY THROUGH
THE "CLEAN VILLAGE" PROGRAM IN MANTANG LAMA VILLAGE,
BINTAN**

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ABSTRACT

This study was motivated by the suboptimal implementation of the coastal waste management policy through the Clean Village Programme in Mantang Lama Village, Bintan Regency. Although the village had previously won the Clean Village Programme competition, environmental cleanliness declined after the competition had ended. This was reflected in reduced community participation, the absence of a village regulation governing sustainable waste management, and limited supporting facilities and infrastructure. This study aims to analyse the implementation of the coastal waste management policy through the Clean Village Programme in Mantang Lama Village and to examine the efforts undertaken by the village government to ensure the sustainability of the programme. The research employed a qualitative method using a descriptive approach and a case study strategy. Data were collected through interviews, observations, and documentation involving the village government, the Environmental Agency of Bintan Regency, community leaders, and residents of Mantang Lama Village. The findings indicate that the implementation of the Clean Village Programme has been carried out reasonably well in terms of the clarity of policy objectives, causal theory, implementation structure, the capacity and commitment of implementers, support from interest groups, and the prevailing social, economic, and political conditions. However, the sustainability of the programme has not yet been fully optimised due to declining community participation following the completion of the competition, the absence of village regulations governing waste management, and the limited availability of supporting facilities and infrastructure. It can therefore be concluded that the success of the Clean Village Programme has not yet been sufficient to establish a sustainable coastal waste management system. Accordingly, stronger village regulations, greater community participation, and improved supporting facilities and infrastructure are required to ensure that policy implementation becomes more effective and sustainable.

Keywords: Policy implementation, Coastal waste management, Clean Village Programme, Community participation, Sustainability.