

ABSTRAK

Nama : Firra Septianti Ananditya
Program Studi : Ilmu pemerintahan
Judul : Implementasi Inovasi Program Wisata Investasi Domba di Desa
Suco Kecamatan Mumbulsari Kabupaten Jember

Penelitian ini bertujuan untuk menganalisis implementasi Program Wisata Investasi Domba di Desa Suco, Kecamatan Mumbulsari, Kabupaten Jember berdasarkan perspektif implementasi kebijakan George C. Edwards III, mengidentifikasi faktor pendukung dan penghambat, serta mengetahui dampak program bagi masyarakat. Penelitian ini menggunakan metode deskriptif dengan pendekatan kualitatif. Data diperoleh melalui wawancara, observasi, dan dokumentasi, kemudian dianalisis melalui reduksi data, penyajian data, dan penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa implementasi Program Wisata Investasi Domba telah berjalan dengan cukup baik melalui aspek komunikasi, sumber daya, disposisi, dan struktur birokrasi. Faktor pendukung program meliputi dukungan pemerintah desa, partisipasi masyarakat, serta potensi peternakan yang dimiliki Desa Suco. Sementara itu, faktor penghambat meliputi keterbatasan regulasi, transparansi pengelolaan, dan kapasitas manajemen program. Program ini memberikan dampak positif terhadap peningkatan perekonomian masyarakat, pemberdayaan kelompok peternak, pengembangan wisata edukasi peternakan, serta memperkuat citra Desa Suco sebagai desa inovatif berbasis potensi lokal.

Kata Kunci: implementasi kebijakan, inovasi desa, wisata investasi domba, George C. Edwards III.

ABSTRACT

Name : Firra Septianti Ananditya

Study Program : Ilmu pemerintahan

Title : *The Implementation of an Innovative Sheep Investment Tourism Program in Suco Village, Mumbulsari Subdistrict, Jember Regency*

This study aims to analyze the implementation of the Sheep Investment Tourism Program in Suco Village, Mumbulsari District, Jember Regency based on George C. Edwards III's policy implementation perspective, identify the supporting and inhibiting factors, and examine the program's impact on the community. This study employed a descriptive research method with a qualitative approach. Data were collected through interviews, observations, and documentation, and were analyzed using data reduction, data display, and conclusion drawing.

The results indicate that the implementation of the Sheep Investment Tourism Program has been carried out relatively well in terms of communication, resources, disposition, and bureaucratic structure. The supporting factors include the support of the village government, community participation, and the livestock potential of Suco Village. Meanwhile, the inhibiting factors include limited regulatory support, lack of transparency in program management, and limited managerial capacity. The program has generated positive impacts by improving the local economy, empowering livestock farmer groups, developing educational livestock

Keywords: *policy implementation, village innovation, sheep investment tourism, George C. Edwards III.*