

ABSTRACT

This study aims to analyse the implementation of water pollution control policies in Lake Sipin based on Jambi City Regional Regulation Number 3 of 2016, as well as to analyse the process of improving water pollution control. Using a descriptive qualitative approach that includes aspects of communication, resources, disposition, and bureaucratic structure. The results show that the implementation of water pollution control policies by the Jambi City Environmental Agency (DLH) has been carried out through various efforts such as routine cleaning, supervision of environmental violations, and socialisation to the community. However, the effectiveness of the policy still faces obstacles in communication that is less than optimal, limited human resources and equipment, and coordination between agencies that has not been maximised. Community participation in keeping the lake clean is also still low, while the corrective actions implemented have not been able to fully overcome pollution in a sustainable manner. This research recommends improvements in the aspects of cross-sector coordination, optimisation of resources, and more intensive community education so that the implementation of water pollution control policies in Lake Sipin is more effective.

Keywords: *Policy Implementation, Water Pollution, Lake Sipin, Environmental Agency, Jambi City*

INTISARI

Penelitian ini bertujuan untuk menganalisis implementasi kebijakan pengendalian pencemaran air di Danau Sipin berdasarkan Peraturan Daerah Kota Jambi Nomor 3 Tahun 2016, serta menganalisis proses penyempurnaan pengendalian pencemaran air. Dengan menggunakan pendekatan kualitatif deskriptif yang mencakup aspek komunikasi, sumber daya, disposisi, dan struktur birokrasi. Hasil penelitian menunjukkan bahwa implementasi kebijakan pengendalian pencemaran air oleh Dinas Lingkungan Hidup (DLH) Kota Jambi telah dilakukan melalui berbagai upaya seperti pembersihan rutin, pengawasan terhadap pelanggaran lingkungan, serta sosialisasi kepada masyarakat. Namun, implementasi kebijakan masih menghadapi kendala dalam komunikasi yang kurang optimal, keterbatasan sumber daya manusia dan peralatan, serta koordinasi antar instansi yang belum maksimal. Partisipasi masyarakat dalam menjaga kebersihan danau juga masih rendah, sementara tindakan korektif yang diterapkan belum sepenuhnya mampu mengatasi pencemaran secara berkelanjutan. Penelitian ini merekomendasikan peningkatan dalam aspek koordinasi lintas sektor, optimalisasi sumber daya, serta edukasi masyarakat secara lebih intensif agar implementasi kebijakan pengendalian pencemaran air di Danau Sipin

Kata kunci: Implementasi Kebijakan, Pencemaran Air, Danau Sipin, Dinas Lingkungan Hidup, Kota Jambi