

Analysis of Knowledge (Attitude, Practices) on the Policy of Genggelang Village Regulation Number 07 of 2022 concerning Environmental Protection and Management

Zawil Fadli¹, Muh Risnain^{2*}, Andi Chairil Ichsan³
University of Mataram

Corresponding Author: Muh Risnain risnain@unram.ac.id

ARTICLE INFO

Keywords: Village Regulations, Implementation, SWOT Analysis

Received : 09, April
Revised : 12, May
Accepted: 22, June

©2026 Fadli, Risnain, Ichsan : This is an open-access article distributed under the terms of the [Creative Commons Attribution 4.0 International](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

Village regulations have a position as part of the system of laws and regulations in Indonesia. This research aims to analyze knowledge, attitudes, and practices, as well as formulate strategies for optimizing policy implementation through SWOT analysis. The research was conducted from January to May. In Genggelang Village, Gangga District, North Lombok. Knowledge, attitude, and practices were analyzed using KAP scoring. The strategy is determined using a SWOT matrix based on the SWOT analysis. The results of the analysis showed that knowledge, attitude, and practices were in the medium category. The strategy implemented is the transformation from participatory practice to independent practice through a more structured and sustainable social, educational, and institutional approach.

INTRODUCTION

Environmental protection and management is a global issue that is of concern to many countries, including Indonesia (*United Nations Environment Programme [UNEP]*, 2021). Environmental damage caused by human activities such as deforestation, water pollution, and uncontrolled exploitation of natural resources has caused various negative impacts on ecosystems (Government of the Republic of Indonesia, 2009). Therefore, environmental policies at the local level are indispensable to ensure sustainability and ecological balance (Baharuddin et al., 2023).

The success of environmental policies in Indonesia is largely determined by the capacity of local governments to implement rules and involve the community in their implementation (Dzulqarnain *et al.*, 2022). Meanwhile, according to Putra & Setyowati, (2022), the success of environmental policies is not only determined by existing regulations, but also by the capacity of local governments to socialize and supervise the implementation of these policies. In the context of villages, the role of village governments is very strategic because they have direct proximity to the community and are able to provide more effective understanding and supervision. Therefore, the village government must have a good understanding of the existing regulations and the ability to translate national policies in a local context that suits the characteristics of the region.

Genggelang Village, located in Gangga District, North Lombok Regency, is an area with large and diverse natural resource potential, including non-timber forest products such as cocoa (Genggelang Village Government, 2022). However, these natural resources face serious threats due to environmentally damaging practices. In response to these concerns, the community together with the village government drafted and ratified Genggelang Village Regulation Number 07 of 2022 concerning environmental protection and management. This regulation was born from the initiative of local communities who want to preserve forest ecosystems that support their social and economic lives.

Genggelang Village Regulation Number 07 of 2022 concerning environmental protection and management is a form of local regulation born from community initiatives in preserving forest ecosystems and the sustainability of natural resources, especially non-timber forest products such as cocoa. However, the effectiveness of the implementation of this regulation depends heavily on the level of knowledge, attitudes, and practices of the community towards the policy. Various social, economic, and cultural factors also affect the success of policy implementation at the village level.

Therefore, this study aims to analyze the community's knowledge, attitudes, and practices towards the implementation of Genggelang Village Regulation Number 07 of 2022 concerning environmental protection and management, identify factors that affect it, and evaluate strategies for optimizing policy implementation through SWOT analysis.

THEORETICAL REVIEW

Policy implementation is a process that involves many actors, ranging from the central government to the community. They argue that successful

implementation depends not only on good policy design, but also on the way in which the policy is translated and implemented in the existing social and political context. Policy implementation process. Implementation can be influenced by various factors, such as organizational structure, available resources, and dynamics between the actors involved. In addition, policy implementation theory also refers to the understanding that public policies are often faced with various (Yusri *et al.*, 2022), challenges in its implementation.

This is in accordance with the view of Arifin *et al.*, (2025), where policy implementers at the lower levels (such as field officers, village officials, or extension workers) have an important role in determining the extent to which policies can be successful. They not only implement policies directly, but also have the freedom to interpret policies based on conditions on the ground, which can affect the overall outcome of policy implementation. In the context of environmental protection and management policies at the village level, the theory of implementation of this policy is very relevant.

Community-based environmental management is an approach that emphasizes the importance of local community involvement in managing the surrounding natural resources. This approach departs from the understanding that people living in an area have very valuable local knowledge to maintain the preservation of natural resources in their area (Niman, 2019). In many rural areas, this approach has proven effective in maintaining environmental balance, especially in places where there are limited resources from the government to conduct direct supervision.

