

ABSTRAK

Nama : Nur Avni Oktafia
Program Studi : Ilmu Pemerintahan
Judul : Strategi Pemerintah Desa Dalam Meningkatkan Kesejahteraan Masyarakat Melalui Program Bank Sampah Larahan Makmur Pada Masa Pandemi Covid-19 di Desa Suci Kecamatan Panti Kabupaten Jember

Penelitian ini bertujuan untuk mendeskripsikan mengenai Strategi Pemerintah Desa Dalam Meningkatkan Kesejahteraan Masyarakat Melalui Program Bank Sampah Larahan Makmur Pada Masa Pandemi Covid-19 di Desa Suci Kecamatan Panti Kabupaten Jember. Membahas mengenai bagaimana Strategi Pemerintah Desa Suci dan pengurus Bank Sampah Larahan Makmur dalam mengelola sampah agar memiliki nilai ekonomi dan bisa meningkatkan kesejahteraan masyarakatnya di masa pandemi Covid-19. Metode yang digunakan dalam penelitian ini yaitu pendekatan kualitatif, sumber data yang diperoleh dari Pemerintah Desa Suci, Ketua Program Bank Sampah Larahan Makmur, pendiri Bank Sampah Larahan Makmur, nasabah Bank Sampah Larahan Makmur, anggota Pemuda Desa Tangguh Bencana. Pengumpulan data menggunakan wawancara, observasi, dan dokumentasi. Hasil dari pembahasan mengenai Strategi Pemerintah Desa Suci untuk meningkatkan kesejahteraan masyarakat melalui Program Bank Sampah Larahan Makmur ada beberapa indikator diantaranya, tujuan (*purpose*), lingkungan (*environments*), tahap arah (*directinons*), aksi atau tindakan (*actions*), pembelajaran (*learnings*). Dalam Meaksanakan Program Bank Sampah Larahan Makmur untuk meningkatkan kesejahteraan masyarakat di masa pandemi Covid-19 di Desa Suci bisa dikatakan berhasil. Hal ini dibuktikan dengan kegiatan masyarakat yang awalnya membuang sampah sembarangan kesungai dan hanya dibakar sekarang lebih memilih untuk menabungkan sampahnya ke Bank Sampah Larahan Makmur. Tentu saja hal ini membawa dampak positif bagi kebersihan lingkungan Desa Suci yang semakin nyaman dan sehat, tetapi masih banyak juga masyarakat yang belum sadar dan berpartisipasi dalam Program Bank Sampah Larahan Makmur. Adanya Program Bank Sampah juga didukung oleh Pemerintah Desa agar seluruh masyarakat Desa Suci dapat merasakan manfaatnya. Aspek lainnya seperti menambah nilai ekonomi masyarakat terkait dampak yang ditimbulkan oleh pandemi Covid-19 juga menjadi kajian dalam Program Bank Sampah Larahan Makmur agar ekonomi dan pendapatan masyarakat dapat terbantu.

Kata Kunci: Strategi Pemerintah Desa, Program Bank Sampah Larahan Makmur, Meningkatkan kesejahteraan Masyarakat, Covid-19.

ABSTRACT

Name : Nur Avni Oktafia

Study Program : Government Science

Title : *Village Government Strategy in Improving Community Welfare Through the Prosperous Land Waste Bank Program During the Covid-19 Pandemic in Suci Village, Panti District, Jember Regency*

This study aims to describe the Village Government's Strategy in Improving Community Welfare through the Larahan Makmur Waste Bank Program during the Covid-19 Pandemic in Suci Village, Panti District, Jember Regency. Discussed the strategy of the Holy Village government and the Larahan Makmur Waste Bank Management in managing waste so that it has economic value and can improve the welfare of its people during the Covid-19 pandemic. The method used in this study is a qualitative approach, the source of the data obtained from the Head of the Holy Village, the Head of the Larahan Makmur Waste Bank Program, the founder of the Larahan Makmur Waste Bank, the Larahan Makmur Waste Bank customers, members of the Disaster Resilient Village Youth. Collecting data using interviews, observation, and documentation. The results of the discussion regarding the Holy Village Government's Strategy to improve community welfare through the Larahan Makmur Waste Bank Program there are several indicators including, objectives (purpose), environment (environments), stages of direction (directinons), actions or actions (actions), learning (learnings) . Implementing the Larahan Makmur Waste Bank Program to improve the welfare of the community during the Covid-19 pandemic in the Holy Village can be said to be successful. This is evidenced by the community's activities, which initially littered the river, now prefer to save their waste to the Larahan Makmur Garbage Bank. Of course this has a positive impact on the cleanliness of the Holy Village environment, which is increasingly comfortable and healthy, but there are still many people who are not aware of and participate in the Prosperous Larahan Waste Bank Program. The existence of the Waste Bank Program is also supported by the Village Government so that all the people of the Holy Village can feel the benefits. Other aspects such as adding to the community's economic value related to the impacts caused by the Covid-19 pandemic are also being studied in the Larahan Makmur Waste Bank Program so that the economy and community income can be helped.

Keyword: Village Government Strategy, Larahan Makmur Waste Bank Program, Improving Community Welfare, Covid-19.