

The Influence of Green Economy and Green Governance on Sustainable Development in Pati

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ABSTRACT

Tourism Village development requires the community's role in planning and practically implementing Village development plans. The development of Village sustainable development regulations encourages the government to pay more attention to green governance so that it is in line with SDGS goals. This research aims to examine the influence of green economy and green governance on the Sustainable Development of Tourism Villages. The research method used is a quantitative approach using a questionnaire. The sample in this research was Village Officials in 16 Tourism Villages in Pati Regency. Data analysis was carried out using multiple regression analysis methods using SPSS. The research results show that green economy and Green Governance have a significant positive effect on achieving Village Sustainable Development. The implication of this research is that the implementation of a green economy and green governance is in line with the vision, mission and goals that support the success of sustainable village development. To provide input for policy makers in developing tourist villages paying attention to economic, social and environmental aspects

Keywords: Green economy, role of green governance, sustainable development

I. INTRODUCTION

The imbalance between economic utilization and environmental preservation is also accompanied by various natural resource problems. The importance of maintaining a sustainable economic climate for the welfare of the current and future generations of Indonesian society with a primary focus on economic activities that produce products and create jobs needs to be the focus of policy makers. The Indonesian government has established a green economy as one of its economic transformation strategies. This strategy seeks to create a sustainable economy by maintaining the balance of nature (Drajat, 2023).

The green economy is also seen as a solution to the exploitative economic system that has tended to damage the environment towards a low-carbon economy, saving resources, and mitigating climate change to achieve poverty alleviation, social inclusion, and sustainable environmental sustainability. The climate change management program has been included in the National Medium-Term Development Plan (RPJM). Entering the new Millennium, development not only explains how successful development can run but also explains how development failures occur.

Information on poverty, inequality, and ecological damage are indications of development failure (Drajat, 2023).

Sustainable development as a goal in achieving community welfare, maintaining environmental sustainability, and introducing inclusive economic growth. The development of tourism villages is one of the potentials in integrating the economy and environmental conservation. Tourism villages have the opportunity to become pillars of sustainable development. However, in reality, local communities and parties related to nature are still not optimal in supporting the implementation of the green economy concept in tourism villages. This requires a good understanding of the usefulness of the green economy and management that is guided by the principles of the green economy, including economic, social and environmental aspects to support sustainable development (Mairiza & Noviarita, 2023).

The government's role in supporting sustainable development is also stated in Law Number 10 of 2009 concerning Tourism which explains that the impact of tourism development in Indonesia is very much, ranging from the impact of community economic growth, the impact of poverty reduction and unemployment, to the preservation of nature and local culture of the

community. In line with this, Pati Regency also passed a Regent Regulation on the empowerment of tourist villages in Pati Regency, namely Pati Regent Regulation Number 28 of 2022, considering that Pati Regency has many tourist destinations such as natural tourism, religious tourism, cultural tourism, and artificial tourism. The results of research from Amin Moh. Nasikhun (2024) state that the management of tourist villages in Pati Regency is still not optimal, from 9 pilot tourist villages there are 3 tourist villages that are threatened with going out of business and of the 3 tourist villages there is 1 tourist village that is not worthy of being categorized as developing. Due to lack of training and supervision, insitutional strengthening, and lack of human resources.

The problem of village tourism in Pati Regency is constrained by the lack of budget in developing tourist destinations. The budget managed by the Department of Youth, Sports and Tourism (Dinporapar) is only Rp 30 million each year. Head of Tourism Destinations at Dinporapar Pati, Dwi Prasetya, admitted that it is difficult to develop and protect the environment of 16 tourist villages that have been formed due to the minimal budget. This requires tourism managers to be more innovative and utilize the budget effectively in developing the sustainability of tourism villages by paying attention to both economic,

social and environmental aspects (<https://shorturl.at/CiOMv>)

