

ABSTRAK

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HUBUNGAN ANTARA PENGETAHUAN, PENYULUHAN, DUKUNGAN TOKOH MASYARAKAT DENGAN PENERAPAN 3R (*REDUCE, REUSE, RECYCLE*) (Studi Pada Timbulan Sampah Rumah Penduduk di Kelurahan Polagan Kecamatan Sampang Kabupaten Sampang Tahun 2025)

xv + 58 Halaman + 14 Tabel + 13 Lampiran

Masalah sampah di Indonesia terus meningkat seiring dengan pertumbuhan penduduk dan perubahan pola konsumsi, termasuk di Kabupaten Sampang. Timbulan sampah di Kabupaten Sampang didominasi sampah rumah tangga sebesar 55% pada tahun 2023. Pengelolaan sampah berkelanjutan dilakukan melalui Pembangunan TPS 3R. Menurut SNI 3242:2008 penerapan 3R di tingkat rumah tangga dapat mengurangi volume sampah di TPS. Penelitian ini bertujuan untuk menganalisis hubungan antara pengetahuan, penyuluhan, dan dukungan tokoh masyarakat dengan penerapan 3R (*Reduce, Reuse, Recycle*) pada timbulan sampah rumah penduduk di Kelurahan Polagan Kecamatan Sampang Kabupaten Sampang Tahun 2025.

Penelitian ini menggunakan desain observasional dengan pendekatan *cross-sectional* yang dianalisis secara analitik. Lokasi penelitian di Kelurahan Polagan. Populasi penelitian ini adalah jumlah rumah sebanyak 1.146 rumah. Sampel penelitian sebanyak 92 rumah. Pengambilan sampel menggunakan *Teknik proportional random sampling* dengan metode undian. Dilanjutkan uji statistik menggunakan *Spearman Rho* untuk mengetahui hubungan antara variabel bebas dan variabel terikat.

Hasil penelitian menunjukkan bahwa pengetahuan ibu rumah tangga 44,6% cukup, 34,8% baik, dan 20,7% kurang, Ibu rumah tangga 52,2% pernah mengikuti penyuluhan dan 47,8% tidak pernah mengikuti, dukungan tokoh masyarakat 46,7% kategori cukup, 43,5% baik, dan 9,8% kurang, dan penerapan 3R oleh ibu rumah tangga 46,7% kategori baik, 40,2% cukup dan 13,1% kurang.

Disimpulkan bahwa ada hubungan antara pengetahuan, penyuluhan, dan dukungan tokoh masyarakat dengan penerapan 3R. Disarankan peningkatan edukasi 3R kepada ibu rumah tangga melalui praktik langsung. Perlu dilakukan penyuluhan rutin yaitu tiga bulan sekali oleh tenaga sanitasi lingkungan. Dukungan tokoh masyarakat dapat dimaksimalkan melalui pelatihan daur ulang dan pengomposan.

Kata kunci : Pengetahuan, Penyuluhan, Dukungan Tokoh Masyarakat, Penerapan 3R

Daftar bacaan : 13 buku (2015-2023), 18 jurnal (2019-2024)

ABSTRACT

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THE RELATIONSHIP BETWEEN KNOWLEDGE, COUNSELING, AND COMMUNITY LEADERS SUPPORT WITH THE IMPLEMENTATION OF 3R (REDUCE, REUSE, AND RECYCLE)(A Study on Household Waste Generation in Polagan Village, Sampang Subdistrict, Sampang Regency, 2025)

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Waste issues in Indonesia continue to increase alongside population growth and changing consumption patterns, including in Sampang Regency. In 2022 and total waste in Sampang reached 169,511.25 tons, with household waste accounting for 55% in 2023. Sustainable waste management efforts have been implemented through the development of 3R-based Waste Processing Sites (TPS 3R). According to SNI 3242:2008, applying 3R (Reduce, Reuse, Recycle) at the household level can help reduce waste volume at TPS. This study aimed to analyze the relationship between knowledge, counseling, and community leader support with 3R implementation in household waste management in Polagan Urban Village, Sampang District, in 2025.

This observational study used a cross-sectional approach with analytical methods. The research population included 1,146 households, with 92 households selected through proportional random sampling using a lottery method. Data were analyzed using the Spearman Rho statistical test.

The findings showed that 44.6% of housewives had moderate knowledge, 34.8% good, and 20.7% poor. A total of 52.2% had attended counseling, while 47.8% had not. Community leader support was moderate in 46.7%, good in 43.5%, and poor in 9.8%. The 3R implementation was good in 46.7% of households, moderate in 40.2%, and poor in 13.1%.

The study concluded that knowledge, counseling, and community leader support were significantly related to the implementation of 3R. It is recommended to improve household 3R education through practical activities, strengthen regular counseling programs through collaboration among health centers, DLH, and RT, and enhance community leader involvement through recycling and composting training.

Keywords : Knowledge, Counseling, Community Leader Support, 3R implementation

Reading list : 13 books (2015–2023), 18 journals (2019–2024)