

FROM POLICY TO PRACTICE: ANALYSIS OF WASTE MANAGEMENT IMPLEMENTATION IN TAMANSARI TOURISM VILLAGE

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Abstract

The development of Tamansari Village as a leading tourist village in Banyuwangi Regency has had a positive impact on the community's economy, but has also given rise to environmental problems in the form of increased household and tourist waste generation. Suboptimal waste management has the potential to disrupt the sustainability of tourist villages if not balanced with effective policies and community empowerment. This study aims to analyze the implementation of community empowerment-based waste management policies in Tamansari Village using the pressure, opportunity, and rationalization theories. This study uses a qualitative approach with a descriptive research type. Data were collected through in-depth interviews, field observations, and documentation studies. Informants were selected purposively, including village officials, tourist village managers, waste bank managers, community leaders, and villagers. Data analysis was carried out using an interactive analysis model that includes data reduction, data presentation, and conclusion drawing, and its validity was tested through triangulation of sources and techniques. The results of the study indicate that the policy approach is not only technical, but also touches on structural and behavioral aspects, so that community empowerment-based waste management in Tamansari Village can be effective and sustainable. This study concludes that waste management in Tamansari Village requires an integrated approach that addresses both structural and behavioral aspects of the community.

Keywords: *Tourism Village; Waste Management; Community Empowerment*

1. INTRODUCTION

Tamansari Village, Licin District, Banyuwangi Regency, is a rapidly developing village as a leading tourist destination based on its natural and cultural potential. The presence of tourist attractions such as the slopes of Mount Ijen, community-based homestays, culinary MSMEs, and natural and cultural tourism activities make Tamansari Village a new economic space that has a significant impact on increasing community income. The development of tourist villages in Tamansari aligns with the Banyuwangi Regency Government's policy direction, which positions tourist villages as a strategic instrument for regional development based on community participation and sustainability (Priyanto & Hentika, 2024). However, behind this success, complex environmental issues arise, particularly the management of household waste and waste generated from tourism activities.

The increase in the number of tourists and economic activity in Tamansari Village is directly proportional to the increase in waste generation, both organic and inorganic. Waste that is not systematically managed has the potential to cause environmental pollution, reduce public health, and disrupt the aesthetics and image of the tourism village. Hutabarat (2022) emphasized that increasing tourism activity without a balanced infrastructure and environmental management system will accelerate the degradation of the quality of the community's living space. In the context of Tamansari Village, the practice of littering, burning household waste, and limited waste sorting and processing facilities are common phenomena, indicating that waste management has not been fully integrated into the tourism village development strategy. The development of Tamansari Village as a tourist village is based on Banyuwangi Regency Regulation Number 1 of 2017 concerning Tourist Villages, which emphasizes that tourist village development must prioritize environmental preservation and sustainable natural resource management. This policy provides a strong normative framework for making environmental cleanliness and sustainability part of tourist attractions. However, policy implementation at the village level still faces various challenges. The regulation

tends to be general in nature and does not yet specifically regulate technical mechanisms for waste management, such as source sorting systems, organic waste management, strengthening waste banks, or sustainable community empowerment schemes. Consequently, there is a gap between policy objectives and operational practices in the field, so waste management often relies on individual initiatives or incidental programs (Hidayat et al., 2023). Waste management issues in Tamansari Village are also closely related to community behavior and participation. Although the community is the primary actor in household waste management, awareness and involvement remain uneven. Some view waste management as the government's responsibility, while others lack the knowledge and skills to apply the 3R principles (*Reduce, Reuse, Recycle*). Eprianti et al. (2021) stated that the success of household-based waste management is largely determined by adequate knowledge, habits, and system support. Without sustainable empowerment, waste management programs are unlikely to create long-term behavioral change.

