

ABSTRAK

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PENGETAHUAN DAN SIKAP GENERASI Z DALAM PENERAPAN PENGELOLAAN SAMPAH 3R (Studi di Desa Karanganyar Kecamatan Wates Kabupaten Kediri)

xi + 54 Halaman + 13 Tabel + 11 Lampiran

Sampah menjadi masalah lingkungan yang kian memburuk sejalan dengan peningkatan jumlah penduduk dan intensitas aktivitas manusia. Masyarakat di Desa Karanganyar Kec. Wates Kab. Kediri belum menerapkan pengelolaan sampah karena sebagian besar membakar sampah di halaman belakang rumah. Khususnya dikalangan generasi Z Desa Karanganyar cenderung belum melaksanakan prinsip pengurangan, penggunaan kembali, serta daur ulang dalam rutinitas sehari-hari. Penelitian ini bertujuan menggambarkan pengetahuan dan sikap generasi Z dalam penerapan pengelolaan sampah 3R.

Rancangan penelitian ini menerapkan metode cross sectional dalam kerangka pendekatan deskriptif. Subjek dalam penelitian terdiri dari generasi Z berusia 18 - 25 tahun sebesar 104 orang yang aktif menggunakan media sosial dan penerapan pengelolaan sampah, dengan 84 responden dipilih melalui *simple random sampling*. Variabel bebasnya yakni pengetahuan, sikap, serta ketersediaan sarana prasarana pembelajaran, dengan penerapan pengelolaan sampah 3R sebagai variabel terikat. Data diperoleh melalui teknik kuesioner, wawancara, serta observasi, dan dianalisis menggunakan metode deskriptif.

Temuan penelitian mengindikasikan bahwa media sosial yang sering digunakan adalah YouTube. Sebagian besar responden dari Generasi Z menunjukkan pengetahuan dan sikap pada kategori cukup terkait penerapan prinsip 3R dalam pengelolaan sampah dengan persentase sebesar 71,43% dan 60,72%. Penerapan pengelolaan sampah 3R di Desa Karanganyar menunjukkan hasil kurang baik dengan persentase 66,67%. Analisis Chi-Square mengindikasikan bahwa pengetahuan serta sikap tidak mempunyai keterkaitan hubungan signifikan pada penerapan pengelolaan sampah 3R.

Disarankan agar pengetahuan dan sikap Generasi Z dalam penerapan pengelolaan sampah 3R ditingkatkan melalui penyediaan fasilitas yang mendukung praktik 3R, serta pelaksanaan kegiatan penyuluhan atau *workshop* mengenai pentingnya pengelolaan sampah 3R.

Kata kunci : Pengetahuan, Sikap, Generasi Z, Pengelolaan Sampah 3R

Daftar bacaan : 62 jurnal, 5 buku (2020-2024)

ABSTRACT

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KNOWLEDGE AND ATTITUDES OF GENERATION Z IN 35 WASTE MANAGEMENT IMPLEMENTATION (A Study in Karanganyar Village Wates Districst Kediri Regency)

xi + 54 Pages + 13 Tables + 11 Appendices

Waste has increasingly become an environmental problem in line with the growth of the population and the intensity of human activities. The community in Karanganyar Village, Wates District, Kediri Regency, had not implemented proper waste management, as most residents burned their waste in the backyard. Specifically, among Generation Z in Karanganyar Village, the principles of reduce, reuse, and recycle (3R) had not been applied in their daily routines. This study aimed to describe the knowledge and attitudes of Generation Z regarding the implementation of 3R waste management.

This research design applied a cross-sectional method within a descriptive approach framework. The subjects in the study consisted of 104 Generation Z individuals aged 18-25 years who actively use social media and implement waste management, with 84 respondents selected through simple random sampling. The independent variables were knowledge, attitudes, and the availability of learning infrastructure, with the implementation of 3R waste management as the dependent variable. Data were obtained through questionnaires, interviews, and observations, and analyzed using descriptive methods.

The findings indicated that YouTube was the most frequently used social media platform. Most respondents from Generation Z demonstrated knowledge and attitudes in the "moderate" category regarding the application of 3R waste management principles, with percentages of 71.43% and 60.72%, respectively. The implementation of 3R waste management in Karanganyar Village was found to be lacking, with a percentage of 66.67%. The Chi-Square analysis indicated that there was no significant relationship between knowledge and attitude and the implementation of 3R waste management.

It was recommended that the knowledge and attitudes of Generation Z regarding 3R waste management be improved through the provision of supporting facilities for 3R practices, as well as the implementation of educational activities such as counseling or workshops on the importance of waste management.

Keywords : Knowledge, Attitude, Generation Z, 3R Waste Management.

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