According to Rafsanjani *et al.*, (2024), community-based management allows for a balance between environmental conservation and improving the economic welfare of the community. In this study, the concept of community-based management is very relevant, because Genggelang Village is one of the villages that is highly dependent on natural resources for the livelihood of its people.

METHODOLOGY

This research was conducted for approximately 5 months, from January to May 2026 which is located in Genggelang Village, Gangga District, North Lombok

The method used in this study is qualitative with a descriptive approach. The types of data used in this study include qualitative data and quantitative data as well as sources of primary and secondary data.

This study did not involve the entire village population, but used a purposive sampling technique by selecting 25 informants relevant to the research objectives.

The data collection techniques in this study are by means of observation, questionnaires, interviews, FGD (*Focus Group Discussion*), and documentation.

Data Analysis

The data analysis used in this study is:

1. Knowledge , Attitude , and Practices

KAP scoring uses a score range of 1 to 3, namely score 1 indicates the low category, score 2 indicates the medium category, and score 3 is in the high category. Score category determination uses the following interval formula:

$$\text{Interval} = (3 - 1) / 3 = 0.67$$

Thus, the range of categories is:

Table 1. Score Range

Score Range	Categories
1.00 to 1.66	Low
1.67 to 2.33	Medium
2.34 to 3.00	Height

- Identifying Social, Economic, and Cultural Factors
These factors are determined using SWOT analysis to identify strengths, weaknesses, opportunities, and threats in the implementation of the Perdes of each indicator.
- Evaluating strategies for optimizing the implementation of environmental protection and management policies
Development strategies are determined by a SWOT matrix obtained by leveraging strengths to create opportunities (SO), leveraging opportunities to overcome weaknesses (WO), leveraging strengths to overcome threats (ST), and addressing weaknesses and minimizing threats (WT).

RESULTS

Analysis of Community KAP on Policies The Level of Public Knowledge of Policies

The level of knowledge in this study is presented as follows.

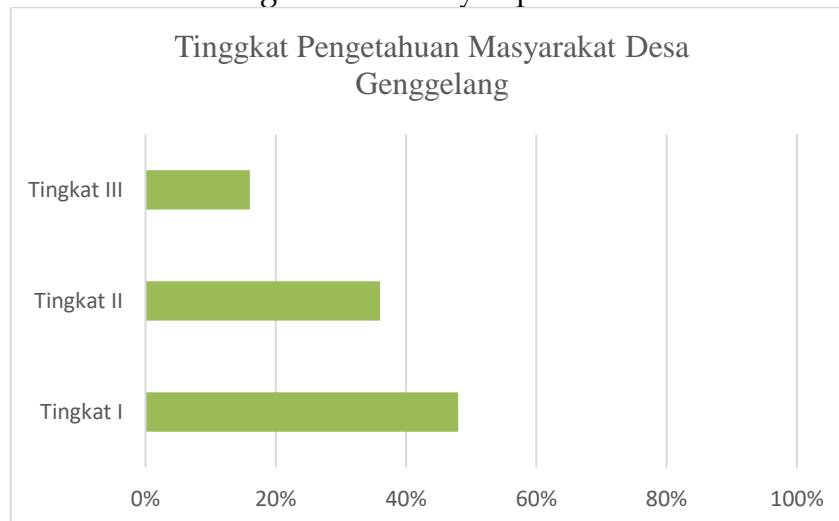


Figure 1. Knowledge Level of the Genggelang Village Community

Based on Figure 1. showed that, as many as 48% of respondents are still at a low level of formal knowledge, because they better understand ecological principles through customs, customs, and social experiences. As many as 36% of

respondents were at a moderate level, namely understanding the general objectives and main prohibitions in the Perdes. Meanwhile, 16% of respondents were at a high level because they had understood the content, articles, sanctions, and mechanisms for implementing the Perdes in a more systematic manner. These findings show that the knowledge of the Genggelang community is dominated by ecological knowledge, which is ecological knowledge formed from local values, collective experiences, and social norms. However, this knowledge has not been fully converted into legal knowledge, namely a formal understanding of the legal substance, sanctions, and mechanism for implementing the Village Regulation. Therefore, strengthening community knowledge is not enough only through oral socialization, but also needs to be supported by visual media, information boards, simple posters, and hamlet-based education so that the content of the Perdes is easier to understand by all community groups.

