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**TINJAUAN YURIDIS TERHADAP IMPLEMENTASI GREEN MANUFACTURING CONCEPT DALAM INDUSTRI MANUFAKTUR
ELECTRIC VEHICLE (EV) DI INDONESIA DENGAN PENDEKATAN TRIPLE BOTTOM LINE PRINCIPLE**
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ABSTRACT

Research Review of the Legal Implementation of the Green Manufacturing Concept in the Electric Vehicle (EV) Manufacturing Industry in Indonesia using the Triple Bottom Line Principle Approach aims to analyze how the green manufacturing concept is implemented in the EV manufacturing industry in Indonesia. The main focus of this study is to identify regulations related to the green manufacturing concept and its application in the EV manufacturing industry in Indonesia, as well as to analyze how the triple bottom line principle approach affect the application of the green manufacturing concept in the EV manufacturing industry. This research uses a normative-empirical research type using primary and secondary data. The data analysis method used in this research is qualitative analysis, and the data collection technique is through literature study and interviews. The results of this study show that the green manufacturing concept has been regulated in the Indonesian legal system, although not explicitly, and has been applied in the EV manufacturing industry in Indonesia, as described in the form of corporate environmental management systems, standard operating procedures, and internal company policies. The application of green manufacturing is also affected by the triple bottom line principle, which considers the interests of 3P, namely People, Planet, and Profit.

Keywords: *green manufacturing, EV manufacturing industry, triple bottom line.*

INTISARI

Penelitian Tinjauan Yuridis Terhadap Implementasi *Green Manufacturing Concept* Dalam Industri Manufaktur *Electric Vehicle* (EV) di Indonesia dengan Pendekatan *Triple Bottom Line Principle* bertujuan untuk menganalisis bagaimana implementasi *green manufacturing concept* diterapkan dalam industri manufaktur EV di Indonesia. Fokus utama dari penelitian ini untuk mengidentifikasi regulasi terkait *green manufacturing concept* serta penerapannya dalam industri manufaktur EV di Indonesia, serta menganalisis bagaimana pendekatan *triple bottom line principle* mempengaruhi penerapan *green manufacturing concept* dalam industri manufaktur EV. Penelitian ini menggunakan metode penelitian hukum normatif-empiris dengan data primer dan data sekunder. Teknik pengumpulan data dilakukan melalui studi kepustakaan sekaligus wawancara. Analisis data yang digunakan adalah analisis kualitatif. Hasil penelitian ini menunjukkan bahwa *green manufacturing concept* telah diatur dalam sistem hukum di Indonesia meskipun tidak secara eksplisit dan telah diterapkan dalam industri manufaktur EV di Indonesia dalam bentuk sistem manajemen lingkungan Perusahaan, standar operasional prosedur, hingga kebijakan internal Perusahaan. Penerapan *green manufacturing* tersebut juga dipengaruhi oleh *triple bottom line principle* yang memperhatikan kepentingan 3P yakni *People, Planet,* dan *Profit*.

Kata kunci: *green manufacturing*, industri manufaktur EV, *triple bottom line*.