

PERSEPSI MASYARAKAT TERHADAP PENGELOLAAN SAMPAH DI KELURAHAN BANJAR TEGAL KECAMATAN BULELENG KABUPATEN BULELENG

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ABSTRAK

Penelitian ini dilaksanakan di Kelurahan Banjar Tegal Kecamatan Buleleng Kabupaten Buleleng. Penelitian ini bertujuan untuk: (1) menganalisis persepsi masyarakat terhadap pengelolaan sampah di kelurahan Banjar Tegal (2) menganalisis pengelolaan sampah di kelurahan Banjar Tegal. Penelitian ini menggunakan pendekatan deskriptif kualitatif dengan teknik pengumpulan data melalui observasi, wawancara, dokumentasi. Analisis data yang diperoleh dalam penelitian ini deskriptif-kualitatif. Hasil penelitian: (1) Persepsi masyarakat terhadap pengelolaan sampah di Kelurahan Banjar Tegal secara umum tergolong cukup positif, namun belum sepenuhnya terwujud dalam perilaku nyata. (2) Diperlukan peningkatan stimulus melalui sosialisasi yang lebih intensif, penyediaan sarana yang memadai, dan pelibatan masyarakat secara aktif agar terbentuk persepsi positif yang diikuti perilaku nyata dalam pengelolaan sampah yang berkelanjutan di Kelurahan Banjar Tegal.

Kata kunci: Sampah, Persepsi Masyarakat, Pengelolaan Sampah.

***Community Perception of Waste Management in Banjar Tegal Village,
Buleleng Subdistrict, Buleleng Regency***

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ABSTRACT

This research was conducted in Banjar Tegal Urban Village, Buleleng District, Buleleng Regency. The study aims to: (1) analyze the public's perception of waste management in Banjar Tegal Urban Village, and (2) analyze waste management in Banjar Tegal Urban Village. This research uses a qualitative descriptive approach with data collection techniques through observation, interviews, and documentation. The data obtained in this study were analyzed descriptively and qualitatively. Research findings: (1) The public perception of waste management in Banjar Tegal Urban Village is generally fairly positive, but it has not yet fully manifested in actual behavior. (2) It is necessary to increase stimulation through more intensive socialization, provision of adequate facilities, and active community involvement in order to form positive perceptions that are followed by real behavior in sustainable waste management in Banjar Tegal Urban Village.

Keywords: *Trash, Public Perception, Waste Management.*