Green Governance as an alternative in running the sustainability of a country or city government. This concept is the best solution in overcoming existing environmental problems and in implementing not just a government that cares about the environment, but a government that can carry out the vision and mission of the green government towards city development by using environmentally friendly energy. Green government is a product of the government issued during the period of President Susilo Bambang Yudhono, initially this concept was issued in Jakarta. Regulations that regulate green government include Law of the Republic of Indonesia Number 32 of 2009 concerning environmental protection and management (Insan Hasan et al, 2023)

A good governance structure and governance mechanism can be a limit to human behavior that is more selfish and provide solutions to sustainable development problems as an important aspect of green governance. The category of governance equals management, visionary, strategic and inclusive management of natural resources by sustainable governance (Dieng, B., & Pesqueux, Y, 2017). The five structures that make up green governance are shared goals and standards, engagement, resources,

communication, and communication access. Sustainable development is then referred to as green governance. Sustainable economic, social, and environmental outcomes are the goals of green governance (Andriana et al., 2022)

Some research on green economy and sustainable development was conducted by (Yulitasari et al., 2023). The results show that the green economy has enormous potential to support economic progress in Indonesia in the perspective of Islamic economics. By applying key principles such as the obligation to protect nature and the wise use of resources, Indonesia can foster a sustainable development paradigm that benefits all levels of society. In line with research by Razaq (2023) and Sara et al.(2023), the results state that the green economy has a significant positive effect on the achievement of the Village SDGs. Research related to Green governance on sustainable development was conducted by Firmansah (2023) and Sara et al.(2023), the results of the study state that green governance has a significant impact on sustainable corporate performance, both directly and indirectly. Green governance and sustainable performance are interconnected in many situations, including different countries, industries and periods. In contrast to research conducted by Rahmawati & Bayangkara (2024), the green economy is not fully implemented,

there are several aspects that are still hampered by implementation, namely related to limited public awareness regarding environmental concerns and limited budgets. Research conducted by Fajri (2023), shows that green governance is inefficient in the green development of local governments.

The latest in this research, there is not much accounting research that links green economy and green governance with sustainable development in villages, which is the reason for researchers to re- examine how the village government's green program can realize the success of sustainable development in accordance with the goals for community welfare. The difference between this research and the previous one conducted by Sara et al.(2023) is a different model and research object so that it can provide a different picture of how the implementation of green economy and green governance on sustainable development in the tourist village of Pati Regency. The contribution in this research is expected to provide knowledge and input to Village officials and the community regarding the importance of implementing green economy and green governance towards sustainable Village development as outlined in the vision and mission to achieve a goal of successful Village development.

Theoretical Foundation

Green Economy

Green economy is a concept of economic development that focuses on environmental sustainability, resource efficiency, and social welfare. Green economy is an alternative vision of growth and development, aiming for the economic development of funds to improve people's lives in a way that is consistent with the improvement of environmental and social welfare. The goal is to reduce negative environmental impacts and improve people's quality of life through a more environmentally friendly economic approach (Hari, 2020).

Results of research conducted (Mentes, 2023) states that Green economy and green growth are often referred to as key elements of sustainable development. Green economy refers to an economic system that considers environmental sustainability and social welfare, while green growth refers to economic growth that is environmentally friendly and socially inclusive. Both concepts aim to promote a shift towards more sustainable production and consumption. The implementation of green growth and economic policies can contribute to achieving sustainable development goals, while creating new jobs and improving people's welfare.

The green economy focuses on people and the environment and not

only looks at financial transactions and is profit-oriented, but also looks at the company's social and environmental events in accordance with the triple bottom line concept of profit, planet and people. The focus of green growth is to accelerate investment and innovation that will support sustainable development and provide new economic opportunities (Makmun, 2020)

Green Governance

Green governance is an approach that integrates environmental considerations into public decision-making and policy. It involves planning and implementing policies that aim to protect and maintain the environment (Ayu Wijayanti & Yoseph Agus, 2024). The results of research conducted (Debbarma & Choi, 2022) stated that green governance is a direct response to the increasing calls to address the challenges posed by the earth's climate problems in the way humans relate to them for global sustainability. Green governance is critical to achieving globally agreed goals of governments and other stakeholders for global sustainability. By creating a green governance framework for cooperation based on sustainable development between companies, governments, social organizations, the public, and nature by investigating synergies between humans and nature.

