

QUALITY IMPROVEMENT PROGRAM POLICY VILLAGE RESIDENTIAL ENVIRONMENT IN FISHERMAN'S VILLAGE, SUNGAI KAKAP DISTRICT, DISTRICT KUBU RAYA

Yulius Yohanes¹, Messy Cosella², Martoyo³

^{1,3}Universitas Tanjungpura, Indonesia

²Universitas Kristen Satya Wacana Salatiga, Indonesia

Yulius.yohanes@fisip.untan.ac.id¹

messycosella@gmail.com²

martoyo@fisip.untan.ac.id³

ABSTRACT

This study aims to evaluate the effectiveness of program policies implemented to improve the environmental quality of village settlements in Nelayan Village, Sungai Kakap District, Kubu Raya Regency. The program encompasses several key initiatives such as the development of basic infrastructure, waste management, and reforestation efforts aimed at enhancing both environmental conditions and the welfare of fishing communities. A descriptive qualitative approach was employed, utilizing data collection techniques including interviews, observations, and documentation. The findings indicate that the program has contributed positively to improving the community's quality of life, notably in terms of environmental cleanliness, access to clean water, and availability of public facilities. Nonetheless, the study identifies several challenges, including limited community participation and insufficient funding. The study concludes that while the program has demonstrated beneficial outcomes, its long-term success requires stronger coordination among stakeholders and increased community engagement. Practical implications of this research emphasize the importance of participatory approaches and integrated planning to ensure the sustainability of environmental improvement programs in rural coastal areas.

Keywords: Environmental Policy, Village Settlements, Fisherman's Villages

INTRODUCTION

Sungai Kakap District is one of the areas in Kubu Raya Regency, the location of Sungai Kakap District is very strategic, meaning it can provide increased income to the people in Sungai Kakap District. The people who live in Sungai Kakap District are also not entirely native to Sungai Kakap District but are immigrants who are trying to improve their lives, such as trying to find work, school, and so on.

The increasing number of residents coming to Sungai Kakap District causes dynamic growth and improvement of life in Sungai Kakap District. This kind of dynamics results in life in Sungai Kakap District being full of challenges and hard life. The more a role develops, the higher the demand for improved services expected by the public from the government. The Sungai Kakap District Government, in overcoming such a dilemma, needs to provide fast and responsive services to every problem faced by the community.

This increase in population is felt by the community and also the government, making it very difficult for the government to provide increased welfare to the community in Sungai Kakap District as a whole, because the large number of immigrants to Sungai Kakap District can cause slums in the residential environment. Therefore, the Sungai Kakap District Government has issued a program to overcome this slum area.

The program is in the form of a Program for Improving the Environmental Quality of Coastal Community Village Settlements. This program aims to overcome the problem of poverty in Indonesia through partnerships between the government and the private sector, the community, by preparing housing programs and environmental infrastructure, especially in slum areas, as well as strengthening local institutions to meet the needs of the poor.

The Draft Report on the Detailed Subdistrict Spatial Plan for Sungai Kakap District, Kubu Raya Regency, states that there are slum residential areas in 7 villages, there are pockets of slum areas and the environment is not good for the community to live in. A government that has slum areas shows that equitable development has not yet been achieved. In implementing the Village Settlement Program for coastal communities, the government requires funding assistance through the APBN, the funds issued by the Sungai Kakap District Government are only for *sherring* (accompanying) the arrangement of road construction and drainage is very important to carry out, to provide comfort for the surrounding community. The program to improve environmental quality for the community also has a positive impact on the social aspects of society, such as eliminating the impression of a slum environment, the increasing number of environments that are categorized as slum shows that many people in Sungai Kakap District are still poor. This program is contained in Law No. 1 of 2011 article 24/95 aims to overcome the problem of poverty in Sungai Kakap District through a partnership between the government and the community by preparing housing programs and environmental infrastructure, especially in slum residential areas and strengthening local institutions to fulfill the needs of the poor, especially in Sungai Kakap District, with the strategy:

