

## SIKAP DAN TINDAKAN PEDAGANG DALAM PENGELOLAAN SAMPAH DI PASAR MASARAN CAWAS KLATEN

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### ABSTRAK

**Latar Belakang :** Sampah di pasar tradisional menjadi permasalahan lingkungan karena tingginya aktivitas perdagangan yang menghasilkan sampah organik dan anorganik setiap hari. Pengelolaan sampah yang kurang baik menimbulkan pencemaran lingkungan, bau tidak sedap dan menjadi tempat berkembang biaknya vektor penyakit. Berdasarkan hasil studi pendahuluan di Pasar Masaran Cawas, masih ditemukan pedagang yang belum melakukan pengelolaan sampah dengan baik.

**Tujuan :** Untuk mengetahui gambaran praktik atau tindakan dan sikap pedagang dalam pengelolaan sampah di Pasar Masaran Cawas Klaten Tahun 2026.

**Metode :** Jenis penelitian ini adalah kuantitatif dengan pendekatan deskriptif. Populasi penelitian sebanyak 110 pedagang dengan jumlah sampel 53 responden yang diambil menggunakan teknik random sampling dan rumus solvin. Pengumpulan data melalui kuesioner, observasi, wawancara dan dokumentasi.

**Hasil :** Hasil penelitian ini menunjukkan bahwa mayoritas responden berusia 44-55 tahun sebanyak 27 orang atau 51% dan berjenis kelamin sebanyak 49 orang atau 92,5%. Praktik pedagang dalam pengelolaan sampah masih belum optimal terutama pada pemilahan sampah organik dan anorganik. Sikap pedagang terhadap pengelolaan sampah sebagian besar termasuk kategori cukup baik, namun keterlibatan dalam menjaga kebersihan pasar masih kurang maksimal. Hambatan yang ditemukan meliputi kurangnya fasilitas pengelolaan sampah, rendahnya kesadaran pedagang dan serta kurang optimalnya sosialisasi

**Kesimpulan :** Praktik pengelolaan sampah oleh pedagang di Pasar Masaran Cawas masih perlu ditingkatkan melalui edukasi, sosialisasi dan penyediaan fasilitas pengelolaan sampah yang memadai.

**Kata Kunci :** pengelolaan sampah, praktik atau tindakan pedagang, sikap pedagang.

## **ATTITUDES AND ACTIONS OF TRADERS IN WASTE MANAGEMENT AT MASARAN CAWAS MARKET, KLATEN**

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### **ABSTRACT**

**Background:** *Waste in traditional markets has become an environmental problem due to high trading activities that generate organic and inorganic waste every day. Poor waste management can cause environmental pollution, unpleasant odors, and become a breeding place for disease vectors. Based on the preliminary study conducted at Masaran Cawas Market, it was found that some traders had not managed waste properly.*

**Objective:** *To determine the overview of traders' practices/actions and attitudes in waste management at Masaran Cawas Market, Klaten in 2026.*

**Methods:** *This study used a quantitative method with a descriptive approach. The population consisted of 110 traders, with 53 respondents selected using random sampling technique and the Slovin formula. Data collection was carried out through questionnaires, observations, interviews, and documentation.*

**Results:** *The results showed that the majority of respondents were aged 44–55 years, totaling 27 people or 51%, and female respondents totaled 49 people or 92.5%. Traders' practices in waste management were still not optimal, especially in sorting organic and inorganic waste. Most traders' attitudes toward waste management were categorized as fairly good; however, their involvement in maintaining market cleanliness was still less than optimal. The obstacles found included inadequate waste management facilities, low awareness among traders, and insufficient socialization programs.*

**Conclusion:** *Waste management practices among traders at Masaran Cawas Market still need to be improved through education, socialization, and the provision of adequate waste management facilities.*

**Keywords:** *waste management, traders' practices/actions, traders' attitudes.*