

ABSTRACT

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THE RELATIONSHIP OF TRADERS' BEHAVIOR WITH WASTE GROWTH IN THE PAGOTAN MARKET, MADIUN REGENCY IN 2022

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This research was conducted in the Pagotan market, Madiun Regency, which is a meeting place for sellers and buyers, the problem in Pagotan market is that there is garbage scattered around the merchant stalls, the dominant waste is organic waste originating from vegetables and fruit which causes waste generation around the market stall. This study aims to determine the behavior of traders in terms of Predisposing, Enabling, and Reinforcing factors related to waste generation in Pagotan Market, Madiun Regency in 2022.

The method used in this research is descriptive research using observation data collection instruments, interviews (questionnaires). By identifying predisposing factors (knowledge, attitudes, actions), supporting factors (availability of trash bins), and reinforcing factors (support from officers from the UPTD Pasar, Pagotan, Madiun Regency and from the Madiun Regency Health Office), using proportional random sampling method. and obtained a sample of 100 respondents consisting of 63 pracang traders, 8 fruit traders, and 16 vegetable traders and 12 food traders

The results showed that the behavior of traders related to waste generation from the aspect of knowledge was in good criteria with a percentage of 87%, attitudes in good criteria with a percentage of 75%, actions in a good category with a percentage of 57%. waste collection facilities are in the bad category with a percentage of 76%, and the supporting factors are in the bad category with a percentage of 70%.

The conclusion of this study is that the waste generation in Pagotan Market, Madiun Regency is caused by the actions of traders who litter and the minimum number of trash cans in each trader's kiosk, it can be suggested to the market to provide different trash cans and meet standards.

Keywords: Trader's Behavior, Waste Generation in the Market