Previous research on tourism villages has generally focused on destination management, institutional aspects, and local economic development. Afriza et al. (2020) emphasized the importance of integrating tourist attractions, village institutions, and community participation in tourism village management, but did not specifically examine waste management as an environmental policy issue. Meanwhile, research by Istimal & Muhyidin (2023) focused more on waste management through community service approaches and waste processing techniques, without linking them in depth to regional policy implementation. Research by Fadzoli et al. (2023) showed that the implementation of waste management policies in Indonesia remains weak due to budget constraints, low public awareness, and minimal infrastructure, but did not pay specific attention to the characteristics of tourism villages as unique socio-ecological spaces. There is still limited research analyzing waste management from a simultaneous social and institutional perspective. Adapting Cressey's (1950) thinking, through the concepts of pressure, opportunity, and rationalization, provides an alternative approach to understanding why environmentally unfriendly waste management behavior persists despite existing regulations. Tracing the thinking of Cressey (1950); Priyanto (2018), if economic pressures resulting from dependence on tourism activities, opportunities arising from weak supervision and waste infrastructure, and the rationalization of littering as a practice considered normal are important factors that need to be analyzed to understand the dynamics of waste management in Tamansari Village.

This study examines in-depth the implementation of waste management in Tamansari Village, Banyuwangi Regency, by placing community empowerment as a key element in realizing a sustainable tourism village. This study aims to describe how waste management policies are implemented at the village level, identify structural and behavioral aspects that influence the effectiveness of policy implementation, and analyze the gap between the regulatory framework and waste management practices in the field. This study is expected to provide academic contributions to the development of public administration and environmental policy studies, while also generating practical recommendations for the Tamansari Village Government and related stakeholders in strengthening community-based waste management that aligns with the vision of developing a tourism village in Banyuwangi Regency.

2. LITERATURE REVIEW

2.1 Synthesis of Previous Research

Previous research on tourism villages generally emphasized aspects of destination management, institutions, and community participation. Afriza et al. (2020) found that the success of tourism villages is largely determined by the integration of tourist attractions, village institutional capacity, and local community involvement. However, this study did not specifically address waste management as an environmental policy issue. This research positions the environment as a general prerequisite for sustainability, rather than as the focus of policy implementation. Studies on community-based waste management have largely been conducted through technical approaches and community service. Istimal & Muhyidin (2023) demonstrated that strengthening waste banks and processing organic waste can increase community environmental awareness and support sustainable tourism. However, this research has not yet linked waste management practices to regional policy frameworks and the dynamics of their implementation at the local level, particularly in tourism villages. Meanwhile, research by Fadzoli et al. (2023) confirms that the implementation of waste management policies in Indonesia still faces structural obstacles, such as budget constraints, weak oversight, and low public participation. This study provides a macro overview of waste policy issues, but does not delve deeply into the context of tourist villages with their unique social and economic characteristics. Other relevant research highlights the importance of changing community behavior in waste management. Eprianti et al. (2021) explain that the successful implementation of the 3R principles is influenced by the level of knowledge, habits, and sustainable system support.

2.2 Implementation of Waste Management Policy

Waste management is an integral part of environmental policy aimed at protecting public health, maintaining environmental quality, and supporting sustainable development. Law Number 18 of 2008 concerning Waste Management emphasizes that waste management is not only oriented towards final disposal, but must be carried out systematically, comprehensively, and sustainably through waste reduction and handling. In the context of tourist destinations, waste management has a strategic position because it is directly related to environmental carrying capacity and destination sustainability (Majidah, et al., 2025). Waste that is not managed properly has the potential to degrade environmental quality, create a negative image of the destination, and threaten the sustainability of local community economic activities.

The concept of sustainable waste management emphasizes the application of the 3R principle (*Reduce, Reuse, Recycle*) as the primary approach to reducing waste generation from the source. According to Priyanto (2023), the success of work program implementation is greatly influenced by community awareness, knowledge, and habits, as well as the support of an adequate institutional system. Waste management cannot be separated from the social dimension and community behavior. In the context of tourist villages, local communities play a role not only as waste producers but also as guardians of environmental quality, which is a key tourism asset. Public policy implementation is the process of translating political decisions and regulations into concrete actions on the ground. Madhania, et al (2023) suggested that successful policy implementation is influenced by four aspects: communication, resources, implementer disposition, and bureaucratic structure. In the context of waste management in tourist villages, clarity of policy communication to the community, availability of resources (budget, facilities, and human resources), implementer commitment, and coordination between actors are determining factors for policy effectiveness. Firdaus et al. (2023) emphasized that weak policy implementation at the local level is often caused by limited resources and low community participation.

