

ABSTRAK

Sartika Sari Adam. 2015. *Hubungan perilaku masyarakat dengan keberadaan sampah di wilayah pesisir pantai kecamatan Marisa.* Skripsi, Jurusan Kesehatan Masyarakat, Fakultas Ilmu-Ilmu Kesehatan dan Keolahragaan, Universitas Negeri Gorontalo. Pembimbing I Dr. Lintje Boekosoe, Dra., M.Kes dan Pembimbing II Sirajuddin Bialangi.,SKM., M.Kes,

Perilaku adalah tingkah laku manusia bereaksi dan berinteraksi dengan lingkungan. Sampah merupakan bahan buangan dari kegiatan rumah tangga, komersial, industri atau aktivitas-aktivitas yang dilakukan oleh manusia. Rumusan masalah dalam penelitian ini yaitu apakah ada hubungan antara perilaku masyarakat dengan keberadaan sampah di wilayah pesisir pantai kecamatan Marisa. Tujuan penelitian yaitu untuk mengetahui hubungan perilaku masyarakat dengan keberadaan sampah di wilayah pesisir pantai kecamatan Marisa.

Penelitian ini menggunakan metode *cross sectional study*. Populasi dalam penelitian ini yakni 240 orang dan sampelnya sebanyak 70 orang.

Hasil penelitian menunjukkan bahwa ada hubungan antara perilaku masyarakat dengan keberadaan sampah di wilayah pesisir pantai kecamatan Marisa

Simpulan sebagian besar rumah responden terdapat sampah, Intelegensi masyarakat kurang baik, Pengalaman pribadi masyarakat kurang baik, Sifat Kepribadian masyarakat kurang baik, Motif masyarakat kurang baik., Perilaku masyarakat dalam membuang sampah kurang baik.Saran bagi instansi terkait yakni Menyelenggarakan pelatihan bagi kader kesehatan, untuk masyarakat diharapkan mengubah perilaku yang menjadikan wilayah pesisir pantai sebagai tempat pembuangan sampah sehingga bisa menekan volume sampah yang berada di wilayah pesisir pantai, dan untuk peneliti lain dapat melakukan penelitian dengan menambahkan variabel lain mengenai perilaku masyarakat dalam membuang sampah.

Kata kunci : wilayah pesisir pantai, perilaku masyarakat, keberadaan sampah

ABSTRACT

Sartika Sari Adam. 2015. The correlation between community behavior and the garbage presence in the coastal area of Marisa sub-district. Skripsi, Public Health Department, Faculty Of Health Sciences And Sports, State University Of Gorontalo. The principal supervisor was Dr. Lintje Boekosoe, Dra.,M.Kes and Co-supervisor was Sirajuddin Bialangi, S.KM.,M.Kes.

Behavior is human action to act and interact with their environment. Waste or garbage is the unwanted materials from the household activities, commercial, and industry activities or other the unwanted residue from other human activities. The problem statement in this research was whether there was a correlations between the community's behavior and the presence of garbage in the coastal area of Marisa sub-district. The objective of this research was to find out correlations between community's behavior and the presence of garbage in Marisa Sub-district coastal area.

This research used cross sectional method and the population of this research was 240 people with 70 people of them as the sample.

The conclusion of this research was that there is correlations between the community's behavior and the presence of waste in the coastal area. Most of the respondents' houses were littered with garbage. Lack of knowledge and experience, lack of motive, and the lack of good attitude in the community were the dominant factors of the existence of garbage in the coastal area of Marisa.

These led to bad attitude of the community to put the garbage into its proper place. Therefore, it was recommended to the related agencies to conduct training for the health cadres, and for the general community in expectation to change their behavior not to litter in the coastal area. In addition, it was recommended to other researcher to be able to conduct the further research with other variables that contributes to the community's behavior to throw the garbage.

Keywords : coastal area, community's behavior, waste presence