

ABSTRAK

ANALISIS *GREEN TRANSFORMATIONAL LEADERSHIP* DALAM MENDUKUNG PENGELOLAAN MANGROVE DI EKOWISATA MANGROVE CUKU NYI NYI

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Ekowisata Mangrove Cuku Nyi Nyi di Desa Sidodadi merupakan salah satu contoh upaya rehabilitasi dan pengelolaan mangrove yang mendukung transisi menuju ekonomi hijau. Penelitian ini dilakukan bertujuan untuk menganalisis peran *Green Transformational Leadership* dalam pengelolaan mangrove serta mengidentifikasi faktor pendukung dan penghambatnya. Metode penelitian yang digunakan adalah kualitatif deskriptif dengan teknik pengumpulan data melalui wawancara, observasi, dan dokumentasi. Peneliti menggunakan teori *Green transformational leadership* yang dikemukakan oleh Robertson & Barling (2013). Hasil penelitian menunjukkan bahwa Kepala Desa Sidodadi telah menerapkan kepemimpinan transformasional hijau secara efektif melalui empat dimensi utama, yaitu *Green Idealized Influence*, *Green Inspirational Motivation*, *Green Intellectual Stimulation*, dan *Green Individualized Consideration*. Kepemimpinan ini mampu menginspirasi, memotivasi, dan memberdayakan masyarakat untuk aktif dalam pelestarian serta pengembangan ekowisata mangrove secara berkelanjutan. Faktor pendukung utama keberhasilan program ini adalah kepemimpinan visioner, kolaborasi *multi-stakeholder*, infrastruktur memadai, serta pemberdayaan masyarakat lokal. Namun, tantangan seperti bencana alam dan keterbatasan pendanaan masih menjadi hambatan utama. Penelitian ini merekomendasikan peningkatan peran kepemimpinan hijau, penguatan kemitraan lintas sektor, serta pengembangan kapasitas masyarakat untuk mendukung keberlanjutan pengelolaan mangrove dan ekonomi hijau di tingkat desa.

Kata Kunci: *Green Transformational Leadership*, Ekowisata, Mangrove.

ABSTRACT

ANALYSIS OF GREEN TRANSFORMATIONAL LEADERSHIP IN SUPPORTING MANGROVE MANAGEMENT IN CUKU NYI NYI MANGROVE ECOTOURISM

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Cuku Nyi Nyi Mangrove Ecotourism in Sidodadi Village is one example of mangrove rehabilitation and management efforts that support the transition to a green economy. This study was conducted to analyze the role of Green Transformational Leadership in mangrove management and identify supporting and inhibiting factors. The research method used was descriptive qualitative with data collection techniques through interviews, observations, and documentation. The researcher used the Green transformational leadership theory proposed by Robertson & Barling (2013). The results showed that the Head of Sidodadi Village had implemented green transformational leadership effectively through four main dimensions, namely Green Idealized Influence, Green Inspirational Motivation, Green Intellectual Stimulation, and Green Individualized Consideration. This leadership is able to inspire, motivate, and empower the community to be active in the preservation and development of sustainable mangrove ecotourism. The main supporting factors for the success of this program are visionary leadership, multi-stakeholder collaboration, adequate infrastructure, and local community empowerment. However, challenges such as natural disasters and limited funding are still major obstacles. This study recommends increasing the role of green leadership, strengthening cross-sector partnerships, and developing community capacity to support sustainable mangrove management and the green economy at the village level.

Keywords: Green Transformational Leadership, Ecotourism, Mangrove.