Thus, the knowledge dimension in this study shows that the people of Genggelang Village have a fairly strong ecological awareness base. However, strengthening is still needed in the aspect of formal understanding of the content and mechanisms of the Perdes so that public knowledge can become a stronger basis for positive attitudes and consistent environmental practices.

Community's Attitude to Policies

The attitude in this study is presented as follows.

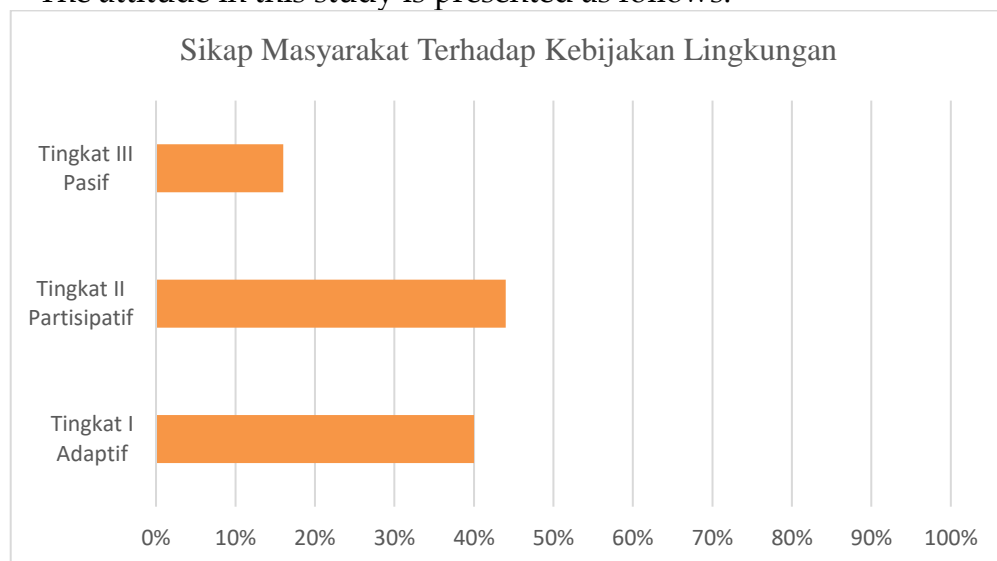


Figure 2. Community Attitudes to Environmental Policy

Based on Figure 2. showed that as many as 84% of respondents were at a positive attitude level, consisting of 40% adaptive attitudes and 44% participatory attitudes. This shows that the Perdes has gained strong social legitimacy at the community level. However, the dominance of participatory groups at 44% also suggests that most support is still responsive, not completely independent. These findings show that the main problem in the attitude dimension does not lie in the community's rejection of the Perdes, but in the uneven lack of active initiatives in implementing policies. The positive attitude

of the community needs to be strengthened through more consistent socialization, the involvement of local leaders and youth as drivers, and the provision of participation space that makes the community not only accept the policy, but also feel part of its implementation.

Thus, the attitude dimension shows that the people of Genggelang Village have had a fairly good social acceptance of Perdes Number 07 of 2022. However, strengthening is still needed so that this positive attitude can develop into a more independent, consistent, and sustainable collective commitment in supporting the protection and management of the village environment.

Community Practices in Policy Implementation

The practices in this study are presented as follows.

