

INTISARI

Kalurahan Sitimulyo merupakan salah satu wilayah di Kapanewon Piyungan, Kabupaten Bantul yang sejak tahun 2015 ditetapkan sebagai kawasan industri dan mengalami perkembangan pesat sehingga mempengaruhi kondisi sosial, ekonomi, dan lingkungan masyarakat sekitarnya. Penelitian ini bertujuan untuk mengevaluasi pengaruh keberadaan kawasan industri terhadap kondisi sosial, ekonomi, dan lingkungan, serta merumuskan strategi pengelolaan yang berkelanjutan dan partisipatif. Pendekatan penelitian yang digunakan adalah kuantitatif evaluatif, dengan metode analisis regresi linier dummy before–after untuk mengidentifikasi perbedaan dan perubahan kondisi antara sebelum dan sesudah berdirinya kawasan industri. Selain itu, analisis SWOT digunakan untuk merumuskan strategi pengelolaan kawasan industri secara optimal. Hasil penelitian menunjukkan bahwa keberadaan kawasan industri memberikan pengaruh yang signifikan terhadap aspek sosial, ekonomi, dan lingkungan masyarakat. Pengaruh positif meliputi meningkatnya Pendapatan Asli Desa (PADes), bertambahnya aktivitas ekonomi lokal, serta terbukanya peluang kerja bagi masyarakat sekitar. Namun demikian, terdapat pula dampak negatif berupa meningkatnya biaya hidup, munculnya potensi konflik sosial, serta penurunan kualitas lingkungan akibat polusi udara, pencemaran air, dan berkurangnya ruang terbuka hijau. Berdasarkan hasil analisis SWOT, strategi yang paling tepat untuk diterapkan adalah Strength–Opportunity (S–O), yaitu dengan memanfaatkan kekuatan internal desa dan peluang eksternal dari program CSR industri guna mendorong pengelolaan kawasan industri yang berkelanjutan dan berkeadilan bagi masyarakat sekitar.

Kata Kunci: Kawasan Industri, Sosial Ekonomi, Lingkungan, Regresi Linier Dummy, Analisis SWOT.

ABSTRACT

Sitimulyo Village, located in Piyungan District, Bantul Regency, has been designated as an industrial area since 2015 and has experienced rapid development, which has affected the social, economic, and environmental conditions of the surrounding community. This study aims to evaluate the influence of the industrial area's existence on social, economic, and environmental conditions and to formulate sustainable and participatory management strategies. The research employs a quantitative evaluative approach using the dummy linear regression before–after method to identify differences and changes in conditions before and after the establishment of the industrial area. In addition, a SWOT analysis is used to formulate optimal strategies for managing the industrial area. The results indicate that the existence of the industrial area has a significant influence on the community's social, economic, and environmental aspects. Positive impacts include an increase in village-generated revenue (PADes), the growth of local economic activities, and the creation of new employment opportunities for residents. However, negative impacts also appear, such as higher living costs, potential social conflicts, and a decline in environmental quality due to air and water pollution and the reduction of green open spaces. Based on the results of the SWOT analysis, the most appropriate strategy to implement is the Strength–Opportunity (S–O) strategy, which utilizes the village's internal strengths and external opportunities from industrial CSR programs to promote sustainable and equitable management of the industrial area for the surrounding community.

Keywords: *Industrial Area, Socio-Economic, Environment, Dummy Linear Regression, SWOT Analysis.*