2.3 Discourse on Community Behavior Towards Waste

In addition to policy implementation approaches, analyzing community behavior is crucial for understanding waste management practices at the grassroots level. Cressey's (1950) fraud triangle theory, although originally developed in the context of financial crime, can be adapted to analyze social deviance, including littering. The concepts of pressure, opportunity, and rationalization are used to explain why communities persist in environmentally unfriendly waste management practices despite existing regulations. The understanding that economic pressure and limited facilities, opportunities resulting from weak oversight, and rationalization are considered normal factors are frequently found in the context of policy performance at the local level (Priyanto et al., 2021). Tourism village management requires integration between economic development, environmental conservation, and community participation. According to Azizah et al. (2025), sustainable tourism villages are supported by three main pillars: tourist attractions, institutional capacity, and active community involvement. Within this framework, waste management is a crucial indicator of a tourism village's success because it reflects the quality of environmental governance and the level of collective community awareness. Tourism villages that are able to manage waste independently and innovatively will have stronger competitiveness and long-term sustainability. Community empowerment is a key concept in community-based waste management. Empowerment is defined as the process of increasing the capacity of individuals and groups to identify problems, make decisions, and manage resources independently and sustainably. In waste management, community empowerment includes increasing knowledge, technical skills, environmental awareness, and strengthening local institutions such as community-based self-help groups and waste banks. Community-based waste management will be effective if the community is involved not only as implementers but also as primary stakeholders in planning and decision-making.

3. RESEARCH METHODS

This study uses a qualitative approach with a descriptive research type to understand in depth the implementation of community empowerment-based waste management policies in Tamansari Village, Banyuwangi Regency. The qualitative approach was chosen because it is able to explore the policy process, social dynamics, and community behavior in the real context of waste management in tourist villages. The research locus was determined in Tamansari Village, Licin District, Banyuwangi Regency, considering that this village is a leading tourist village experiencing increased tourism activities, resulting in increased waste generation. Data sources consist of primary and secondary data. The study was conducted in 2025. Primary data were obtained through semi-structured interviews and field observations (Dinasty, et al. 2025). Research informants were selected purposively. They included village officials, tourist village managers, waste bank or environmental group managers, community leaders, and residents involved in tourism activities. Secondary data were obtained through documentation studies

of laws and regulations, village planning documents, and relevant scientific literature. Data analysis was conducted qualitatively using an interactive analysis model that includes data reduction, data presentation, and conclusion drawing. Data validity was maintained through triangulation of sources and techniques, as well as *member checking of interview results with specific informants* to ensure the validity of the findings (Septiana et al., 2024). This method aims to produce a comprehensive picture of the implementation of waste management policies and the role of community empowerment in supporting the sustainability of Tamansari Village as a tourist village.

4. RESULTS AND DISCUSSION

Researchers are based on Cressey's (1950) thoughts on *fraud theory. triangle* that can be adapted as an analytical approach to understanding environmental behavioral deviations. *Fraud* is simply defined as cheating. *Fraud* is generally carried out in a intentionally to obtain personal or group benefits and have an impact misleading others. Although cheating has different meanings depends How individual define it. As follows:

4.1 Pressure Dimension

The research results show that the dimension of pressure *is* the dominant factor influencing the behavior of the community and local actors in waste management in Tamansari Village. Pressure in this context is not solely understood as individual economic pressure, but also includes structural, social, and institutional pressures that collectively shape community behavior patterns towards waste management. Field findings indicate that these pressures contribute to the weak implementation of sustainable waste management principles, even though Tamansari Village has been designated as a leading tourist village and has a policy framework that encourages environmental conservation. Economic pressure is the most obvious form of pressure felt by the people of Tamansari Village. Most residents rely on the tourism sector for their livelihoods, such as managing homestays, culinary businesses, tour guide services, and other supporting MSMEs. This dependency creates pressure to prioritize economic activities over environmental management. Based on interviews, the community tends to view waste management as an additional activity that does not provide direct economic benefits. This condition aligns with Cressey's (1950) view that economic pressure can encourage individuals to ignore norms or regulations deemed non-urgent in order to meet their daily needs. In the context of Tamansari Village, economic pressure drives the community to choose practical and quick ways to handle waste, such as burning it or dumping it in a specific location without sorting it.