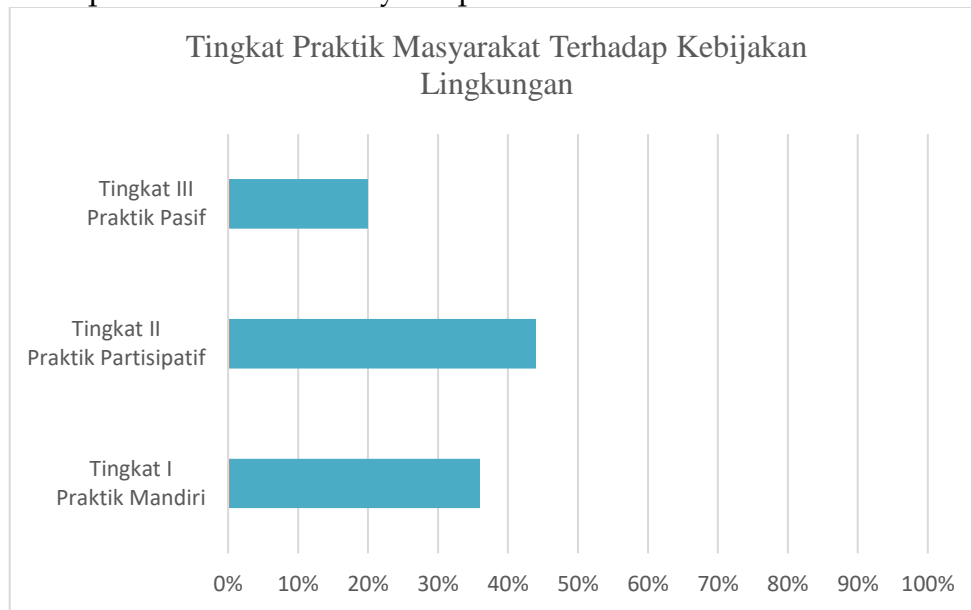


Figure 3. The Level of Community Practice on Environmental Policy

Based on Figure 3. showed that as many as 80% of respondents had engaged in environmental practices, consisting of 36% independent practices and 44% participatory practices. Meanwhile, 20% of respondents are still at a low or dependent level of practice. These findings show that the implementation of the Perdes has been carried out at the community level, but it is still more supported by collective activities and social invitations than by independent individual habits.

Thus, the practices dimension shows that the Perdes has encouraged changes in environmental behavior in Genggelang Village, but these practices have not been completely stable and consistent. The main challenge in this dimension is to increase participatory practices to independent practices through the strengthening of visual information media, a fixed schedule of environmental activities, the active role of local leaders and youth, and a community-based monitoring system.

SWOT Analysis of the Implementation of Genggelang Village Regulation Number 07 of 2022

The SWOT analysis was carried out by referring to the results of FGDs, interviews, observations, and analysis of the KAP of the Genggelang Village community. The full results of the research that have been carried out are in Table 2 below.

Table 2. SWOT Analysis

Factors	Key Findings	Strategic Meaning
Strengths (S)	<ul style="list-style-type: none"> • The level of knowledge is quite strong with a mean of 2.32 • As many as 84% of the community shows a positive attitude towards the Perdes • Local values such as customs and mutual cooperation are still strong • There are already real practices such as waste banks and environmental mutual cooperation 	The foundation of ecological awareness and social acceptance of policies has been established in the community
Weaknesses (W)	<ul style="list-style-type: none"> • Community knowledge is still predominantly empirical and informal • Community practices are still dominated by the participatory category (44%) • Only 36% of people are already at the level of independent practice • Dependence on the invitation of figures is still high • There is no strong system of behavior and social control 	The community already knows and accepts the policy, but the implementation of the action is not stable and independent
Opportunities (O)	<ul style="list-style-type: none"> • There is a large intervention room from the implementation gap of 48% • Positive attitudes of the community have the potential to be converted into real actions • There are opportunities to strengthen formal education and visual media • The involvement of youth and local leaders is quite active • There are opportunities for collaboration with campuses, NGOs, and CSR 	The condition of the community is ready to be strengthened and improved, not to build awareness from the beginning
Threats (T)	<ul style="list-style-type: none"> • Community practices are not yet fully independent and are at risk of decline • Dependence on figures is still high • As many as 20% of people are still at the level of dependent practice • There is no 	Without a sustainable strengthening and control system, policy implementation has the potential to stagnate or decline

	consistent control and monitoring system • Consistency of long-term environmental practices is still weak	
--	---	--

Source: Primary Data (2026)

Development Strategy

From the SWOT analysis that has been carried out, then develop a development strategy using the SWOT Matrix. The SWOT matrix is presented in Table 3.

Table 3. SWOT Matrix

Combination of Strategies	Implementation Strategy
S-O (Strengths-Opportunities)	1. Taking advantage of the high positive attitude of the community and the value of mutual cooperation to build a sustainable hamlet-based environmental program. 2. Optimizing the role of youth, youth organizations, and waste bank groups as drivers of environmental education and community-based social campaigns. 3. Develop collaboration with campuses, NGOs, and CSR to support educational media, environmental training, and community capacity building.
S-T (Strengths-Threats)	1. Utilize social solidarity and customary norms to strengthen social control over environmental violations. 2. Using the practice of mutual cooperation and waste banks as a routine culture so that environmental practices do not depend on momentary programs. 3. Strengthening the role of community leaders and religious leaders in maintaining the consistency of long-term environmental practices.
W-O (Weaknesses-Opportunities)	1. Increasing the formal knowledge of the community through information boards, educational billboards, visual media, and hamlet-based socialization. 2. Turning participatory practices into independent practices through community involvement in planning and evaluating environmental activities. 3. Utilizing external support for the provision of environmental facilities such as public garbage cans, prohibition boards, and environmental campaign media.
W-T (Weaknesses-Threats)	1. Establish a community-based environmental monitoring and supervision system in each hamlet. 2. Develop a routine schedule of environmental activities so that community practices are more consistent and do not depend on spontaneous invitations. 3. Building a village environment cadre system involving youth and local

	leaders to maintain the sustainability of the implementation of the Perdes.
--	---

