

Strategies for Implementing the Concept of Green Economics in Promoting Sustainable Development: An Empirical Study in Purwakarta District

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Abstract

This study provides recommendations for local government and stakeholders on optimal strategies in implementing green economics to achieve sustainable development in Purwakarta District, as well as evaluating the effectiveness of these strategies and identifying key challenges. This study used a qualitative approach with a case study method to explore in depth the strategies for implementing green economics concepts in promoting sustainable development in Purwakarta District. The main data was collected through in-depth interviews with Purwakarta District agencies related to the implementation of green economics and sustainable development. SWOT analysis was used to identify strengths, weaknesses, opportunities, and threats in the application of the green economics concept in Purwakarta District. Data obtained from interviews and group discussions were analyzed using NVivo 12 Plus software. This study found that the strategies for implementing the concept of green economics in encouraging sustainable development in Purwakarta Regency include integrating environmental policies in development plans, promoting environmental education and awareness, partnering with the private sector and the community, and developing renewable energy. There are also five strategies for implementing the concept of green economics in encouraging sustainable development in Purwakarta Regency, including 1) forming a special team, 2) socialization, 3) collaboration, 4) making people aware, 5) policies supported by technology, 6) handling waste, 7) regulation, 8) utilizing potential. Challenges faced include limited resources, social resistance, poor inter-agency coordination, and inadequate regulations. Recommendations to address these issues are capacity building, continuous education and campaigns, improved coordination, and policy revisions. The findings provide valuable insights for policymakers in strategizing sustainable development in the region. This research makes a significant contribution to the local environmental policy literature and offers practical guidance for policy makers in Purwakarta. The results of this study enhance community and private sector participation in green initiatives and provide insights that can be adapted for sustainable development in other regions.

Keywords: Green Economics, Government, Policy, Sustainable Development.

1. INTRODUCTION

Sustainable development has become a key global policy goal in recent decades. It reflects efforts to strike a balance between economic growth, environmental protection and social equity. With climate change looming and environmental degradation continuing to occur. The current pollution prevention and control system has not been able to fundamentally address the structural and root causes of the problem (Shabur, 2024). The concept of green economics emerges as a potential approach to address these challenges. Green economics integrates environmental aspects into the economic framework, ensuring that economic activities do not damage natural ecosystems and human welfare.

Purwakarta Regency, as one of the regions experiencing rapid economic growth in West Java Indonesia, faces great challenges in managing environmentally friendly development. Along with population increase and industrialization, Purwakarta faces various environmental problems such as increased greenhouse gas emissions, water and soil pollution, and deforestation. However, there is a great opportunity to implement Green economics to promote more sustainable development. Environmental degradation encourages humans to build resilience through sustainable development (Leontinus, 2022). It is important to examine the strategy and role of green economics implementation in Purwakarta Regency to address this challenge.

Green economics emphasizes the efficient use of natural resources, the reduction of waste, and the improvement of people's quality of life. In Purwakarta, these strategies may include the development of renewable energy such as solar and wind power, better industrial waste management, and the promotion of environmentally friendly agricultural practices. The implementation of these policies not only helps preserve the environment, but also creates new economic opportunities and improves the welfare of local communities. Green social work is critical in introducing environmental issues and increasing community knowledge (Murray et al., 2018).

The Government of Purwakarta Regency has demonstrated a commitment to sustainable development through various policies and programs. However, the

challenges faced are significant. The lack of understanding and awareness of the public and private sector about the importance of green economics is often an obstacle. In addition, limited funding and technology are also obstacles in the implementation of green initiatives. Green economics is guided by sustainable growth by maintaining balance across all sectors (Setiawan & Wismayanti, 2023), therefore, a comprehensive and collaborative strategy is needed to overcome these challenges.

This study aims to identify and analyze the strategy and role of green economics implementation in supporting sustainable development in Purwakarta Regency. Using an empirical approach, this study will map the policies that have been implemented, assess their effectiveness, and assess the social and environmental impacts of these initiatives. This research will collect data from various sources, including policy documents, stakeholder interviews, and field observations.

In the context of Purwakarta District, it is important to understand how green economics policies are implemented and the roles of various parties in supporting the transition to a green economy. Collaboration between the local government, private sector, community, and non-governmental organizations is considered crucial for the successful implementation of green economics. The regional autonomy policy exists to provide authority to regions to realize equality, provide political and democratic education, provide efficiency in public services, increase regional acceleration, and realize good governance (Irawan et al., 2021). An in-depth analysis of the roles and contributions of each of these parties will be the main focus of the research.

