

# Strategi green building dalam konteks kebijakan regional, ketidakpastian ekonomi, tingkat pengetahuan, dan perkembangan lingkungan dengan insentif pada siklus hidup bangunan gedung di Indonesia = Green building strategy in the context of regional policy, economy uncertainty, knowledge, environmental development through incentive of building life cycle in Indonesia

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## Abstrak

Perkembangan <em>green building</em> relatif banyak memberikan tantangan kepada <em>stakeholder</em> bangunan gedung secara khusus adaptasi perubahan konsep gedung konvensional menjadi konsep <em>green building</em>. Beberapa negara maju membuat kebijakan insentif pada <em>green building</em> sebagai upaya mempercepat adaptasi <em>stakeholder</em> bangunan gedung terhadap Konsep <em>Green Building</em>. Oleh karena itu, tujuan dari penelitian ini yaitu untuk membuat suatu model insentif pada <em>green building</em> untuk meningkatkan daya tarik <em>green building</em> pada negara berkembang seperti studi kasus di Negara Indonesia. Selain itu, penelitian terdahulu belum membahas pemodelan insentif bangunan gedung berdasarkan kebutuhan seluruh <em>stakeholder green building</em> secara khusus di negara berkembang.

Penelitian ini menggunakan metode kualitatif melalui focus group discussion dan in-depth interview. Selain itu, metode kuantitatif juga digunakan melalui analisis SEM-PLS dan studi kasus, untuk membetuk model insentif sesuai kebutuhan wilayah yang ditinjau berdasarkan peningkatan biaya inisial <em>green building</em>. Penelitian ini menghasilkann suatu model penilaian pemberian insentif eksternal <em>green building</em> yaitu melalui fase evaluasi finansial, evaluasi insentif internal, evaluasi nasional, dan evaluasi insentif eksternal (Teori BALEY). Seluruh evaluasi ditinjau dari manfaat yang diterima <em>stakeholder</em> bangunan gedung pada siklus hidup bangunan gedung.

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Green building concept development is relatively a lot of challenges for building stakeholders especially in new concept adaptation from conventional concept into green building concept. Several developed countries made green building incentive regulation as an effort to accelerate the new concept adaptation of building stakeholders. Therefore, the purpose of this study is to create an incentive model on green building to increase the attractiveness of green building in developing countries which Indonesia country as the case study. In addition, previous studies have not discussed building incentive modeling based on the needs of all green building stakeholders specifically in developing countries.

This study used the qualitative method through focus group discussion and in-depth interview. Furthermore, the quantitative method was used through SEM-PLS analysis method and case study to develop the incentive model according to the region's needs which are reviewed based on the cost of the green building. The results od this study was a strategy for determining the green building external incentive model, namely through the phase of financial evaluation, internal incentives evaluation, national evaluation, and external incentive evaluations (BALEY Theory). All of the evaluations are viewed from the benefits received by building stakeholders on the life cycle of the building.