

## ABSTRAK

Pembangunan industri kelapa sawit di kawasan padat penduduk menimbulkan perbedaan kepentingan antara perusahaan, pemerintah, dan masyarakat dalam pemanfaatan sumber daya alam serta pengelolaan lingkungan. Penelitian ini bertujuan untuk menganalisis kepentingan PT. Mekar Jaya Sawit dalam membangun pabrik di Kelurahan Bandar Masilam, Kabupaten Simalungun, serta faktor dan bentuk penolakan masyarakat terhadap pembangunan tersebut. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus. Data diperoleh melalui observasi, wawancara, dan dokumentasi, kemudian dianalisis secara kualitatif. Penelitian ini menggunakan Teori Politik Lingkungan, Teori Konflik Kepentingan, dan Teori Pembangunan sebagai landasan analisis. Hasil penelitian menunjukkan bahwa kepentingan PT. Mekar Jaya Sawit dalam pembangunan pabrik didasarkan pada pertimbangan ekonomi dan strategis, seperti ketersediaan bahan baku, akses transportasi, efisiensi operasional, pengembangan usaha, dan peluang membuka lapangan pekerjaan. Sementara itu, penolakan masyarakat dipengaruhi oleh kekhawatiran terhadap dampak lingkungan dan kurangnya keterbukaan informasi. Kekhawatiran tersebut meliputi pencemaran udara, pengelolaan limbah pabrik, perubahan kualitas air menjadi keruh, serta kebisingan. Penolakan dilakukan melalui musyawarah, penyampaian aspirasi kepada pemerintah dan perusahaan, serta aksi demonstrasi. Penelitian ini menunjukkan adanya perbedaan kepentingan antara orientasi ekonomi perusahaan dan kepentingan masyarakat terhadap perlindungan lingkungan serta kenyamanan tempat tinggal. Oleh karena itu, diperlukan keterbukaan informasi, partisipasi masyarakat, komunikasi antarpihak, dan pengawasan pemerintah dalam mewujudkan pembangunan industri yang memperhatikan kepentingan ekonomi dan keberlanjutan lingkungan.

**Kata kunci: Politik Lingkungan, Konflik Kepentingan, Pembangunan, Industri Kelapa Sawit, Penolakan Masyarakat**

## ABSTRACT

*The development of the palm oil industry in densely populated areas creates conflicting interests among companies, the government, and the community regarding natural resource utilization and environmental management. This study aims to analyze the interests of PT. Mekar Jaya Sawit in constructing a mill in Bandar Masilam Urban Village, Simalungun Regency, as well as the factors driving and forms of community opposition to the project. A qualitative approach utilizing a case study method was employed. Data were gathered through observation, interviews, and document analysis. The study draws upon Environmental Politics Theory, Conflict of Interest Theory, and Development Theory as analytical frameworks. The findings indicate that PT. Mekar Jaya Sawit's interest in the mill's construction is driven by economic and strategic considerations, such as raw material availability, transport access, operational efficiency, business expansion, and job creation opportunities. Conversely, community opposition stems from concerns regarding environmental impacts and a lack of information transparency. These concerns encompass air pollution, mill waste management, water turbidity, and noise disturbances. Opposition was expressed through consultative meetings, the voicing of concerns to the government and the company, and public demonstrations. The study reveals a divergence between the company's economic orientation and the community's interests regarding environmental protection and residential well-being. Therefore, achieving industrial development that balances economic interests with environmental sustainability requires information transparency, community participation, inter-party communication, and government oversight.*

**Keywords:** *Environmental Politics, Conflict of Interest, Development, Palm Oil Industry, Community Opposition*