The negative impacts of uncontrolled industrialization and urbanization have prompted the need for a more sustainable development approach. Purwakarta District, with its rapid economic growth, has a great responsibility in preserving its environment. Therefore, strategies and policies that integrate green economics are necessary to address these negative impacts and ensure development sustainability.

Green infrastructure development, improved energy efficiency, and better waste management are some of the initiatives that Purwakarta Regency can adopt. In addition,

quality human resources are a core aspect of science and technology innovation (Mardhiyah et al., 2021). By examining the implementation of these strategies, this research will provide the necessary insights to understand how sustainable development can be realized. Therefore, this research is highly relevant and important in the context of global and local efforts to achieve sustainable development.

Through this study, it is hoped that effective strategies can be found that can be applied in Purwakarta District and other regions. Thus, this research will not only benefit Purwakarta, but also make a meaningful contribution to the discussion on sustainable development and green economics in Indonesia. Purwakarta, with all its potential and challenges, can be an inspiring example for other regions in integrating economic development with environmental sustainability.

2. METHOD

This research uses a qualitative approach with a case study method to explore in depth the strategy of implementing the concept of green economics in promoting sustainable development in Purwakarta Regency. The main data was collected through in-depth interviews with Purwakarta District agencies related to the application of the green economics concept and sustainable development. These interviews were conducted using a pre-prepared interview guide to ensure the data obtained was relevant and comprehensive. Group discussions were held involving various stakeholders, including local government, businesses, and local communities. These discussions aimed to gain diverse perspectives on the implementation of green economics and the challenges faced in its implementation.

SWOT analysis was used to identify strengths, weaknesses, opportunities, and threats in the implementation of green economics concepts in Purwakarta District. This method helps in understanding the internal and external situations that affect the success of the strategies implemented. Data obtained from interviews and group discussions were analyzed using NVivo 12 Plus software. This software is used to assist in the process of coding, grouping themes, and in-depth analysis, thus allowing researchers to

this research. The focus is on how a sustainable and environmentally friendly economy can be implemented in Purwakarta Regency. Sustainable Development is an important keyword, emphasizing that this research focuses on development that is not only economically beneficial, but also sustainable in the long term and environmentally friendly. Environment is an important component of green economics, and its presence in the word cloud indicates that this research considers the environmental impact of the development strategies implemented. Technology is an important element in the implementation of green economics, as efficient and environmentally friendly technology can support sustainable development. Climate, indicates that climate change and how to address it through green economics strategies is one of the focuses of this research. The overall word cloud shows that the research focuses on how green economics implementation strategies can support sustainable development in Purwakarta Regency, by considering various aspects such as technology, environment, resources, and industrial sector.

The hierarchy diagram below is an advanced discussion of coding, where through the hierarchy diagram can see which nodes have a higher reference level. The following hierarchy diagram is the result of coding to see which node is the most dominant explicitly or implicitly:

