ABSTRACT

POLICY BRIEF OF LOCAL GOVERNMENT STRATEGY TO ADDRESS WASTE MANAGEMENT PROBLEMS IN JENEPONTO REGENCY

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Although Regional Regulation Number 15 of 2019 concerning Waste Management has been enacted, waste management in Jeneponto *Regency remains a pressing issue. The continuous accumulation of waste in markets, on public roads, and in other public areas indicates that the policy's implementation has not been effective yet. The main inhibiting factors in waste management are limited infrastructure, a lack of socialization to the community, and low public awareness. Therefore, this study aims to examine how the local government addresses the waste management problem and to formulate relevant policy recommendations.*

This study used a qualitative method, and data were collected through in-depth interviews, field observations, and document studies. The analysis was conducted using George C. Edward III's implementation model, which focused on four elements, including communication, resources, disposition, and bureaucratic structure. The informants for this case study included officials from the Jeneponto *Regency Environmental Agency, sub-district officials, and community members in* Binamu *District.*

*The results indicate that while the agency's internal communication has been adequate, socialization to the public is still lacking. Resources and infrastructure are inadequate, the motivation of implementers is low, and management services are not evenly distributed. This study recommends increasing socialization, providing trash bins and temporary disposal sites (*TPS*) in strategic locations, scheduling waste collection, improving the morale and performance of field officers, and establishing waste reporting posts. These strategies are expected to improve the effectiveness of waste management comprehensively and sustainably in* Jeneponto *Regency.*

Keywords: Strategy, Local Government, Waste Management.

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