

ABSTRACT

Information, Motivation and Behavioral Skill Profile Of Pamulang Permai 1 Resident In Recycling Waste.

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Garbage is still a concern all over the world and become a very difficult problem because it has become a threat to all kinds. The production of waste increased every year and it piled up in a garbage dump. One of the biggest contributors to garbage is plastic waste. 242 million tons of plastic waste piled up all over the world and Indonesia is one of the plastic waste distributors because it produces 63,9 million plastic waste. Waste management is needed for Indonesia to minimize plastic waste that piled up to recycling. But, recycling plastic waste is still hard to do because the recycling point like Bank Sampah is still very rare. Bank Sampah is a system of recycling that required people to take action on recycling and it needed a community to it. This research was conducted using IMB Model to profile the information, motivation, and behavioral skill of Pamulang Permai 1 residents in recycling waste. Total of respondents in this research is 105 subjects. The result showed that the residents' information, motivation, and behavioral skill were low resulting in low participation in recycling waste.

Keywords: Information, Motivation, Behavioral Skill, Bank Sampah

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