1. Institutionalize a system for implementing housing and settlement development by involving the community as the main actor.
2. Realizing the fulfillment of housing needs as one of the basic human needs.
3. Creating responsive and sustainable settlements to support the development of community identity, productivity, and independence.
4. Settlements and slum housing grow and develop as a result of the urbanization of society from village to village. Apart from that, the factors that cause the development of slum settlements include the narrow and expensive land for housing and settlement, so immigrants tend to prefer land that is not suitable for building housing and settlements.

Construction of housing facilities is one of the basic needs (*basic need*) humans besides the need for food and clothing and should be implemented in an integrated manner that includes several aspects, such as aspects of efforts to increase family income, the environment, and improving the quality of human resources.



Source: Primary Documentation, 2024

Therefore, the Kubu Raya Regency Government is trying to build institutions in the housing and settlement sector and facilitate the implementation of transparent and participatory spatial planning of residential areas. Fulfilling the need for adequate and affordable housing

with an emphasis on poor and low-income communities. Creating environmental conditions that are healthy, safe, harmonious, and sustainable. This program will not run well if non-physical needs do not receive attention, such as increasing the personal potential of each individual, changing the attitudes and mindset of residents to live a healthy life. This is reflected in the attitude or discipline in throwing away rubbish or building in random places, such as along the banks of the Kubu Raya river.

RESEARCH METHODS

In carrying out this research the author used descriptive research aimed at describing various situations as written by [1]. Descriptive research is research that simply describes or describes (describes) several variables relating to the problem and unit being studied without questioning the relationship between the variables. as an exploration effort and social reality.

At the descriptive level, case studies have certain characteristics, as written by [2], case study descriptions do not have the characteristics of play (spreading on the surface), but focus on a particular unit of various variables.

As for the research location, regarding the Implementation of the Environmental Quality Improvement Program for Village Settlements in coastal communities is in the Sungai Kakap District which includes the Sungai Kakap Village. The reason the researchers chose these locations was Sungai Kupah Village with a housing program and Sungai Kakap Village with an irrigation program. Because there are still many settlements that are inadequate or irregular, apart from that, in 2004 this village was the target for implementing the Program for Improving the Quality of Coastal Community Village Settlements. With the following considerations:

1. Because this research location is close to Kubu Raya Regency.
2. At this research location, there are still slum residential areas and the environmental quality is not good.

RESULTS AND DISCUSSION

A. Village Settlement Quality Improvement Program in Fisherman's Village, Sungai Kakap District

1. Socialization and Activities for Repairing Road Facilities and Ditches in Community Settlements.

Socialization of the Village Settlement Quality Improvement Program is a program specifically for people who live in environments with poor conditions. Sungai Kakap District, Kubu Raya Regency, as part of a developing region, requires equitable development in each region. The responsibility to implement this equality is an obligation for the Kubu Raya Regency Government so that every community can enjoy development progress equally.

With the existence of this program in Sungai Kakap District, as stated by the Head of Sungai Kakap District, work has been carried out on several alleys and the results can be enjoyed by some of the community. However, the implementation of socialization and activities to repair road facilities and ditches still face several obstacles which make it not optimal.

a. Socialization Methods

Citizens meeting: Carried out periodically to provide information regarding the road and ditch improvement program. This meeting was attended by the village head, village officials, and residents. The discussion includes program objectives, improvement implementation plans, and the importance of community participation. However, the problem faced is that the level of attendance of residents at meetings is not optimal because the meeting schedule often

collides with the daily activities of residents, especially fishermen who have irregular work schedules.

Flyers and Posters: Leaflets and posters are printed and placed in strategic locations such as village halls, markets, schools, and places of worship. Contents of the leaflet include program objectives, benefits of infrastructure improvements, activity schedules, and ways residents can participate. The problem is that not all residents read or understand the information conveyed through leaflets and posters, especially those with low literacy levels.