Green governance in the context of governance refers to government policies, practices and processes that ensure that government decisions take into account environmental impacts and focus on the efficient use of resources, reduction of carbon emissions and protection of biodiversity to support sustainable development processes. The main objectives are to minimize environmental damage, promote efficient use of resources and ensure a balance between economic growth and environmental protection. (Chairina & Tjahjadi, 2023).

Green governance policies can encourage innovation in clean technologies, create jobs in green sectors, and improve quality of life by reducing pollution. By promoting the efficient use of resources, these policies also increase economic resilience and reduce costs associated with environmental degradation. Technology and innovation facilitate the development of more efficient and environmentally friendly solutions. For example, renewable energy technologies such as solar and wind power reduce dependence on fossil fuels. Information technology can improve operational efficiency and resource management through better monitoring and analysis systems. (Tuwo, 2014).

Green governance is aligned with achieving the Sustainable Development Goals (SDGs). To integrate green governance,

governments can align environmental policies with SDGs targets; ensure that all development projects meet sustainability standards; and adopt circular economy principles to reduce waste and maximize resource use (Khalid & Maidin, 2022).

The implementation of effective green governance in government cannot be separated from the role of the community and the private sector in supporting the policy. The community acts as a watchdog and supporter of green policies through active participation in environmental programs, reducing consumption and implementing environmentally friendly practices in daily life. The private sector plays a role in encouraging innovation and investment in green technologies. The private sector can also adopt sustainable and responsible business practices and participate in public-private partnerships to develop green solutions (Gedeona, 2015).

Sustainable Development

Sustainable development is a development approach that meets the needs of the current generation by considering the fulfillment of the needs of future generations. Sustainable development is implemented with the principles of economic welfare, social justice and environmental preservation (Cahyani, 2020). In the development of human resources, it plays a very important role in determining the success of

development and can enjoy the results of this development (Arifiah & Suhartoyo, 2022). In accordance with Law No. 32 of 2009 concerning Environmental Protection and Management, sustainable development is a conscious and planned effort that integrates environmental, social, and economic aspects into development strategies to ensure the integrity of the environment as well as the safety, ability, welfare, and mutual life of present and future generations.

In 2015, world leaders from 193 countries agreed on the Sustainable Development Goals (SDGs). The 15-year plan, known as the 2030 Agenda for Sustainable Development, is a global framework adopted by all members of the United Nations (UN) in 2015. It consists of 17 Sustainable Development Goals (SDGs) aimed at achieving peace, prosperity and environmental sustainability. In line with the results of research conducted (Prabu Aji & Kartono, 2022) that the Sustainable Development Goals (SDGs), otherwise known as the Global Goals, are a set of goals in universal agreement to end poverty, protect all that makes the planet livable, and ensure that all people enjoy peace and prosperity, now and in the future.

Hipotesis

The influence of green economy on sustainable development

Green economy is an economic system that aims to improve human welfare and social justice, and can significantly reduce environmental and ecological risks. The implementation of the green economy as a form of sustainable development measures of the government in Indonesia. Sustainable development is very important and necessary in a country, the goal is to meet the needs of human life in the present without ignoring the needs of human life in the future (Santoso, 2023). This is in line with research conducted by (Razaq, 2023) which states that the green economy has a significant relationship to sustainable economic development. The research results are also supported by Prabawati, Meylinia (2022), Syaharani (2024) and Sara et al (2023) which stated that the green economy program succeeded in increasing the achievement of sustainable development. Therefore the hypothesis proposed in this study is:

H1: green economy has a significant positive effect on sustainable development

The influence of government green governance on sustainable development.

