

ABSTRAK

Penelitian ini membahas implementasi kebijakan *green economy* dalam pemanfaatan Dana Desa untuk pengembangan ekowisata di Kampung Wisata Damaran Baru, Kabupaten Bener Meriah. Permasalahan penelitian berangkat dari fakta bahwa meskipun kebijakan nasional mendorong pemanfaatan Dana Desa untuk pembangunan berkelanjutan, praktik di lapangan masih menghadapi hambatan seperti dominasi pembangunan fisik, keterbatasan kapasitas sumber daya manusia lokal, lemahnya koordinasi lintas sektor, dan rendahnya partisipasi masyarakat. Penelitian ini dianalisis menggunakan perspektif teori implementasi kebijakan George C. Edward III yang mencakup empat indikator: komunikasi, sumber daya, disposisi pelaksana, dan struktur birokrasi. Metode penelitian menggunakan pendekatan kualitatif deskriptif dengan teknik pengumpulan data melalui wawancara mendalam, observasi, dan studi dokumentasi. Informan penelitian meliputi aparatur desa, pengelola wisata, perangkat daerah, dan masyarakat lokal. Data dianalisis melalui tahapan reduksi, penyajian, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa prinsip *green economy* telah mulai diintegrasikan dalam program desa, terutama melalui pengembangan destinasi wisata berbasis konservasi dan pemberdayaan ekonomi masyarakat. Namun, implementasi belum optimal karena kendala pada kualitas sumber daya manusia, keterbatasan anggaran untuk pelatihan, kurangnya kejelasan pembagian peran dalam struktur organisasi, serta komunikasi yang belum merata antara pemangku kepentingan.

Kata Kunci: Implementasi, Kebijakan, Green Economy, Dana Desa, Damar Baru

ABSTRACT

This study examines the implementation of *green economy* policies in the utilization of Village Funds for ecotourism development in Kampung Wisata Damaran Baru, Bener Meriah Regency. The research problem stems from the fact that although national policies encourage the use of Village Funds for sustainable development, practices in the field still face challenges such as the dominance of physical infrastructure projects, limited capacity of local human resources, weak cross-sector coordination, and low community participation. The analysis is based on George C. Edward III's policy implementation theory, which comprises four indicators: communication, resources, implementer disposition, and bureaucratic structure. This research

employs a descriptive qualitative approach, with data collected through in-depth interviews, observation, and document review. Informants include village officials, tourism managers, local government agencies, and community members. Data were analyzed through the stages of data reduction, presentation, and conclusion drawing. The findings reveal that *green economy* principles have begun to be integrated into village programs, particularly through the development of conservation-based tourism destinations and community economic empowerment initiatives. However, implementation remains suboptimal due to constraints in human resource quality, limited training budgets, unclear role distribution within the organizational structure, and uneven communication among stakeholders.

Keywords: Implementation, Policy, Green Economy, Village Funds, Damar Baru