ABSTRACT

Qualitative research focuses on the study of public opinion Lamongan Green and Clean program on Lamongan’s government by using in-depth interviews (depth interview). Research on the study of public opinion became an important according to Rachmadi (1992, p.10) that research on the opinion is important because it can describe what the public thinks about the policy issued by an organization or institution and evaluate a program. In this study, researchers describe how public opinion related to Lamongan Green and Clean program in Lamongan. Researchers divided the public in public opinion this time into two categories, namely actors and non-actors. The results of this research to get public opinion given by the actors have a positive trend, which is considered that the Lamongan Green and Clean program runs fine, transparent and not burdensome to the community in various aspects. While public opinion of non-actors generate diverse opinions tendency, meaning not all elements of society approve of Lamongan Green and Clean program, because the program is considered a burden on society, especially in economic terms. In addition, the government is not implementing two way communication, giving rise to the opinion that the government Lamongan less transparent in disseminating Lamongan Green and Clean program.

Keywords: Public Opinion Studies, Lamongan Green and Clean, Lamongan