This study found structural pressures stemming from limited waste management facilities and infrastructure. The availability of segregated waste bins, organic waste processing facilities, and technical support from the village government remains limited. This situation creates situational pressures for the community, making it difficult for them to implement waste management practices in accordance with the 3R principles. Albrecht et al. (2011) explain that pressures are not always internal but can also arise from environmental conditions that limit individual behavioral choices. In the case of Tamansari Village, limited facilities create pressure that encourages the community to take shortcuts in waste management. Social pressure is also a significant factor influencing community behavior (Shiddiqi et al., 2024). Observations indicate that environmentally unfriendly waste management practices have persisted for a long time and have become social habits. In such situations, individuals who strive to manage waste more responsibly often lack adequate social support. Instead, social pressure encourages conformity to practices already considered normal by their surroundings. This phenomenon reinforces the argument that program implementation behavior is not only determined by individual awareness but also by social norms that develop within the community (Priyanto, 2024).

Institutional pressures have also been identified as a significant factor. Although regional policies emphasize the importance of environmental conservation in the development of tourism villages, these have not been fully supported by strong supporting mechanisms at the village level. Unclear division of roles among actors, minimal oversight, and weak incentive and sanction systems create pressure on policy implementers at the local level. Village officials and tourism village managers face pressure to maintain the image of tourism, but simultaneously have limited capacity to comprehensively manage waste issues. This situation reinforces the findings of Edwards III (1980), who found that policy implementation failure is often caused by structural pressures in the form of limited resources and institutional capacity. Pressure also arises from the increasing number of tourists, often without adequate environmental awareness. Tourists often produce large amounts of waste, particularly plastic and single-use packaging. Communities and tourism village managers find themselves in a tight spot. In addition to ensuring tourist comfort, they also face additional pressure in the form of increased waste generation. Sukma et al. (2023) emphasize that pressure from uncontrolled tourism activities can worsen environmental quality if not balanced by an adequate management system. In the context of Tamansari Village, this pressure exacerbates the

existing waste management burden. Pressures on waste management in Tamansari Village are multidimensional and interconnected. Economic pressures prioritize productive activities, structural pressures limit behavioral choices, social pressures shape norms that are permissive of environmentally unfriendly practices, and institutional pressures undermine the effectiveness of policy implementation. These findings broaden the understanding that pressures on environmental policy stem not only from individual needs but also from the configuration of policies and the surrounding social structures. Policy interventions need to be directed at reducing economic pressures through environmental incentive schemes, strengthening waste management facilities and infrastructure, establishing social norms that support environmentally friendly behavior, and strengthening village institutional capacity. Without systematic efforts to mitigate these various pressures, waste management policy implementation is likely to face obstacles and be difficult to achieve in the long term.

4.2 Dimension of Opportunity

The research results show that the dimension of opportunity *plays* a significant role in shaping waste management practices in Tamansari Village. Opportunity, in this context, is understood as the structural and situational conditions that allow for waste management behavior that is inconsistent with sustainability principles, even though policies and programs are already in place. Field findings indicate that weak oversight, limited operational systems, and the lack of consistent control mechanisms create space for deviant behavior in waste management, both by the community and by institutional actors at the local level. The first identified opportunity is the weak monitoring and control system for waste management practices at the village level. Based on interviews, there is no structured and sustainable monitoring mechanism for waste sorting, collection, and disposal. Supervision tends to be informal and incidental, relying on the initiative of village officials or specific community groups. This situation creates opportunities for communities to manage waste practically without considering environmental impacts, such as dumping waste on vacant land or burning it. Weak oversight increases the opportunity for individuals to commit deviant acts due to the low risk of sanctions or social consequences.

