

ABSTRACT

The increase in housing development in Ciamis District has the potential to cause negative environmental impacts if not balanced with the application of green construction principles. This study aims to identify constraints, analyze the level of green construction implementation, and formulate strategies to enhance its adoption in housing development projects in Ciamis District. The research employs the Green Construction Assessment Model (MAGC) developed by Ervianto, with data collected through field observations, interviews, documentation, and the assessment of green construction indicators.

Research findings indicate that the obstacles to implementing green construction stem from both internal and external factors. Internal factors include project budget constraints, limited knowledge and understanding of green construction, the absence of environmental policies and standard operating procedures (SOPs), a lack of supporting facilities, and insufficient awareness and commitment among personnel. Meanwhile, external factors include a lack of requirements from project owners, suboptimal regulations and oversight, poor coordination among stakeholders, and limited availability of environmental testing institutions and services.

Based on the MAGC assessment results, the housing development project in Ciamis District has implemented 99 out of 142 indicators, achieving a Green Construction Value (NGC) of 3.25 (or 65.78%); this places it in the "Best NGC" category, as it falls within the 50%–75.35% range. Recommended improvement strategies include allocating a dedicated budget, enhancing human resource competence through training, formulating environmental policies and SOPs, providing supporting facilities, strengthening workforce commitment, improving regulations and oversight, reinforcing inter-stakeholder coordination, and collaborating with environmental organizations.

The findings of this study are expected to serve as a basis for evaluation by contractors, developers, and project owners to improve the implementation of green construction in support of sustainable housing development.

Keywords: *Green Construction, Green Construction Assessment Model (MAGC), Sustainable Housing, Green Construction, Ciamis District.*