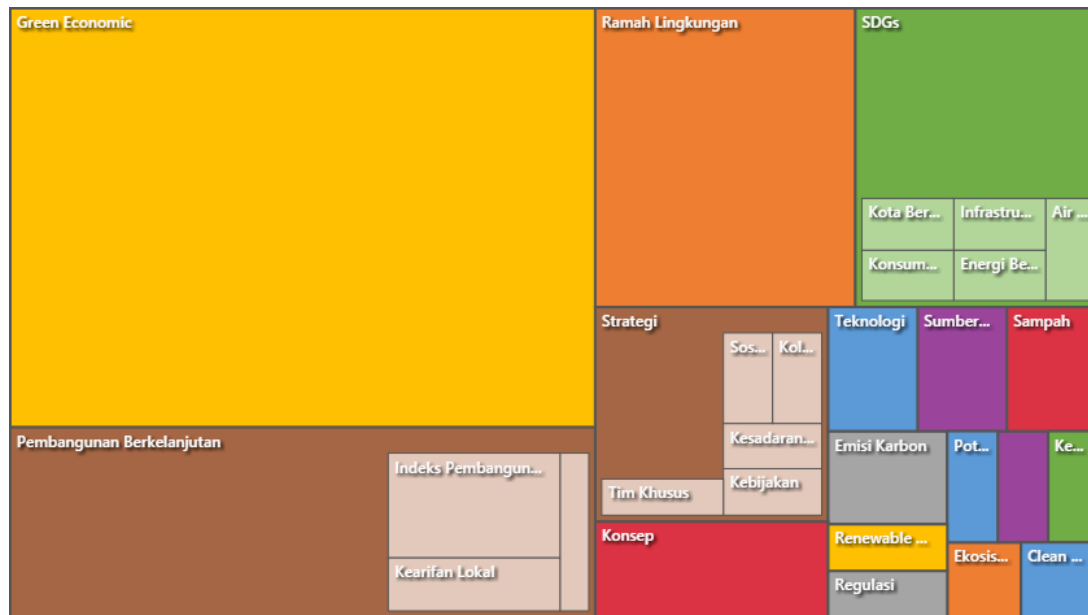


Figure 2. Hierarchy Chart

The hierarchy chart shows that “Green Economics” is often used in the context of government policy. It appears adjacent to phrases such as “green policies” ‘SDGs’ and ‘carbon emission reduction.’ While the second word that appears is sustainable development, this word appears adjacent to the human development index, local wisdom, policies and so on. This indicates that local governments see *Green Economics* and sustainable development as a framework for developing policies that support a healthier environment. Government officials emphasize the importance of strict regulations to ensure that industries and other sectors comply with higher environmental standards.

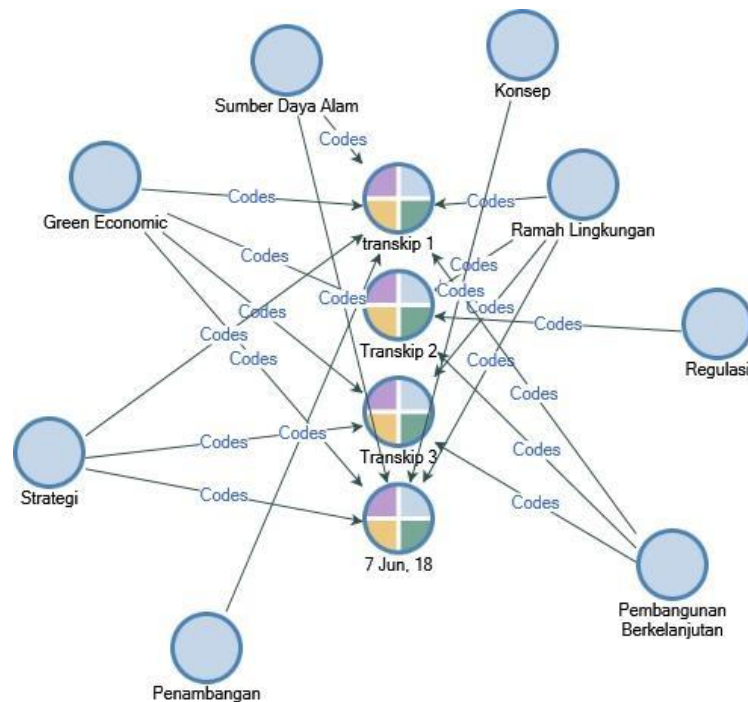


Figure 3. Project Maps

Project Map analysis using NVIVO for the key words “strategy,” “green economics,” “environmentally friendly,” “sustainable development,” “evaluation,” “policy,” and “local wisdom” showed a close and complex relationship between the various concepts based on interviews with four key informants. Government officials emphasized that “policy” is the foundation of an effective Green Economics strategy, which should include incentives for green technologies and strict regulations to reduce carbon emissions. They also underlined the importance of periodic “evaluations” to ensure policies are on track and achieving sustainable development targets.