Opportunities also arise from the suboptimal design of waste management policies at the local level. Although there are regional policies emphasizing environmental preservation in the development of tourism villages, these policies have not been fully translated into technical regulations at the village level. The absence of clear standard operating procedures (SOPs) regarding the management of household and tourism waste creates wide room for interpretation for the community and policy implementers. Priyanto & Noviana (2018) emphasized that unclear policies are one factor that opens up opportunities for deviations in public policy implementation. In the context of Tamansari Village, this lack of clarity is exploited as an opportunity to implement easier and cheaper waste management practices, albeit less environmentally friendly. Another significant opportunity arises from limited waste management infrastructure. The lack of sorting facilities at the household and tourist areas levels, as well as limited means of processing organic and inorganic waste, creates conditions that allow communities to ignore the 3R principles. Ayun *et al.* (2025) stated that opportunities arise not only from individual intentions but also from system weaknesses that provide loopholes for deviant behavior. In Tamansari Village, limited infrastructure provides opportunities for communities to choose practical solutions that are inconsistent with environmental policies, such as dumping waste in certain places without processing.

Opportunities are also related to the power relations and responsibilities between actors in tourism village management. Research results show that the division of roles between village governments, tourism village managers, and the community is not optimally coordinated. This lack of clarity creates opportunities for shifting responsibility for waste management. Communities tend to view waste management as the responsibility of the village government, while the village government expects active community participation. This situation reinforces the findings of Kusman *et al.* (2025), who stated that weak coordination between policy actors opens up opportunities for policy implementation failure. The increasing number of tourists also creates additional opportunities for unsustainable waste management practices. Tourists often produce large amounts of waste without direct involvement in village waste management systems. The lack of regulation and oversight of tourist behavior creates opportunities for environmental pollution. Ekawati *et al.* (2024) emphasized that without clear control mechanisms, tourism activities can create opportunities for environmental degradation, particularly in community-based destinations. In the context of Tamansari Village, this opportunity is exacerbated by the orientation of tourism services that emphasizes tourist comfort over compliance with environmental regulations. The discussion of the opportunity dimension shows that waste management behavior in Tamansari Village cannot be separated from weaknesses in the policy system and structure. Opportunities for environmentally unfriendly practices arise from weak oversight, unclear technical regulations, limited infrastructure, and weak coordination between actors. Strengthening community-based waste management in Tamansari Village requires policy interventions focused on

closing systemic gaps. These efforts include strengthening community-based oversight, developing clear technical regulations at the village level, providing adequate waste infrastructure, and strengthening coordination among village stakeholders (Ramadan *et al.*, 2024). Without efforts to reduce opportunities for deviation, waste management policy implementation risks continuing to face obstacles despite identified pressures and rationalizations.

4.3 Dimensions of Rationalization

The research results indicate that rationalization is a cognitive and social factor that plays a significant role in maintaining unsustainable waste management practices in Tamansari Village. Rationalization is understood as a process of self-justification carried out by individuals or groups to justify behavior that conflicts with prevailing norms or policies. Within Cressey's (1950) theoretical framework, rationalization allows pressure and opportunity to develop into concrete actions because individuals perceive such behavior as acceptable or not morally wrong. Field findings indicate that the Tamansari Village community has developed various forms of rationalization that make environmentally unfriendly waste management practices considered normal and socially acceptable. One of the most dominant forms of rationalization is the assumption that waste management is the responsibility of the government, not individuals or households. Interviews show that some residents view their role as limited to waste disposal, while further management is considered the responsibility of the village government or relevant agencies. This rationalization is reinforced by the community's empirical experience, which has long viewed the government as the primary actor in providing public services. Unclear roles in implementing public policies can encourage non-governmental actors to withdraw from responsibility, arguing that authority lies beyond their control. In the context of Tamansari Village, this rationalization undermines community participation in community-based waste management.

