

ABSTRAK

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PERILAKU PEDAGANG DAN PETUGAS PASAR DALAM PENGELOLAAN SAMPAH DI PASAR MANISREJO KECAMATAN KARANGREJO KABUPATEN MAGETAN TAHUN 2025

Xiii Halaman Permulaan + 59 Halaman Isi + 23 Tabel + 3 Gambar + 5 Lampiran

Sampah merupakan masalah yang belum terselesaikan, terutama di pasar tradisional seperti Pasar Manisrejo, Kabupaten Magetan. Metode yang digunakan adalah penelitian deskriptif dengan desain cross-sectional. Populasi penelitian terdiri dari 276 pedagang aktif, dan sampelnya sebanyak 100 responden yang diambil menggunakan teknik simple random sampling. Data dikumpulkan melalui kuesioner dan observasi. Konsep ini penting dalam menganalisis dampak perubahan pendapatan terhadap aktivitas ekonomi, karena peningkatan pendapatan cenderung berdampak pada peningkatan konsumsi, meskipun tidak dalam proporsi yang sama.

Hasil penelitian menunjukkan bahwa 55% pengelolaan sampah di Pasar Manisrejo termasuk dalam kategori buruk, sementara 45% tergolong baik. Pada aspek pengetahuan, 53% pedagang dan 65% petugas memiliki pengetahuan kurang tentang pengelolaan sampah. Sikap responden juga didominasi oleh kategori kurang (53% pedagang dan 35% petugas). Selain itu, tindakan pengelolaan sampah masih rendah, dengan 53% pedagang dan 40% petugas tidak memilah sampah atau membuangnya sembarangan. Faktor penyebabnya antara lain kurangnya sarana pewadahan yang memadai, minimnya edukasi, dan rendahnya kesadaran pedagang serta petugas.

Penelitian ini merekomendasikan peningkatan edukasi melalui sosialisasi, penyediaan fasilitas pengelolaan sampah yang memadai, dan pemberian sanksi tegas bagi pelanggar. Partisipasi aktif dari pedagang, petugas, dan pengelola pasar sangat diperlukan untuk menciptakan lingkungan pasar yang bersih dan sehat. Dengan demikian, pengelolaan sampah di Pasar Manisrejo dapat lebih efektif dan berkelanjutan.

Kata kunci: perilaku, pedagang, petugas pasar, pengelolaan sampah, pasar tradisional.

ABSTRACT

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BEHAVIOR OF TRADERS AND MARKET OFFICERS IN WASTE MANAGEMENT IN MANISREJO MARKET, KARANGREJO DISTRICT, MAGETAN REGENCY IN 2025

Xiii Introduction Page + 59 Content Pages + 23 Tables + 3 Figures + 5 Appendices

Waste remains an unresolved issue, particularly in traditional markets such as Manisrejo Market, Magetan Regency. This study aims to examine the behavior of traders and market officers in waste management, covering aspects of knowledge, attitudes, and actions. The research employs a descriptive method with a cross-sectional design. The study population consists of 276 active traders, with a sample of 100 respondents selected using simple random sampling. Data were collected through questionnaires and observations, then analyzed descriptively.

The results indicate that 55% of waste management practices at Manisrejo Market fall into the poor category, while 45% are considered good. In terms of knowledge, 53% of traders and 65% of market officers lack sufficient understanding of waste management. Attitudes were also predominantly poor (53% of traders and 35% of officers). Additionally, waste management actions remain inadequate, with 53% of traders and 40% of officers failing to sort waste or disposing of it carelessly. Contributing factors include inadequate waste disposal facilities, lack of education, and low awareness among traders and officers.

This study recommends enhancing education through outreach programs, improving waste management facilities, and enforcing strict penalties for violations. Active participation from traders, officers, and market management is essential to creating a clean and healthy market environment. Thus, waste management at Manisrejo Market can become more effective and sustainable.

Keywords: behavior, traders, market officers, waste management, traditional market.