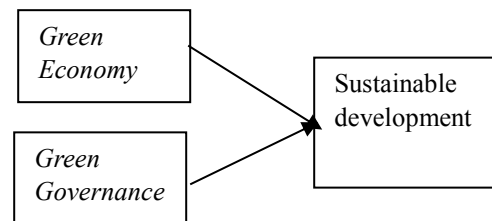
The idea of sustainable development has always been associated with protecting the environment and ensuring that development can continue while maintaining the environment. In realizing changes towards sustainability, the government needs the full support of the community. Hari (2020) The community is the main figure in focusing sustainability changes on government economic policies, which can influence production processes, products, policies, institutions through demand and awareness of environmental resilience. The goal of sustainable development includes 3 aspects, namely political, social and economic aspects. Governments are creating a range of environmentally friendly economic and governance strategies to achieve these goals. Firmansah (2023) in his research revealed that sustainable development pays attention to aspects of the environment and surrounding communities as well as green government governance such as the use of resources and energy used, environmental restoration and others. Research conducted by Nur Syainal & Husem (2022), and Sara et al (2023) revealed that improving green governance can significantly improve

SDGs. In addition, therefore the hypotheses proposed in this study are:

H2: Government green governance has a significant positive effect on sustainable development.

Research Model

Image 1. Research Model



II. RESEARCH METHOD

Types of research

The type of research used in this research is a quantitative research method. Quantitative research methods use research data in the form of numbers and are analyzed using statistics (Sugiyono 2018). In this study, the data used for research are numbers that can be measured, rational and systematic.

Population and Sample

The population in this research is Village Officials in the Pati Regency Tourism Village, totaling 16 tourist villages that have been inaugurated by the Regent of Pati. The sixteen villages designated as Deswita include Talun in Kayen District, Larangan (Tambakromo), Kedumulyo (Sukolilo), Pekuwon and Bakaran. Wetan (Juwana). Then Mojoagung and Kertomulya

(Trangkil), Tluwuk (Wedarijaksa), nggulsari and Sambiroto (Tayu) Jrahi and Gulangpongge, Sidomulyo (Gunungwungkal). As well as Klakahkasihan, Bageng and Pohgading in Gembong District.

Sample selection used purposive sampling technique with certain criteria. The criteria determined as sample subjects were the Village Head, Village Secretary, Treasurer, Head of the Village Planning Agency and members of the Village RPMJ who were involved in determining village development policies, so the number was $5 \times 16 = 80$ people.

Data collection technique

Data collection was carried out by distributing questionnaires regarding green economy and green governance towards sustainable development to village officials. The measurement scale in this research is a Likert scale with a scale of 1. Disagree and 5. Strongly Agree.

Analysis techniques

Data analysis in this research was carried out using the SPSS application with the multiple linear regression method. Multiple linear regression is used to answer the problem formulation or test the hypothesis that has been formulated, namely the influence of the independent variables (green economy and green governance) on the dependent variable (sustainable development).

The following is the equation used in this research:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \epsilon$$

Where :

Y = sustainable development

α = Constant

β_1, β_2 = Regression coefficient

X₁ = green economy

X₂ = green governance

ϵ = Error term

III. RESULTS AND DISCUSSION

The results of this study can be explained as follows

Table 1
Descriptive Statistics

| Var | N | Min | Max | Mean | Std.Dev |
|-----|----|-------|-------|---------|---------|
| X1 | 64 | 17.00 | 25.00 | 21.2344 | 1.55065 |
| X2 | 64 | 26.00 | 35.00 | 30.9219 | 2.26992 |
| Y | 64 | 19.00 | 25.00 | 22.1875 | 1.59239 |
| N | 64 | | | | |

The results of descriptive statistics N of 64 and *standard deviation* show data *deviation*. The Green Economy variable (X1) has a minimum value of 17, a maximum value of 25, a mean of 21.2344 and a standard deviation of 1.55065. The Green Governance variable (X2) has a minimum value of 26, a maximum value of 35, a mean of and 30.9219 standard deviation of 2.26992. The entrepreneurial interest variable (Y) has a minimum value of 19, a maximum value of 25, a mean of 22.1875 and a standard deviation of 1.59239. All variables have an average value greater than the standard deviation, it can be concluded good data.

