

**AGENDA SETTING PADA KEBIJAKAN PERATURAN WALIKOTA
TANJUNGPINANG NOMOR 14 TAHUN 2022 TENTANG
PENGURANGAN KANTONG PLASTIK**

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis proses agenda setting pada penyusunan Peraturan Walikota Tanjungpinang Nomor 14 Tahun 2022 tentang Pengurangan Penggunaan Kantong Plastik. Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif. Data diperoleh melalui wawancara dan dokumentasi, kemudian dianalisis menggunakan model analisis data Miles, Huberman, dan Saldaña. Analisis penelitian menggunakan teori *Multiple Streams Framework* yang dikemukakan oleh Kingdon, yang terdiri atas *problem stream*, *policy stream*, *politics stream*, dan *policy window*, serta menganalisis peran dan strategi *policy entrepreneur* dalam proses agenda setting. Hasil penelitian menunjukkan bahwa *problem stream* terbentuk melalui adanya peningkatan timbulan sampah, dampak persampahan, dan keterbatasan daya tampung TPA Ganet. *Policy stream* ditunjukkan melalui proses penerjemahan permasalahan tersebut ke dalam alternatif kebijakan berupa pengurangan penggunaan kantong plastik yang didukung oleh telaah staf, data persampahan, dasar hukum, dan pengkajian kelembagaan. *Politics stream* ditandai oleh dukungan Dinas Lingkungan Hidup, Walikota, dan Bagian Hukum Sekretariat Daerah. Keterhubungan antara ketiga stream tersebut menciptakan *policy window* yang memungkinkan isu pengurangan penggunaan kantong plastik memperoleh perhatian pemerintah dan diproses menjadi kebijakan. Dinas Lingkungan Hidup berperan sebagai *policy entrepreneur* sekaligus aktor penggerak melalui pengajuan usulan kebijakan, sedangkan strategi yang ditemukan lebih bersifat administratif dan berbasis bukti melalui penyusunan dokumen, penggunaan data, dan penguatan dasar hukum. Secara keseluruhan, proses agenda setting dalam penyusunan kebijakan ini dapat dikatakan berhasil karena isu pengurangan penggunaan kantong plastik berhasil masuk ke dalam agenda pemerintah dan diproses menjadi kebijakan.

Kata Kunci: *Agenda Setting, Multiple Streams Framework, Policy Entrepreneur, Sampah Plastik*

**AGENDA SETTING IN POLICY TANJUNGPINANG MAYOR'S
REGULATION NO. 14 OF 2022 ON THE REDUCTION OF PLASTIC BAGS**

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ABSTRACT

This study aims to analyze the agenda-setting process in the formulation of Tanjungpinang Mayor Regulation Number 14 of 2022 on the Reduction of Plastic Bag Use. This research employed a qualitative method with a descriptive approach. Data were collected through interviews and documentation and analyzed using the data analysis model of Miles, Huberman, and Saldaña. The analysis applied Kingdon's Multiple Streams Framework, which consists of the problem stream, policy stream, politics stream, and policy window, as well as examining the role and strategies of the policy entrepreneur in the agenda-setting process. The findings show that the problem stream was formed by the increasing volume of waste, the environmental impacts of waste, and the limited capacity of Ganet Final Disposal Site. The policy stream was reflected in the process of translating these problems into a policy alternative in the form of reducing plastic bag use, supported by staff review documents, waste-related data, legal foundations, and institutional assessment. The politics stream was characterized by support from the Environmental Agency, the Mayor, and the Legal Division of the Regional Secretariat. The interaction among these three streams created a policy window that enabled the issue of reducing plastic bag use to gain government attention and be processed into a policy. The Environmental Agency acted as the policy entrepreneur and driving actor by submitting the policy proposal, while the strategies identified were primarily administrative and evidence-based through document preparation, the use of data, and the strengthening of legal foundations. Overall, the agenda-setting process can be considered successful because the issue of reducing plastic bag use entered the government agenda and was subsequently processed into a policy.

Keywords: *Agenda Setting, Multiple Streams Framework, Policy Entrepreneur, Plastic Waste*