

ABSTRAK

Penelitian ini mengkaji implementasi program *Zero Waste* melalui mekanisme Bank Sampah di Kecamatan Sembalun, Kabupaten Lombok Timur. Latar belakang penelitian didasarkan pada permasalahan peningkatan volume sampah di kawasan wisata Sembalun yang belum diimbangi dengan sistem pengelolaan optimal, di mana tingkat penanganan sampah di Kabupaten Lombok Timur baru mencapai 34,96%. Selain itu, terdapat kesenjangan informasi di mana masyarakat belum sepenuhnya terpapar sosialisasi kebijakan *Zero Waste* dari pemerintah. Tujuan penelitian ini adalah untuk menganalisis pelaksanaan program *Zero Waste* melalui bank sampah serta mengidentifikasi faktor pendorong dan penghambat efektivitasnya dalam mencapai target pengurangan sampah.

Metode yang digunakan adalah pendekatan kualitatif dengan studi kasus. Data dikumpulkan melalui wawancara mendalam dengan pemangku kepentingan, observasi lapangan, dan studi dokumentasi, yang kemudian dianalisis menggunakan teknik analisis tematik dengan merujuk pada model implementasi Merilee S. Grindle.

Hasil penelitian menunjukkan adanya kesenjangan implementasi yang signifikan antara desain kebijakan di tingkat provinsi/kabupaten dengan eksekusi di tingkat lokal. Meskipun terdapat potensi pendorong berupa manfaat ekonomi mikro bagi nasabah dan komitmen kuat dari figur inisiator lokal, program ini terhambat oleh lemahnya sosialisasi, keterbatasan kualitas SDM, serta minimnya dukungan infrastruktur dan anggaran dari pemerintah daerah maupun desa. Kesimpulannya, program *Zero Waste* di Sembalun masih bersifat voluntarisme dan belum terlembaga secara kuat dalam struktur birokrasi lokal. Keberlanjutan program memerlukan transformasi dari sistem berbasis individu menjadi berbasis sistem melalui formalisasi peran BUMDes, sinkronisasi tata kelola hulu-hilir, dan modernisasi infrastruktur teknologi pengelolaan sampah.

Kata Kunci: *Zero Waste, Bank Sampah, Implementasi Kebijakan, Sembalun*

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ABSTRACT

This study examines the implementation of the Zero Waste programme through the Waste Bank mechanism in Sembalun Sub-district, East Lombok Regency. The background to the study is based on the problem of increasing waste volumes in the Sembalun tourist area, which has not been matched by an optimal management system, with waste management rates in East Lombok Regency currently standing at just 34.96%. Furthermore, there is an information gap, as the community has not been fully exposed to the government's Zero Waste policy outreach. The objective of this study is to analyse the implementation of the Zero Waste programme through waste banks and to identify the drivers and barriers to its effectiveness in achieving waste reduction targets.

The method employed is a qualitative approach using a case study. Data were collected through in-depth interviews with stakeholders, field observations, and document analysis, which were subsequently analysed using thematic analysis techniques, referencing Merilee S. Grindle's implementation model.

The research findings indicate a significant implementation gap between policy design at the provincial/district level and execution at the local level. Although there are potential drivers in the form of microeconomic benefits for customers and a strong commitment from local initiators, the programme is hampered by weak public awareness, limitations in human resource quality, and a lack of infrastructure and budgetary support from both the local government and the village. In conclusion, the Zero Waste programme in Sembalun remains voluntary in nature and has not yet been firmly institutionalised within the local bureaucratic structure. The programme's sustainability requires a transformation from an individual-based system to a system-based one through the formalisation of the role of Village-Owned Enterprises (BUMDes), the synchronisation of upstream-downstream governance, and the modernisation of waste management technology infrastructure.

Keywords: Zero Waste, Waste Bank, Policy Implementation, Sembalun