Normality Test

The normality test was carried out using Kolmogorov Smirnov and Shapiro Wilk, namely if the value is greater than 0.05, it indicates the data is normally distributed. The following are the results of the data normality test in this study:

Table 2
Normality Test
One-Sample Kolmogorov-Smirnov
Test

| N | | 64 | |
|------------------------|---------|----------|------------|
| Normal Parameters | | Mean | .0000000 |
| | | Std.Dev | 1.15755078 |
| Most | Extreme | Absolute | .079 |
| Diferences | | Positive | .062 |
| | | Negative | -.079 |
| Asymp. Sig. (2-tailed) | | | .0200 |

Based on the results of the analysis, the Asymp.Sig (2-tailed) value is $0.200 > 0.05$. This indicates that the research data is normally distributed.

MULTICOLLINEARITY TEST

Multicolonierity test, see if there is a relationship between independent variables which actually should not occur correlation. The following are the results of the multilinearity test can be explained as follows:

Table 3

Multicollinearity Test

| Model | Collinearity Statistics | |
|--------------|-------------------------|-----|
| | Tolerance | VIF |
| 1 (Constant) | | |

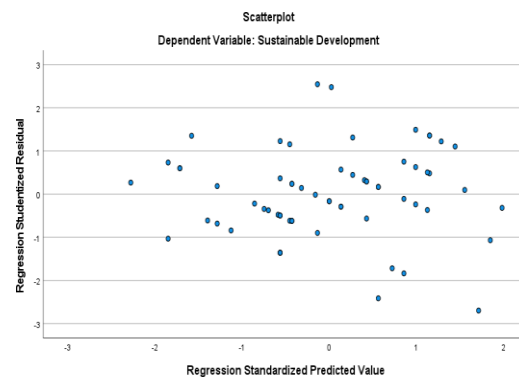
| | | |
|-------------------|------|-------|
| Green Economy | .999 | 1.001 |
| Green Goveernance | .999 | 1.001 |

Based on the table above, it can be seen that the Green Economy variable has a *tolerance* value of 0.999 above 0.1 and a VIF value of 1.001 below 10. For the green Governance variable, the *tolerance* value is 0.999 above 0.1 and the VIF value is 1.001 below 10. This indicates that there is no multicollinearity.

Heteroscedasticity Test

Testing heteroscedasticity with the *Scatterplot* graph, can be detected by looking at the presence or absence of certain patterns on the graph. If there is no clear pattern, and the dots spread above and below the number 0 on the Y axis, then there is no heteroscedasticity. The test results with the *Scatter plot* can be seen as follow

Image 2
Heteroscedasticity Test



The *Scatterplot* graph in Figure 1 shows that the points spread randomly, both above and below the number 0 on the Y axis. It can be concluded that there is no heteroscedasticity in the regression model, so the regression model is suitable for

predicting the application of green economy and the role of green governance to sustainable development.

| | | | | | |
|------------|------|------|------|-------|------|
| Gren | .468 | .065 | .668 | 7.170 | .000 |
| Governance | | | | | |

Regression Analysis Results.

Table 4. F test

| ANOVA ^a | | | | | | |
|--------------------|------------|----------------|----|-------------|--------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 75.335 | 2 | 37.667 | 27.219 | .000 ^b |
| | Residual | 84.415 | 61 | 1.384 | | |
| | Total | 159.750 | 63 | | | |

- a. Dependent Variable: Sustainable Development
- b. Predictors: (Constant), Green Governance, Green Economy

Based on the results of the F test above, it shows a significant value of 0.000 <0.05. This indicates that there is a simultaneous influence between green economy and green governance variables on sustainable development in Tourism Villages in Pati Regency.

Table 5. T-test

| Model | Untandardized Coefficients B | Standardize Std.Error | Stand ardize d Coeffi cient | t | Sig |
|---------------|------------------------------|-----------------------|-----------------------------|-------|------|
| Constant | 4.580 | 2.828 | | 1.620 | .110 |
| Green Economy | .247 | .096 | .243 | 1.720 | .002 |

From the results of the above analysis shows the t value of the green economy count of 1.720 > 1.66901 from the t table value. For a significant value of 0.002 <0.05, this indicates that there is a significant effect of green economy on sustainable development. Then green governance has a t value of 7.170 > 1.66901 t table and a significant value of 0.000 <0.05, meaning that there is a significant effect of green governance on sustainable development.