Another form of rationalization found is the perception that environmentally unfriendly waste management practices have no direct impact on daily life. People tend to view burning waste or dumping it in certain locations as unproblematic practices as long as the environment is visibly clean. This rationalization reflects the public's limited understanding of the long-term impacts of environmental pollution. According to Priyanto (2025), low public literacy encourages individuals to rationalize destructive behavior as safe and commonplace. In the long term, this rationalization hinders behavioral change toward more sustainable waste management. Rationalization also occurs in the form of economic justifications, where people perceive waste management in accordance with the 3R principles as requiring additional costs, time, and effort. Under economic pressure, people rationalize simple and inexpensive waste management practices as rational choices. Individuals often use rationalization to mitigate the internal conflict between economic needs and prevailing norms. In Tamansari Village, this justification is reinforced by the absence of clear economic incentives from waste management, leaving people without a compelling reason to change their behavior.

Social rationalization was also identified as a significant factor. Unsustainable waste management practices have long been established and become part of the collective habits of the community. In such situations, individuals engaging in similar practices feel that their behavior is socially acceptable because it is shared by many. This social norm-based rationalization reinforces the argument that environmental behavior is influenced not only by individual awareness but also by social constructs that develop within the community (Agustin *et al.*, 2025). In Tamansari Village, this collective habit makes behavioral change efforts more difficult because it conflicts with entrenched practices. Furthermore, rationalization was also found at the institutional level, particularly in how village officials and tourism village managers view development priorities. Several informants stated that the primary focus of tourism village development is increasing visits and community income, while waste management issues are perceived as resolvable gradually.

This institutional rationalization reflects a policy compromise between economic and environmental interests. Zakiyah & Priyanto (2024) emphasized that in many tourist destinations, environmental issues are often sidelined for pragmatic reasons in order to maintain tourism growth. In the context of Tamansari Village, rationalization has the potential to weaken commitment to implementing sustainable waste management policies. Rationalization serves as a psychological and social mechanism that connects pressure and opportunity with actual behavior. Without interventions capable of reshaping these mindsets and social constructs, economic pressures and structural opportunities will continue to be interpreted as justification for maintaining environmentally unfriendly waste management practices. The rationalization dimension indicates that community-based waste management in Tamansari Village requires a systematic behavior change strategy. Policy interventions need to be directed at increasing environmental literacy, establishing new social norms that support environmentally friendly behavior, and creating incentives that can shift old rationalizations toward more sustainable mindsets. Without efforts to

address these rationalizations, waste management policies risk not being internalized by the community and remaining merely normative.

5. Closing

5.1 Conclusion

The research results show that waste management in Tamansari Village, Banyuwangi Regency, is influenced by the interrelationships of pressure, opportunity, and rationalization. Within the pressure dimension, the community faces economic pressures due to dependence on the tourism sector, limited waste management facilities and infrastructure, and increased waste generation from tourism activities. These pressures encourage the community to prioritize economic activities and choose practical but unsustainable waste management practices. Furthermore, within the opportunity dimension, weak supervision, unclear technical regulations for waste management at the village level, and poor coordination between actors create opportunities for environmentally unfriendly waste management practices. Limited infrastructure and limited control over tourist behavior further increase these opportunities. Meanwhile, within the rationalization dimension, the community and institutional actors justify unsustainable waste management practices through the assumption that waste management is the government's responsibility, the indirect environmental impact, and economic constraints and ingrained social habits.

5.2 Recommendation

recommendations in Tamansari Village, Banyuwangi Regency, need to be directed at reducing pressure, closing opportunity gaps, and implementing integrated community rationalization. In the pressure dimension, village and regional governments need to reduce economic and structural burdens by providing waste management facilities, budget support, and environmentally-based economic incentives such as strengthening waste banks. In the opportunity dimension, technical regulations for waste management at the village level, clarity of roles between actors, and community-based monitoring and control of tourism waste are needed. Furthermore, in the rationalization dimension, efforts to increase environmental literacy, behavior change campaigns, and the consistent application of incentives and sanctions are needed to establish social norms for sustainable waste management.

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Hurul Ainun Zulfa Salsabila *et al*

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