

THE RELATIONSHIP OF EDUCATION LEVEL WITH THE BEHAVIOR (KNOWLEDGE, ATTITUDE, AND ACTION) OF TRADERS ON WASTE GROWTH IN DOLOPO MARKET, MADIUN REGENCY IN 2022

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ABSTRACT

Dolopo Market is one of the markets in Madiun Regency which causes several pile of trash problems such as lack of garbage shelter facilities, lack of traders concern to clean the trading environment, and causes a lot of pile of trash that causes bad odors and becomes a vector nest. It is necessary to improve the behavior of traders in order to create a healthy market environment and prevent disease transmission. This study aims to determine the relationship between the level of education and the behavior of traders towards pile of trash in the Dolopo Market, Madiun Regency in 2022.

This study will examine the study of the relationship between education level and behavior using a descriptive method. The number of samples in this study were 58 of the 140 population. Collecting data using interviews and field observations.

The results of this study indicate that the level of education is associated with knowledge. The results of the knowledge factor show the highest value results, namely the respondents with a low level of education with a good category of 32 with a percentage of 53.4%; the result of the attitude factor is the highest value in respondents with low education with a bad attitude category as many as 33 with a percentage of 56.9%; The results of the action factor have the highest score on respondents with low education in the bad category of 35 with a percentage of 60.3%; the results of the factor of accommodation facilities have the highest score on respondents with low education levels with the category of poor housing facilities as many as 35 with a percentage of 60.3%; The results of the highest value supporting factors in respondents with low education with good supporting factors are 24 with a percentage of 41.4%.

It is concluded from the results above that from the results of the overall analysis there is a relationship between the level of education with attitudes, actions of traders towards waste generation. Inadequate behavior is caused by the lack of

storage facilities for waste generation. It is recommended to traders to provide trash bin facilities at each stall/kiosk so that there is no accumulation of garbage that can become a means of disease transmission.

Keywords: Trader's Behavior, Garbage Generation, Market