

## ABSTRAK

**Dicky Syamhenri Siregar. 7203540030 Implementasi Green Economy dalam Sustainable Tourism di Wilayah Pantai Pondok Permai, Kawasan Pantai Cermin, Kabupaten Serdang Bedagai 2025.**

Penelitian ini bertujuan untuk menganalisis implementasi konsep *green economy* dalam mewujudkan *sustainable tourism* di wilayah Pantai Pondok Permai, kawasan Pantai Cermin, Kabupaten Serdang Bedagai. *Green economy* merupakan pendekatan pembangunan yang mengedepankan efisiensi sumber daya, pelestarian lingkungan, serta kesejahteraan sosial dan ekonomi masyarakat lokal. Metode penelitian yang digunakan adalah deskriptif kualitatif dengan teknik pengumpulan data melalui observasi lapangan, wawancara mendalam dengan pengelola wisata, masyarakat sekitar, dan instansi terkait, serta dokumentasi.

Hasil penelitian menunjukkan bahwa beberapa aspek *green economy* telah diimplementasikan, seperti pengelolaan sampah berbasis masyarakat, penggunaan material ramah lingkungan dalam fasilitas wisata, serta keterlibatan masyarakat lokal dalam kegiatan ekonomi berbasis pariwisata. Namun, masih ditemukan tantangan dalam hal edukasi lingkungan bagi wisatawan, koordinasi antar pemangku kepentingan, dan keterbatasan regulasi yang mendukung pengelolaan berkelanjutan.

**Kata Kunci:** *green economy*, *sustainable tourism*, Pantai Pondok Permai, pariwisata berkelanjutan, ekowisata.

## ABSTRACT

**Dicky Syamhenri Siregar. 7203540030 Implementation of a Green Economy in Sustainable Tourism in the Pondok Permai Beach Area, Cermin Beach Area, Serdang Bedagai Regency 2025.**

This study explores how the concept of a *green economy* is applied to promote sustainable tourism at Pondok Permai Beach, located in the Cermin Beach area of Serdang Bedagai Regency. The green economy represents a development approach that focuses on using resources efficiently, protecting the environment, and improving the social and economic well-being of local communities.

A descriptive qualitative method was used, with data collected through field observations, in-depth interviews with tourism managers, local residents, and related institutions, as well as documentation. The results show that several green economy principles have been put into practice, including community-based waste management, the use of eco-friendly materials in tourism facilities, and the involvement of local communities in tourism-related economic activities.

However, the study also highlights several ongoing challenges, such as the lack of environmental awareness among visitors, limited coordination among stakeholders, and the absence of strong regulations to support sustainable tourism management.

**Keywords: green economy, sustainable tourism, Pondok Permai Beach, sustainable tourism, ecotourism.**