Social media: Information is disseminated through village WhatsApp, Facebook, and Instagram groups. The post contains an explanation of the program, photos of repair activities, and an invitation to take part in cooperation activities. The problem is that not all citizens have access to or the ability to use social media, so information is not spread evenly.

Live Counseling: Village officials made direct visits to residents' homes to provide explanations about the program and listen to input from residents. The targets of this outreach are residents who are difficult to reach through other methods, including those who rarely attend meetings or are not active on social media. The problem is that direct counseling requires quite a lot of time and resources, so its implementation is often limited.

b. Road Facilities and Ditch Repair Activities

Data collection: In the process, the identification of roads and ditches that require repair is carried out through surveys and citizen reports. The obstacle faced is the lack of accurate and detailed data regarding the condition of the infrastructure that needs to be repaired.

Planning and Procurement of Materials: The material procurement process is carried out transparently through an auction process. The obstacles faced are delays in the delivery of materials and lack of coordination with suppliers which can hinder the implementation of repairs.

Implementation of Improvements: The road repair process includes re-paving, patching holes, and routine maintenance. Ditch channel repairs are carried out by cleaning and deepening the ditch. Obstacles faced by a lack of trained labor and limited heavy equipment can slow down the repair process.

The implementation of socialization and activities to improve road facilities and ditches in Sungai Kakap District has shown positive results but still faces several obstacles that need to be overcome to achieve more optimal results. Although several alleys have been repaired and the benefits are starting to be felt by the community, improvements in methods of outreach and implementation of repair activities are still needed.

2. Program Activities to Improve the Quality of Village Settlements with the Community

The Village Settlement Quality Improvement Program implemented in Sungai Kakap District is the result of development planning deliberations (musrenbang) at the Sungai Kakap District level, Kubu Raya Regency. In determining the location of the program, the government has first surveyed the areas that will be the targets for implementing the program. This is related to the process of establishing a public policy. What is even more important is that there is information provided by elements of society regarding the condition of the target location of the program to be implemented. The role of society in every development is very large. Because the community participates in determining the success or failure of a program implemented by the government.

This Village Settlement Quality Improvement Program is an effort for the government to empower the poor, this policy should pay attention to aspects that can touch the community's need for a good and clean environment. A well-organized environment will provide its beauty when viewed favorably by the people around the program and other people. The head of the Sungai Kakap sub-district said that the sub-district area, where most of the people are still

categorized as poor, needs to improve road facilities and repair ditches. For the local community, the ditch is a place for them to meet their daily needs such as bathing and so on.

The strategies implemented by the Regional Government in implementing the program to improve environmental quality in Fisherman's Villages to create a prosperous community life are as follows:

a. Holding training to increase fishermen's knowledge

So in this case the Kubu Raya District Fisheries Service is inviting training that is filled with useful activities such as repairing damaged fishing gear, repairing leaking boats, and repairing boat motor engines without having to take them to a service center. Fishermen can cultivate freshwater fish and sell them to the market, and fishermen can fill their free time by making various forms of processed fish and selling them in the market, or fill their free time by making crafts from shells whose raw materials are very easy to find around the coastal environment so they can become items that have high artistic value and high selling prices.

b. Providing assistance

Assistance is a gift in the form of material or moral from the Kubu Raya district fisheries service to individuals or groups of fishermen which is non-continuous and selective to protect and improve the welfare of fishermen. The nature of the assistance provided by the department is continuous but according to need. One of the strategies chosen by the government to improve the welfare of fishermen is through providing Fisherman Cards. The fisherman's card, whose name has now been changed to kusuka card, which means Maritime and Fisheries Business Actor Card, is used as the sole identity of Maritime and Fisheries Business Actors. The Kusuka Card is used as a single database of marine and fisheries business actors which is utilized by the Central, Provincial, Regency/City Governments to determine policies related to protection and empowerment programs for marine and fisheries business actors. The main aim of issuing this kusuka card is to improve welfare and create effectiveness and efficiency of the Ministry of Maritime Affairs and Fisheries' programs so that they are targeted and data collected for marine and fisheries business actors.

