

ABSTRAK

IMPLEMENTASI STRATEGI *URBAN FARMING* DI KOTA BANDAR LAMPUNG

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Penelitian ini bertujuan menganalisis implementasi strategi *urban farming* di Kota Bandar Lampung serta mengidentifikasi faktor penghambatnya. *Urban farming* hadir sebagai strategi adaptif pemanfaatan lahan bukan pertanian guna mendukung ketahanan pangan di tengah transformasi fungsi kota sebagai pusat perdagangan, jasa, permukiman, dan industri. Metode penelitian menggunakan kualitatif deskriptif dengan pengumpulan data melalui wawancara, observasi, dan dokumentasi. Analisis merujuk pada kerangka manajemen strategis Wheelen dan Hunger (2003) yang difokuskan pada implementasi strategi dengan indikator program, anggaran, dan prosedur. Hasil penelitian menunjukkan bahwa implementasi strategi telah berjalan melalui berbagai inovasi dan program, namun keberhasilannya masih parsial dan belum mencapai tahap pemeliharaan berkelanjutan. Dari sisi anggaran, pelaksanaan bersifat *budgetary* melalui dukungan APBN dan APBD, serta *non-budgetary* melalui swadaya kelompok dan inisiatif mandiri pelaksana. Namun, hambatannya terletak pada ketidakterpaduan anggaran yang bersifat stimulan fisik awal tanpa mencakup biaya operasional rutin. Secara prosedural, implementasi belum terinstitusionalisasi akibat ketiadaan regulasi teknis (Perwali) dan SOP baku, sehingga pelaksanaan di lapangan didominasi diskresi individu pelaksana. Faktor penghambat utama meliputi budaya ketergantungan masyarakat akibat desain program berorientasi bantuan fisik, pola distribusi anggaran yang fragmentaris, serta kekosongan regulasi. Penelitian menyimpulkan bahwa penyusunan Perwali terkait *urban farming* dan integrasi anggaran operasional menjadi syarat mutlak bagi keberlanjutan strategi *urban farming* di Kota Bandar Lampung.

Kata kunci: implementasi strategi, *urban farming*, ketahanan pangan, kelompok wanita tani, manajemen strategis.

ABSTRACT

IMPLEMENTATION OF URBAN FARMING STRATEGIES IN BANDAR LAMPUNG CITY

By

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This study aims to analyze the implementation of the urban farming strategy in Bandar Lampung City and identify its hindering factors. Urban farming serves as an adaptive strategy utilizing non-agricultural land to support food security amidst the city's transformation into a center for trade, services, housing, and industry. Using a descriptive qualitative method, data were collected through interviews, observations, and documentation. Analysis was based on Wheelen and Hunger's (2003) strategic management framework, focusing on strategy implementation through program, budget, and procedure indicators. Results indicate that strategy implementation has progressed through various innovations and programs, yet success remains partial and lacks sustainable maintenance. Budgetary support exists via APBN and APBD, alongside non-budgetary group self-help; however, fragmented budgeting for initial physical stimulants fails to cover routine operational costs. Procedurally, implementation is not yet institutionalized due to the absence of technical regulations (Mayor's Regulation) and standardized SOPs, leaving field execution to individual discretion. Key obstacles include community dependency on physical aid-oriented designs, fragmented budget distribution, and a regulatory void. The study concludes that formulating a Mayor's Regulation (Perwali) and integrating operational budgets are essential for the sustainability of the urban farming strategy in Bandar Lampung City.

Keywords: *strategy implementation, urban farming, food security, women farmers group, strategic management.*