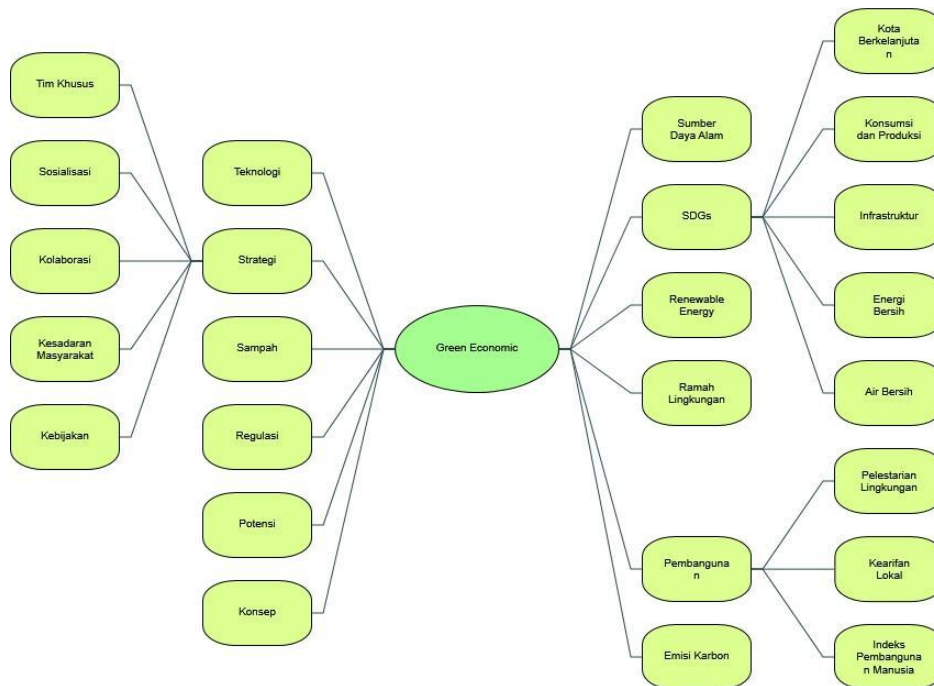


Figure 4. Mind Map

The informants' mind map gave birth to the green economics concept strategy as in the picture above, that the strategy for implementing the green economics concept includes 1) forming a special team, 2) socialization, 3) collaboration, 4) public awareness, 5) policies supported by technology, 6) waste handling, 7) regulation, 8) potential. Furthermore, the concept of green economics that supports SDGs or sustainable development goals in the mind map above discusses five aspects, namely: sustainable cities, consumption and production, infrastructure, clean energy and clean water, the results of this study are supported by the results of the study (Budi Mulyawan Suyitno (2022).

The results of the mind map analysis are synchronized with the results of the discussion through SWOT, as follows:

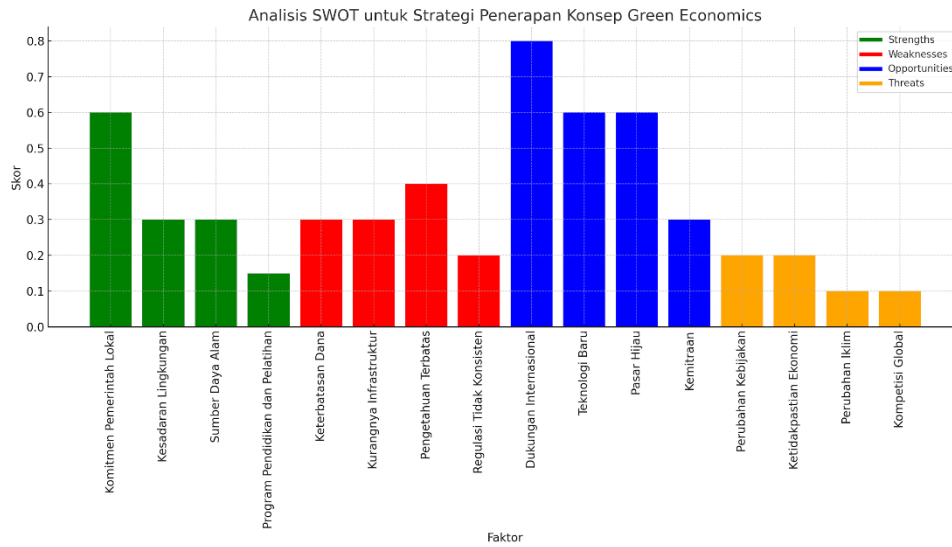


Figure 5. Analisis SWOT

From this figure, the strength value is higher than the weakness and the opportunity value is higher than the threat. The results of the scores processed with IFAS and EFAS, it is concluded that this strategy is in the SO (Strengths-Opportunities) quadrant. This shows that this strategy must utilize strengths to take opportunities.

The implementation of Green Economics in Purwakarta Regency shows a close relationship between various concepts and strategies, such as SGDs, Environmentally Friendly, Evaluation, Local Wisdom, Strategy, HDI, Socialization, Policy, and Carbon Emissions. This statement is evidenced by the results of the comparative chart analysis below:

