

ABSTRAK

Konsep *green building*, atau bangunan hijau, merujuk pada pendekatan desain dan konstruksi yang berfokus pada efisiensi sumber daya, keberlanjutan lingkungan, dan kesejahteraan penghuninya. *Green building* berupaya meminimalkan dampak negatif terhadap lingkungan sepanjang siklus hidup bangunan, mulai dari perencanaan, konstruksi, operasional, hingga penghancuran. Prinsip utama dari *green building* meliputi efisiensi energi dan air, penggunaan material yang ramah lingkungan, pengelolaan limbah, dan peningkatan kualitas udara di dalam ruangan. Sertifikasi seperti LEED (*Leadership in Energy and Environmental Design*) dan BREEAM (*Building Research Establishment Environmental Assessment Method*) menyediakan standar dan panduan untuk mengevaluasi dan mengakui pencapaian dalam bangunan hijau.

Implementasi *green building* tidak hanya mengarah pada pengurangan jejak karbon dan konsumsi energi, tetapi juga dapat meningkatkan kesehatan dan kenyamanan penghuninya, serta memberikan manfaat ekonomi jangka panjang melalui pengurangan biaya operasional. Meskipun terdapat tantangan dalam hal biaya awal dan penyesuaian teknologi, semakin banyak proyek bangunan yang mengadopsi prinsip-prinsip ini untuk memenuhi tuntutan lingkungan dan sosial yang semakin mendesak. Penelitian ini mengeksplorasi berbagai aspek dari *green building*, termasuk strategi dan kebijakan yang mendukung, serta menganalisis dampaknya terhadap lingkungan dan masyarakat.

Kata kunci : Excel, Wawancara, Observasi

ABSTRACT

The concept of green building refers to a design and construction approach that focuses on resource efficiency, environmental sustainability, and the well-being of its occupants. Green building seeks to minimize negative impacts on the environment throughout a building's life cycle, from planning, construction, operation, to demolition. Key principles of green building include energy and water efficiency, the use of environmentally friendly materials, waste management, and improved indoor air quality. Certifications such as LEED (Leadership in Energy and Environmental Design) and BREEAM (Building Research Establishment Environmental Assessment Method) provide standards and guidelines for evaluating and recognizing achievements in green building. Implementing green buildings not only leads to a reduction in carbon footprint and energy consumption, but can also improve the health and comfort of its occupants, as well as providing long-term economic benefits through reduced operating costs. Despite challenges in terms of initial costs and technological adaptation, more and more building projects are adopting these principles to meet pressing environmental and social demands. This study explores the various aspects of green building, including the strategies and policies that support it, and analyzes its impact on the environment and society.

Keywords : *Excel, Interview, Observation*