DISCUSSION

Based on the results and discussions that have been described above, it can be concluded that:

1. The level of public knowledge is in the medium category close to high with a mean value of 2.32.
2. The level of people's attitude was in the medium category with a mean value of 2.24.
3. The level of community practices is in the medium category with a mean value of 2.16.
4. The main strength of the implementation of the Perdes lies in ecological awareness, positive attitudes of the community, customary values, mutual cooperation, and environmental practices that have been running. The weaknesses are uneven formal knowledge, low independent practice, dependence on figures, and the absence of a strong control system. The opportunities lie in formal education, visual media, youth involvement, as well as collaborations with campuses, NGOs, and CSR. The main threat is the weak consistency of long-term practices if it is not supported by a continuous monitoring and habituation system.

CONCLUSION AND RECOMMENDATIONS

Based on the results and discussions that have been described above, it can be concluded that:

1. The level of public knowledge is in the medium category close to high with a mean value of 2.32.
2. The level of people's attitude was in the medium category with a mean value of 2.24.
3. The level of community practices is in the medium category with a mean value of 2.16.
4. The main strength of the implementation of the Perdes lies in ecological awareness, positive attitudes of the community, customary values, mutual cooperation, and environmental practices that have been running. The weaknesses are uneven formal knowledge, low independent practice, dependence on figures, and the absence of a strong control system. The opportunities lie in formal education, visual media, youth involvement, as well as collaborations with campuses, NGOs, and CSR. The main threat is the weak consistency of long-term practices if it is not supported by a continuous monitoring and habituation system.

FURTHER STUDY

The village government needs to strengthen the socialization of the Perdes through media that are easier for the community to understand, such as information boards, billboards, posters, infographics, and village social media. In addition, the community needs to continue to strengthen environmental

practices that are already running, such as waste banks, mutual cooperation, public space arrangement, and wildlife protection. Youth groups, youth organizations, traditional leaders, and religious leaders need to be involved as the main drivers so that participatory practices can develop into independent practices.

ACKNOWLEDGMENT

The author would like to express his deepest gratitude to all ranks for the support, guidance, and facilities provided during the implementation of the research until the preparation of this article. Thank you also to all parties, field partners, and reviewers who have helped and provided valuable input for the perfection of this journal.

REFERENCES

- Arifin, S., Zoelkarnain, I., Nugroho, A., Noor, M. S., & Sheet, T. (2025). Implementation of Corporate Social Responsibility Program Intervention Policy of PT. Adaro Indonesia in Stunting Reduction in Balangan Regency. *Journal of Nurses of the University of Pahlawan*, 9, 274–286.
- Baharuddin, A., Muhlis, & Mattunruang, A. A. (2023). Management of Tourism Villages with the Concept of Green Economy in an Effort to Increase Community Economic Income. *MEA Scientific Journal*, 7(3), 873–886.
- Dzulqarnain, G. Z., Meigawati, D., & Basori, Y. F. (2022). Implementation of the Sustainable Development Goals (SDGs) Program in Poverty Alleviation Efforts in Sukabumi City. *PROFESSIONAL: Journal of Communication & Public Administration*, 9(1), 109–116.
- Niman, E. M. (2019). Local Wisdom and Natural Environment Conservation Efforts. *Missio Journal of Education and Culture*, 11(1), 91–106.
- Genggelang Village Government. (2022). *Genggelang Village Regulation on Environmental Protection and Management*. North Lombok: Genggelang Village Government.
- Government of the Republic of Indonesia. (2009). Law Number 32 of 2009 concerning Environmental Protection and Management. Statute Book of the Republic of Indonesia Year 2009 Number 140.
- Pramana Putra, I. G. Y. E., & Setyowati, Y. (2022). Implementation of the No Smoking Area Policy within Yogyakarta City Government Agencies. *TheJournalish: Social and Government*, 3(1), 17–27.
- Rafsanjani, F., Mariay, I. F., & Ladama, A. G. (2024). Strengthening Community Capacity in Waste Management and Environmental Conservation to Achieve Sustainability (Location in Aimas District, Sorong Regency, Southwest Papua). *Journal of Community Service (PENGAMAS)*, 1(1), 78–87.