

PENGARUH IMPLEMENTASI *WEBSITE* TERHADAP KESADARAN DAN PARTISIPASI MASYARAKAT DALAM PENGELOLAAN SAMPAH DI BANK SAMPAH UNIT SUMBER REJEKI, PROBOLINGGO

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INTISARI

Latar Belakang: Pengelolaan sampah di Kecamatan Mayangan, Kota Probolinggo, masih menghadapi kendala berupa rendahnya kesadaran masyarakat dalam memilah dan menyetorkan sampah, serta belum tersedianya sistem informasi digital yang mendukung. Kecamatan Mayangan tercatat sebagai wilayah dengan timbunan sampah harian tertinggi, yaitu 124,6 m³ per hari, dengan jumlah penduduk sekitar 62.300 jiwa.

Tujuan: Mengetahui pengaruh implementasi *website GreenProbolinggo* terhadap peningkatan kesadaran dan partisipasi masyarakat dalam pengelolaan sampah di Kecamatan Mayangan, Probolinggo.

Metode: Penelitian ini menggunakan desain kuantitatif dengan pendekatan pre-eksperimental one group pretest-posttest. Populasi 44 nasabah, Sampel berjumlah 30 responden yang merupakan nasabah aktif Bank Sampah Sumber Rejeki, dipilih menggunakan teknik purposive sampling. Data dikumpulkan menggunakan kuesioner yang telah diuji validitas dan reliabilitasnya. Analisis data dilakukan menggunakan uji *Wilcoxon*.

Hasil: Penelitian menunjukkan adanya peningkatan signifikan pada aspek kesadaran, dari rata-rata skor 15,6 menjadi 19,53 ($p = 0,032$), serta pada aspek partisipasi dari 17,66 menjadi 18,46 ($p = 0,000$). *Website* juga memperoleh skor penilaian rata-rata 24,2 yang menunjukkan penerimaan positif.

Kesimpulan: Implementasi *website GreenProbolinggo* efektif dalam meningkatkan kesadaran dan partisipasi masyarakat dalam pengelolaan sampah. Namun, peningkatan partisipasi memerlukan strategi lanjutan berbasis komunitas agar hasilnya lebih optimal.

Kata Kunci: *Website*, Kesadaran, Partisipasi, Pengelolaan Sampah, Mayangan.

**EFFECT OF WEBSITE IMPLEMENTATION ON PUBLIC AWARENESS
AND PARTICIPATION IN WASTE MANAGEMENT AT SUMBER REJEKI
WASTE BANK, PROBOLINGGO**

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ABSTRACT

Background: Waste management in Mayangan District, Probolinggo City, still faces challenges such as low community awareness in sorting and submitting waste, and the absence of a supporting digital information system. Mayangan District is recorded as the area with the highest daily waste generation, at 124.6 m³ per day, with a population of approximately 62,300 people.

Objectives: To determine the effect of implementing the GreenProbolinggo website on increasing community awareness and participation in waste management in Mayangan District, Probolinggo City.

Methods: This study employed a quantitative pre-experimental design with a one-group pretest-posttest approach. The population consisted of 44 customers, with a sample of 30 active customers of Bank Sampah Sumber Rejeki selected using purposive sampling. Data were collected through questionnaires that had been tested for validity and reliability. Data analysis was performed using the Wilcoxon test.

Results: The study showed a significant increase in awareness scores from an average of 15.6 to 19.53 ($p = 0.032$), and in participation scores from 17.66 to 18.46 ($p = 0.000$). The website also received a positive acceptance score with an average of 24.2.

Conclusion: The implementation of the GreenProbolinggo website is effective in enhancing community awareness and participation in waste management. However, increasing participation further requires additional community-based strategies to achieve more optimal results.

Keywords: Website, Awareness, Participation, Waste Management, Mayangan.