

ABSTRAK

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PERILAKU MAHASISWA UPH TERHADAP KEMASAN KARTON TETRA PAK

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(xvii + 122 halaman, 44 tabel, 71 gambar, 1 lampiran)

Universitas Pelita Harapan (UPH) adalah sebuah lembaga pendidikan yang berlokasi di Tangerang dengan populasi lebih dari 10,000 mahasiswa. UPH belum menerapkan sistem pemilahan dan pengumpulan sampah, sehingga terjadi pencampuran antara sampah organik, non-organik, dan kaleng. Kemasan karton Tetra Pak adalah sampah non-organik yang dibuang secara sembarang, dimana seharusnya kemasan karton dapat didaur ulang menjadi produk yang berguna. Berlandaskan permasalahan tersebut, penelitian ini dilakukan untuk mengetahui karakteristik mahasiswa UPH yang mendaur ulang kemasan karton Tetra Pak. Tahap awal penelitian berupa penyebaran kuesioner berisikan 7 indikator. Data yang diambil berupa profil responden, perilaku konsumsi, kepedulian terhadap lingkungan, pemahaman terhadap daur ulang, kesediaan ikut serta dalam daur ulang, pemahaman terhadap manfaat daur ulang dan dampak kemasan karton terhadap lingkungan dan kesehatan, dan pemahaman mahasiswa UPH mengenai kemasan karton setelah diberikan informasi. Ketujuh indikator diolah secara deskriptif untuk mengetahui karakteristik dari mahasiswa yang melakukan daur ulang. Dilakukan pengolahan data menggunakan *chi square test* dan *pearson correlation test* untuk mengetahui apabila terdapat hubungan antara variabel profil responden terhadap variabel daur ulang. Diketahui bahwa tempat tinggal responden memiliki hubungan dengan partisipasi responden yang mendaur ulang. Setelah itu diuji hubungan terhadap implementasi pemilahan, keinginan daur ulang, dan kesediaan daur kemasan karton. Terdapat hubungan antara pemahaman daur memiliki hubungan terhadap keinginan daur ulang, pemahaman informasi daur terhadap implementasi pemilahan, dan pemahaman informasi daur terhadap kesediaan daur kemasan karton. Responden bersedia untuk berpartisipasi program pengumpulan. Preferensi tempat pengumpulan di dalam UPH adalah *food junction*, dan di luar UPH adalah *minimarket*. Preferensi metode pengumpulan yang digunakan adalah menaruh di *drop-off point*. Responden ingin mendaur ulang setelah diberikan informasi.

Kata Kunci : Tetra Pak, Daur Ulang, Kemasan Karton

Referensi: 18 referensi (2009-2018)

ABSTRACT

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CONSUMER BEHAVIOR ON TETRA PAK CARTON PACKAGING

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Universitas Pelita Harapan (UPH) is an educational institution located in Tangerang with a population of more than 10,000 students. UPH has not implemented a system of sorting and collecting garbage, so that there is a mixture of organic, non-organic and canned waste. Tetra Pak carton packaging is non-organic waste which is disposed of arbitrarily, where cardboard packaging should be recycled into a useful product. Based on these problems, this research was conducted to determine the characteristics of UPH students who recycle carton packs of Tetra Pak. The initial stage of the research is in the form of distributing questionnaires containing 7 indicators. Data taken in the form of respondents' profiles, consumption behavior, concern for the environment, understanding of recycling, willingness to participate in recycling, understanding of the benefits of recycling and the impact of carton packaging on the environment and health, and UPH students' understanding of carton packaging after being given information. The seven indicators are processed descriptively to determine the characteristics of students who recycle. Data processing is done using *chi square test* and *pearson correlation test* to find out if there is a relationship between the variable profile of respondents to the variable recycling. It is known that the residence of the respondent has a relationship with the participation of respondents who recycle. After that, it was tested the relationship to the implementation of sorting, the desire for recycling, and the willingness of the carton packaging cycle. There is a relationship between understanding the cycle has a relationship to the desires of recycling, understanding the information on the cycle of the implementation of sorting, understanding the information of the cycle of the willingness of the carton packaging, and knowledge of the final product to the involvement of the carton packaging cycle. Respondents were willing to participate in the collection program. The preference for collection points inside UPH is a food junction, and outside UPH is a minimarket. The preference of the collection method used is to put on the drop-off point. Respondents want to recycle after being given information..

Keywords: Tetra Pak, Recycling, Cardboard Packaging

References: : 18 references (2009-2018)