

ABSTRAK

DAMPAK INSENTIF TERHADAP PENGELOLAAN SAMPAH DALAM PERSPEKTIF *TRIPLE BOTTOM LINE* DI KAWASAN KONSERVASI MANGROVE PANTAI BAROS, PADUKUHAN BAROS, KABUPATEN BANTUL

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Permasalahan sampah di kawasan pesisir dan muara sungai merupakan isu lingkungan yang kompleks dan membutuhkan pendekatan pengelolaan yang berkelanjutan. Kawasan Konservasi Mangrove Pantai Baros yang terletak di muara Sungai Opak menghadapi tantangan tingginya timbulan sampah yang berdampak pada kelestarian lingkungan dan aktivitas sosial ekonomi masyarakat sekitar. Penelitian ini bertujuan untuk mendeskripsikan penerapan skema insentif dalam pengelolaan sampah serta menganalisis dampaknya dalam perspektif *Triple Bottom Line* yang meliputi aspek *people*, *planet*, dan *profit*. Penelitian ini diharapkan memberikan manfaat sebagai bahan evaluasi bagi pengelola kawasan, masukan bagi pemerintah dalam perumusan kebijakan pengelolaan sampah, serta referensi bagi penelitian selanjutnya terkait pengelolaan sampah berkelanjutan. Subjek penelitian ditentukan secara purposive, meliputi pengelola program, pendamping kegiatan, dan pihak yang terlibat langsung dalam pengelolaan sampah di Kawasan Konservasi Mangrove Pantai Baros. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus, dengan teknik pengumpulan data berupa wawancara mendalam, observasi partisipatif moderat, dan dokumentasi. Hasil penelitian menunjukkan bahwa penerapan insentif mampu meningkatkan partisipasi, kedisiplinan, dan kesadaran masyarakat dalam pengelolaan sampah. Insentif berperan sebagai pendorong integrasi aspek sosial, lingkungan, dan ekonomi, sehingga mendukung pengelolaan sampah berbasis keberlanjutan di Kawasan Konservasi Mangrove Pantai Baros.

Kata Kunci : Insentif, Pengelolaan Sampah, *Triple Bottom Line*

ABSTRACT

THE IMPACT OF INCENTIVES ON WASTE MANAGEMENT FROM THE PERSPECTIVE OF THE TRIPLE BOTTOM LINE IN THE BAROS COASTAL MANGROVE CONSERVATION AREA, PADUKUHAN BAROS, BANTUL REGENCY

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The issue of waste in coastal areas and river estuaries is a complex environmental issue that requires a sustainable management approach. The Baros Beach Mangrove Conservation Area, located at the mouth of the Opak River, faces the challenge of high levels of waste accumulation, which has an impact on environmental sustainability and the socio-economic activities of the surrounding community. This study aims to describe the implementation of incentive schemes in waste management and analyze their impact from a Triple Bottom Line perspective, which includes people, planet, and profit aspects. This study is expected to provide benefits as evaluation material for area managers, input for the government in formulating waste management policies, and a reference for further research related to sustainable waste management. The research subjects were determined purposively, including program managers, activity facilitators, and parties directly involved in waste management in the Baros Beach Mangrove Conservation Area. This study used a qualitative approach with a case study method, with data collection techniques in the form of in-depth interviews, moderate participatory observation, and documentation. The results of the study show that the application of incentives can increase community participation, discipline, and awareness in waste management. Incentives serve as a driver for the integration of social, environmental, and economic aspects, thereby supporting sustainable waste management in the Baros Beach Mangrove Conservation Area.

Keywords : *Incentives, Waste Management, Triple Bottom Line*