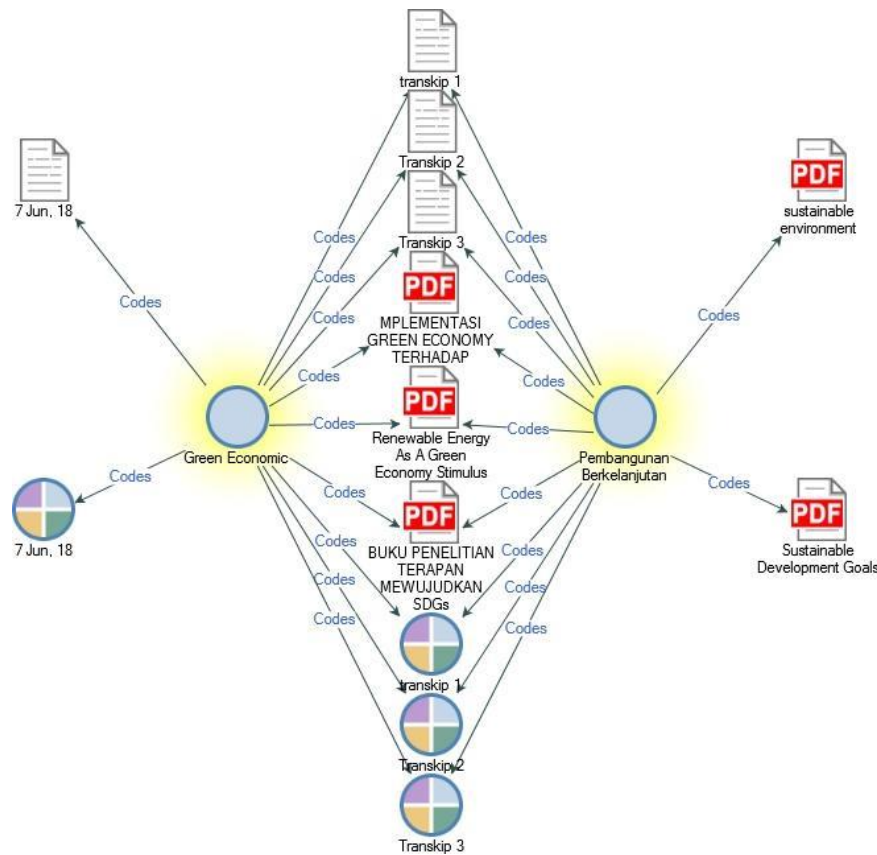


Figure 6. Comparison Diagram

The comparison diagram above shows that green economics in relation to sustainable development is supported by 3 theories, namely the implementation of the green economy towards sustainable development in the city of kediri (Antasari, 2020), Partner selection strategies of SMEs for reaching the Sustainable Development Goals (Castellani et al., 2024) and *Renewable Energy As A Green Economy Stimulus In Indonesia* (Maidasari et al., 2023).

The concept of Green Economics is the main foundation, which includes the principles of sustainability, efficiency and social responsibility. Strategies related to Green Economics, such as environmental policies and green technologies, are applied to achieve sustainable development goals, which are reflected in the SGDs. Periodic evaluations are needed to ensure that the strategies and policies implemented deliver the desired results.

Community involvement and the utilization of local wisdom are important elements in the implementation of Green Economics. Local wisdom is not only a source of inspiration for sustainable development strategies, but also ensures that programs are implemented in accordance with the local social, cultural and environmental context.

From a policy perspective, it is important to socialize the concept and benefits of Green Economics to the public in order to gain broad support. Effective socialization will help in changing people's behavior and habits towards more environmentally friendly practices.

Efforts to reduce carbon emissions are also a key focus, by introducing greener technologies and practices in various sectors of the economy. Comprehensive and coordinated policy integration will be key to achieving sustainable development goals, as well as to improving the Human Development Index (HDI) and overall well-being.

In the interview, "Green Economics" was linked to "energy efficiency" and "green technology." This highlights the view of the business sector that sees the application of Green Economics principles as a way to improve operational efficiency and reduce costs through technological innovation. Entrepreneurs noted that while the initial investment in green technology can be costly, the long-term benefits of cost savings and improved corporate image are significant.

4. CONCLUSION

Overall, the analysis conducted on the results of data visualization and discussion shows that the implementation of Green Economics in Purwakarta District involves a complex set of concepts and strategies. The concept of Green Economics is the main foundation that includes the principles of sustainability, efficiency, and social responsibility. The implementation of Green Economics also involves various related concepts such as SGDs, Environmentally Friendly, Evaluation, Local Wisdom, Strategy, HDI, Socialization, Policy, and Carbon Emissions.

The importance of an integrated and sustainable strategy is strongly emphasized, with policies that support innovation and efficiency being key. Periodic evaluations are needed to ensure that the strategies and policies implemented deliver the desired results.

Community involvement and utilization of local wisdom are also important elements in the implementation process.

Effective socialization of the benefits of Green Economics to the public is crucial to gain broad support. Reducing carbon emissions is also an important focus, by introducing environmentally friendly technologies and practices in various sectors of the economy.

With comprehensive and coordinated policy integration, as well as active participation from all stakeholders, Purwakarta Regency has the potential to become a model for other regions in achieving sustainable development. The implementation of Green Economics in Purwakarta is not only about economic growth, but also about the integration of social, environmental, and economic values in an effort towards a more sustainable and inclusive society.

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