Coefficient of Determination

Table 6. Coefficient of Determination Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error Of The Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .687 ^a | .472 | .454 | 1.17637 |

Based on table 6 above, the adjusted r square value is 0.454. This indicates that the green economy and green governance variables on sustainable development have a contribution in explaining 45.4% and the remaining 54.6% is influenced by other variables not included in the study.

Discussion

The Effect of Green Economy on Sustainable Development

The results of the t significance test showed less than 5%, namely 0.002 and t count 1.720 > t table 1.66901. This shows

that the first hypothesis is accepted, namely that green economy has a significant positive effect on sustainable development. This means that the implementation of green economy will have an impact on the success of sustainable village development. The village government must also get support from the community who care about the implementation of green economy in realizing sustainable development. Empirical evidence is in line with research conducted by Prabawati (2022), Razaq (2023), Sara et al (2023) and Syaharani (2024) which states that the implementation of green economy has a significant impact on sustainable development.

The empirical evidence above is also supported by real conditions in the field. The implementation of green economy in Tourism Villages in Pati Regency is the government's commitment to improving the welfare of the community. The local government through the village government is responsible for managing natural resources and environmentally friendly economic models in a sustainable manner. This is done through various innovations that focus on managing natural resources more efficiently and sustainably. One form of innovation is like the development of tilapia salini fish seed. With the implementation of policies that focus on the green economy, it greatly encourages sustainable government development.

The Effect of Green Governance on Sustainable Development

Efforts to realize sustainable development begin with a change in

perspective from green economic growth orientation to green governance so that sustainable development runs consistently (Sara et al, 2023). The results showed that green governance has a significant positive effect on sustainable development. This indicates that a well-implemented green economy and green governance will encourage the success of sustainable development.

The effect of Green Governance on Sustainable development can be seen from the indicators used. Green governance indicators consist of: 1. Green governance is implemented in accordance with the objectives set. 2. Process in policy making. 3. Efficiency in the application of green governance for economic resources and natural resources. 4. Governance that can increase the resilience of social and ecological systems. 5. Providing welfare for the community with increased employment.

The research conditions in the field still have many shortcomings in implementing green economy and green governance in tourist villages. This is due to the lack of a village budget to implement green governance, so that the village budget is utilized as well as possible to maintain the tourist village so that there are still many visitors. Invite the community to be aware of the environment and assist the Village program in developing the Village Tourism by paying attention to environmental concerns. To be able to implement well, village officials in providing policies are guided by the regulations of the Ministry of Villages, Development of Disadvantaged Regions,

and Transmigration to achieve the chosen goals so that village officials can know the direction of goals and effective use of village funds in realizing sustainable development.

The results of the study are in line with those conducted by Firmansah (2023), Nur Syainal & Husem (2022), and Sara et al (2023). The results showed that there was a significant positive effect of green governance on sustainable development in tourist villages. Develop village government policies that focus on green behavior and environmental awareness to realize the success of the Village SDGs. Emphasize the importance of village government awareness of the green economy concept, which needs to be integrated with the vision and mission of the village government.

IV. CONCLUSION

This study was conducted to examine the importance of green economy and green governance on sustainable development in 16 tourist villages in Pati Regency. The imbalance between the economy and environmental preservation has led to the need for a more sustainable development strategy. Indonesia has adopted green economy as part of its economic transformation to achieve prosperity without damaging the environment.

The research results show that green economy and green governance contribute positively to achieving sustainable development. However, its implementation in the field still faces various challenges, such as a lack of budget and a lack of training for tourism managers. The implication of this

research is to emphasize public awareness of the importance of implementing green economy and green governance towards sustainable development of tourist villages through vision and mission. Suggestions for the government are to support the Village program and provide training for local communities to empower them in implementing green economy and green governance, so that the potential of tourist villages can be optimal in supporting sustainable development. Village officials can manage village funds effectively for the progress of rural villages in their area.

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