

ABSTRACT

Ella Aprilia, *An Analysis of the Implementation of the Green Economy Concept in Galengdowo Tourism Village, Wonosalam District, Jombang Regency*. Supervised by Yufita Listiana, S.E., M.Si.

This study aims to analyze the implementation of the green economy concept in Galengdowo Tourism Village, Wonosalam District, Jombang Regency. The research employs a descriptive qualitative method with data collection techniques including observation, interviews with key informants (village head, BUMDes chairman, Pokdarwis chairman, and local community), documentation, and literature review.

The findings indicate that in the economic aspect, the village has applied the green economy concept through the development of local SMEs, the creation of new job opportunities, and an increase in community income by promoting local potential through tourism activities. In the social aspect, the community actively participates in tourism activities and the preservation of local culture, although participation is not yet evenly distributed. The community is also involved in empowerment programs such as SME training and product promotion. In the environmental aspect, the village has constructed waste collection facilities, promoted the use of environmentally friendly packaging, carried out reforestation activities, and provided training on organic waste management. Overall, the implementation of the green economy concept in Galengdowo Village has had a positive impact on both the community and the environment. However, further support is needed in terms of funding, promotion, and assistance from local governments and private sectors.

Keywords: *environment, green economy, local economy, sustainable tourism, tourism village.*

ABSTRAK

Ella Aprilia, Analisis Penerapan Konsep *Green Economy* di Desa Wisata Galengdowo Kecamatan Wonosalam Kabupaten Jombang. Dibawah bimbingan Yufita Listiana, S.E., M.Si.

Tujuan penelitian ini adalah untuk menganalisis penerapan konsep *green economy* di Desa Wisata Galengdowo, Kecamatan Wonosalam, Kabupaten Jombang. Penelitian ini menggunakan metode kualitatif deskriptif dengan teknik pengumpulan data melalui observasi, wawancara dengan informan kunci (Kepala Desa, Ketua BUMDes, Ketua Pokdarwis, dan masyarakat), serta dokumentasi dan studi literatur.

Hasil penelitian menunjukkan bahwa pada aspek ekonomi, desa telah mengembangkan *green economy* telah diterapkan melalui pengembangan UMKM, menciptakan peluang kerja baru, dan meningkatkan pendapatan masyarakat melalui kegiatan wisata yang mengedepankan potensi lokal. Pada aspek sosial, masyarakat terlibat aktif dalam berbagai kegiatan wisata dan pelestarian budaya lokal, meskipun partisipasi belum merata serta ikut dalam kegiatan pemberdayaan seperti pelatihan UMKM dan promosi produk. Pada aspek lingkungan, desa telah membangun tempat penampungan sampah, mendorong penggunaan kemasan ramah lingkungan, melaksanakan kegiatan penghijauan, serta pelatihan pengelolaan limbah organik. Secara keseluruhan, penerapan konsep *green economy* di Desa Galengdowo telah memberikan dampak positif bagi masyarakat dan lingkungan, namun masih diperlukan penguatan dari sisi pendanaan, promosi, dan pendampingan dari pemerintah daerah maupun pihak swasta.

Kata Kunci: desa wisata, ekonomi lokal, *green economy*, lingkungan, pariwisata berkelanjutan.