

Abstrak

Permasalahan sampah merupakan salah satu persoalan lingkungan yang masih terjadi di berbagai daerah, termasuk di Desa Rongdurin. Perilaku masyarakat yang masih membuang sampah sembarangan, khususnya ke aliran sungai, menunjukkan bahwa permasalahan sampah tidak hanya berkaitan dengan aspek pengelolaan sampah, tetapi juga dipengaruhi oleh faktor komunikasi dan kebiasaan sosial masyarakat. Penelitian ini bertujuan untuk menganalisis perilaku masyarakat Desa Rongdurin dalam membuang sampah sembarangan melalui perspektif komunikasi lingkungan.

Penelitian ini menggunakan metode penelitian kualitatif dengan pendekatan deskriptif. Penentuan informan dilakukan menggunakan teknik purposive sampling yang melibatkan masyarakat yang membuang sampah sembarangan, perangkat desa, dan kepala desa. Teknik pengumpulan data dilakukan melalui observasi, wawancara mendalam, dan dokumentasi. Analisis data menggunakan model Miles, Huberman, dan Saldaña yang meliputi kondensasi data, penyajian data, serta penarikan kesimpulan dan verifikasi. Keabsahan data dilakukan melalui triangulasi sumber dan triangulasi teknik. Hasil penelitian menunjukkan bahwa perilaku masyarakat Desa Rongdurin dalam membuang sampah sembarangan dipengaruhi oleh beberapa faktor. Pertama, rendahnya kesadaran lingkungan masyarakat yang ditandai dengan adanya kesenjangan antara pengetahuan dan perilaku masyarakat terhadap lingkungan. Kedua, kebiasaan sosial yang telah berlangsung secara turun-temurun sehingga perilaku membuang sampah ke sungai dianggap sebagai sesuatu yang wajar. Ketiga, komunikasi lingkungan yang masih bersifat satu arah melalui teguran dan papan peringatan sehingga belum mampu mengubah perilaku masyarakat secara optimal. Keempat, keterbatasan infrastruktur pengelolaan sampah, seperti tidak tersedianya tempat pembuangan sampah, menyebabkan masyarakat memilih sungai sebagai tempat pembuangan sampah.

Berdasarkan teori komunikasi lingkungan, proses komunikasi yang terjadi di masyarakat belum mampu membentuk perubahan perilaku secara optimal karena masih bersifat informatif dan kurang melibatkan partisipasi masyarakat. Sementara itu, teori norma sosial menunjukkan bahwa perilaku membuang sampah dipengaruhi oleh kebiasaan dan norma yang berkembang di lingkungan masyarakat. Oleh karena itu, diperlukan komunikasi lingkungan yang lebih partisipatif, peningkatan kesadaran masyarakat, serta penyediaan sarana dan prasarana pengelolaan sampah yang memadai guna mendorong perubahan perilaku masyarakat dalam pengelolaan lingkungan.

Asbtrak

The waste problem is one of the environmental problems that still occur in various regions, including in Rongdurin Village. The behavior of people who still throw garbage carelessly, especially into rivers, shows that the waste problem is not only related to the aspect of waste management, but is also influenced by communication factors and social habits of the community. This study aims to analyze the behavior of the people of Rongdurin Village in littering waste through the perspective of environmental communication.

This study uses a qualitative research method with a descriptive approach. The determination of informants was carried out using a purposive sampling technique involving people who littered indiscriminately, community leaders, village officials, and village heads. Data collection techniques are carried out through observation, in-depth interviews, and documentation. Data analysis uses the Miles, Huberman, and Saldaña models which include data condensation, data presentation, and conclusion drawing and verification. The validity of the data was carried out through source triangulation and triangulation techniques. The results of the study showed that the behavior of the people of Rongdurin Village in littering was influenced by several factors. First, low public environmental awareness which is characterized by a gap between people's knowledge and behavior towards the environment. Second, social habits that have been going on for generations so that the behavior of throwing garbage into the river is considered something natural. Third, environmental communication that is still one-way through reprimands and warning boards so that it has not been able to change people's behavior optimally. Fourth, the limitations of waste management infrastructure, such as the unavailability of waste disposal sites, cause people to choose rivers as waste disposal sites.

Based on environmental communication theory, the communication process that occurs in the community has not been able to form optimal behavior change because it is still informative and does not involve community participation. Meanwhile, social norm theory shows that the behavior of throwing garbage is influenced by habits and norms that develop in the community. Therefore, more participatory environmental communication, increased public awareness, and the provision of adequate waste management facilities and infrastructure are needed to encourage changes in community behavior in environmental management.