

ABSTRACT

Industrialization has long been regarded as a key driver of economic transformation in developing countries, including Indonesia, where agriculture remains the backbone of many regional economies. In West Nusa Tenggara (NTB) Province, the challenge of enhancing community welfare requires innovative policy strategies, one of which is agricultural-based industrialization. This study aims to analyze the influence of the implementation of agricultural-based industrialization policy on community welfare in NTB Province. The research focuses on communication, resources, disposition, and bureaucratic structure as key determinants of policy implementation success, based on Edward III's theory (Edward III, 1980; Agustino, 2012; Anderson, 2014). A quantitative approach was employed using a survey method involving 69 respondents. Data analysis included validity and reliability tests, classical assumption tests, multiple linear regression, as well as t-tests and F-tests. The results indicate that all four variables have a positive and significant effect on policy implementation. The coefficient of determination (R^2) of 0.740 suggests that 74% of the variance in policy implementation can be explained by the independent variables. These findings imply that effective policy planning and execution, supported by clear communication, adequate resources, competent implementers, and a well-structured bureaucracy, significantly contribute to improving community welfare in the NTB region.

Keywords: policy, industrialization, agriculture, welfare, NTB

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh implementasi kebijakan industrialisasi berbasis pertanian terhadap tingkat kesejahteraan masyarakat di Provinsi Nusa Tenggara Barat (NTB). Fokus penelitian ini adalah pada variabel komunikasi, sumber daya, disposisi, dan struktur birokrasi sebagai faktor penentu keberhasilan implementasi kebijakan berdasarkan teori Edward III. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei kepada 69 responden. Analisis data dilakukan dengan menggunakan uji validitas, reliabilitas, uji asumsi klasik, regresi linear berganda, serta uji t dan uji F. Hasil penelitian menunjukkan bahwa keempat variabel tersebut berpengaruh positif dan signifikan terhadap implementasi kebijakan. Koefisien determinasi sebesar 0,740 menunjukkan bahwa 74% variasi implementasi kebijakan dapat dijelaskan oleh variabel bebas. Temuan ini menunjukkan bahwa perencanaan dan pelaksanaan kebijakan yang baik melalui dukungan komunikasi, sumber daya yang memadai, disposisi pelaksana yang baik, serta struktur birokrasi yang jelas sangat berpengaruh terhadap peningkatan kesejahteraan masyarakat di wilayah NTB.

Kata kunci: kebijakan, industrialisasi, pertanian, kesejahteraan, NTB

