

PENERAPAN MEDIA EDUKASI *BOOKLET* DAN CERAMAH TERHADAP
PENINGKATAN PENGETAHUAN, SIKAP, PERILAKU PENGELOLAAN
SAMPAH RUMAH TANGGA

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INTISARI

Latar Belakang : Sampah rumah tangga menjadi salah satu penyumbang utama pencemaran lingkungan, terutama akibat rendahnya kesadaran masyarakat dalam pengelolaannya. Edukasi menjadi langkah strategis untuk meningkatkan pengetahuan, sikap dan perilaku masyarakat terkait pengelolaan sampah.

Tujuan : Mengetahui pengaruh media edukasi berupa *booklet* dan ceramah terhadap peningkatan pengetahuan, sikap, dan perilaku ibu rumah tangga dalam pengelolaan sampah rumah tangga di Dusun Ngentak Mejing.

Metode : Penelitian ini menggunakan desain kuasi-eksperimen dengan pendekatan *one group pretest-posttest*. Subjek penelitian adalah 42 ibu rumah tangga yang dibagi secara acak menjadi dua kelompok intervensi. *Booklet* dan ceramah. Pengumpulan data dan sesudah intervensi. Analisis data menggunakan uji *T-test*.

Hasil : Terdapat peningkatan signifikan pengetahuan, sikap dan perilaku setelah intervensi baik dengan *booklet* maupun ceramah ($p < 0,05$). *Booklet* lebih efektif meningkatkan pengetahuan dan perilaku, sedangkan ceramah sedikit lebih unggul dalam membentuk sikap positif.

Kesimpulan : Kedua media edukasi terbukti mampu meningkatkan pengetahuan, sikap, dan perilaku pengelolaan sampah rumah tangga. Namun, *booklet* lebih konsisten memberikan peningkatan terutama pada aspek pengetahuan dan perilaku.

Kata Kunci : Pengelolaan sampah rumah tangga, edukasi kesehatan, *booklet*, ceramah, perilaku masyarakat.

*APPLICATION OF EDUCATIONAL MEDIA BOOKLETS AND LECTURES
TOWARDS IMPROVING KNOWLEDGE, ATTITUDE, AND BEHAVIOR OF
HOUSEHOLD WASTE MANAGEMENT*

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ABSTRAK

Background : Household waste is one of the main contributor to environmental pollution, especially due to low public awareness in its management. Education is a strategic step to improve public knowledge, attitudes and behavior related to waste management.

Objective : To determine the effect of educational media (booklet and lectures) on improving the knowledge, attitudes, and behavior of housewives in managing household waste in Dusun Ngentak Mejing.

Method : The research used a quasi-eksperimental design with a one group pretest-posttest approach. A total of 42 housewives were randomly assigned into two intervention groups: booklet and lecture. Data were collected using questionnaires before and after the intervention. Data analysis used T-test.

Results : There was a significant increase in knowledge, attitudes, and behavior after with both booklets and lectures ($p < 0,05$). Booklets were slightly superior in forming positive attitudes.

Conclusion : Both educational media have been proven to be able to increase media were effective in improving household waste management practices. However, the booklet showed more consistent improvement, especially in knowledge and behavior aspects.

Keyword : Household waste management, health education, booklet, lecture, community behavior