c. Construction of facilities and infrastructure

The government has built facilities and infrastructure to help fishermen carry out their daily activities in terms of finding and marketing fishery products. The government's strategy to build facilities and infrastructure aims to increase fisheries yields. From the results of the researcher's interviews with fishermen in Sungai Kakap village, the construction of facilities and infrastructure helps fishermen in marketing their catch. Even though the dock facilities are not very large, this fact explains that the government has built physical developments in the form of fish marketing areas and docks where fishermen moor or store motorboats.

Based on the objectives to be achieved in implementing the Village Settlement Quality Improvement Program as stated by the Head of Village Settlement Quality Improvement Program, they are:

1. To provide well-being to the underprivileged community.
2. The development carried out is a development that is integrated and comprehensive in the interests of the community.
3. Carrying out development without eviction of assets owned by the community.

In general, the aim of regional development as carried out in Sungai Kakap District is to ensure equitable development carried out in Kubu Raya District. The government's priority concerns are areas that are still categorized as slum areas, the roads in the area are still damaged and have not been built, and the ditches are still not properly arranged even though this is a necessity for many people living around the program location.

3. Socialization of the Village Settlement Quality Improvement Program to the Community

Implementation of the Village Settlement Quality Improvement program also requires large amounts of funding, however, the funding for this program is carried out by the Central Government using foreign aid. This assistance is specifically for poor people. Poor people also mean people who cannot improve the welfare of their families. The narrow environment and poor road facilities will make it difficult for the surrounding community to develop creativity and daily activities.

Before the implementation of the Village Settlement Quality Improvement program begins, the team appointed to carry out this task has carried out outreach to the community about what will be done and who is responsible for the program that will be implemented. The socialization of this program was carried out by a team coordinated by the Regional Planning Agency as the person responsible for the program to the government at the Kubu Raya Regency level including the District and its regions and in coordination with the regional management consultant team.

In preparing the publication program and managing street vendors, illegal stalls, and wheelbarrows which result in slums and a dirty environment, government policy, commitment, organization, and all *stakeholders* in preparing programs with the right approach. Therefore, breakthroughs are needed in local development initiatives for sub-district managers by introducing, preparing, and maintaining the habit of wider community participation both in preparing strategic planning, annual planning, spatial planning, and other planning as well as in decision making.

B. Community Initiatives and Participation in the Settlement Quality Improvement Program in Fisherman's Villages

1. Initiatives in Improving the Village Settlement Environment

The Village Settlement Quality Improvement Program is a government program to overcome the low quality of the residential environment in sub-districts. The rapid increase in population has implications for increasing housing needs for settlements. The urgent need for housing causes land use to be poorly organized, thus creating a slum residential environment. The occurrence of slum residential environments gives rise to various problems that tend to lead to moral decadence.

In general, the involvement of all parties is very necessary for the success of the Village Settlement Quality Improvement Program. This is because the project is for the benefit and life of the community in the long term, however, to achieve systematization in planning and implementation, those who have good competence must be selected to formulate the most basic parts to be developed, renovated for the benefit of individuals and community groups.

This research examines various initiatives carried out to improve the environmental quality of village settlements in Kampung Nelayan, Sungai Kakap District, Kubu Raya Regency. Based on data collected through interviews, observation, and documentation, the results of this research show several important findings:

- a) **Basic Infrastructure Improvements:** This program includes improvements to roads, bridges, and public facilities such as proper bathing, washing, and toilets (MCK). People feel more comfortable and safe with better infrastructure.
- b) **Waste management:** One of the main focuses is waste management. Initiatives carried out include providing rubbish bins in every home, regular waste transportation, and processing waste into compost. The public is given education about the importance of good waste management to prevent environmental pollution.

- c) **Greening and Environmental Planning:** A greening program by planting trees around residential areas is carried out to reduce erosion and improve air quality. Apart from that, environmental planning by arranging small gardens around residents' houses provides a more beautiful and comfortable atmosphere.
- d) **Education and Community Empowerment:** Training and outreach regarding the importance of maintaining a clean and healthy environment is carried out periodically. Community empowerment through environmental working groups helps increase the active participation of residents in keeping their environment clean.
- e) **Collaboration with External Parties:** The village government collaborates with non-governmental organizations (NGOs) and the private sector to obtain financial and technical support in implementing this program. This collaboration has proven effective in accelerating and expanding program coverage.

Although there are many positive initiatives, this research also found several obstacles. Uneven community participation and awareness that still needs to be increased are the main challenges. Apart from that, limited budget and resources also become obstacles in implementing the program.

2. Community Participation in Residential Environment Improvement Projects

Community participation is very necessary to encourage the development of principles and understand the basic values of the program, as well as to develop community capacity. This is intended so that after the Village Settlement Quality Improvement Program is completed, the community can replace the role and function of the facilitator in encouraging community self-sufficiency in overcoming poverty in their area independently and sustainably.

This research reveals that community participation in the program to improve the environmental quality of village settlements in Nelayan Village varies. The following are the main findings regarding community participation:

- a) **Environmental Awareness and Concern:** Most people are starting to realize the importance of maintaining a clean and healthy environment. Education and outreach carried out by the village government and NGOs have increased community knowledge about the positive impacts of a clean and healthy environment.
- b) **Involvement in Waste Management Activities:** Many residents are actively involved in waste management programs, such as sorting waste at home, taking part in waste transportation activities, and participating in composting. Mutual cooperation activities to clean the environment are also routinely participated in by the majority of the population.
- c) **Participation in Greening and Environmental Management:** The reforestation program received a positive response with many residents participating in planting trees and caring for plants. Residents are also involved in arranging small gardens around their homes, creating a more beautiful and comfortable environment.
- d) **Establishment of an Environmental Working Group:** The formation of environmental working groups in each RT/RW has succeeded in increasing citizen participation. This group is tasked with planning and implementing environmental activities, such as arranging drainage, repairing footpaths, and cleaning campaigns.

To overcome this obstacle, the village government and NGOs implemented various strategies, such as giving awards to active residents, increasing the frequency of outreach and education, and involving community leaders and youth to encourage participation.

CONCLUSIONS AND RECOMMENDATIONS

Research shows that the program to improve the quality of settlements in Nelayan Village, Sungai Kakap District, faces several obstacles that need to be overcome. The socialization of the program has not been optimal in increasing public awareness, with less

attractive methods and a lack of personal approach. Program implementation is hampered by limited budget and resources, so infrastructure improvements such as roads, bridges, and toilet facilities are not evenly distributed. Waste management also often does not run according to schedule, and reforestation programs have not had a significant impact.

Initiatives such as providing rubbish bins, transporting waste, making compost, and planting trees have not run optimally. Many rubbish bins are not utilized properly, and community participation in these activities is still low. The formation of environmental working groups has not succeeded in increasing participation significantly due to busyness and lack of awareness.

To increase the success of this program, better coordination between related parties is needed, more effective and interesting socialization, as well as providing adequate incentives for residents who actively participate. Regular evaluation and adjustment of strategies according to local conditions are also important to achieve the goal of improving the quality of the village residential environment in Nelayan Village.

Suggestions for improving the program to improve the quality of settlements in Kampung Nelayan, Sungai Kakap District, include: improving socialization methods to make them more interesting and personal, increasing coordination between related parties to optimize the use of budget and resources, providing adequate incentives to increase community participation, as well as evaluation periodically and adjusting strategies according to local conditions.

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