

## ABSTRAK

### **SIKAP IBU RUMAH TANGGA TERHADAP PENERAPAN PROGRAM *ZERO WASTE LIFESTYLE* DI KELURAHAN SUKALUYU KOTA BANDUNG**

(Studi Deskriptif terhadap Anggota Yayasan Pengembangan Biosains dan Bioteknologi Bandung dengan Latar Belakang Status Sosial Ekonomi Berbeda)

Penelitian ini berfokus kepada isu sampah. Kegiatan ibu rumah tangga di dalam rumah hampir sebagian besar berpotensi menghasilkan sampah. Ibu rumah tangga sebagai subjek yang paling penting untuk memiliki sikap yang positif terhadap isu sampah. Penelitian ini bertujuan untuk: (1) mengetahui sikap ibu rumah tangga terhadap gagasan *Zero Waste Lifestyle* (2) mengetahui sikap ibu rumah tangga terhadap Program *Zero Waste Lifestyle*, (3) mengetahui penerapan Program *Zero Waste Lifestyle*, serta (4) mengetahui hasil yang didapatkan oleh ibu rumah tangga setelah menerapkan Program *Zero Waste Lifestyle*.

Landasan pelaksanaan penelitian ini secara teoritis mengacu kepada konsep Sikap, konsep Status Sosial Ekonomi, konsep *Zero Waste*, konsep *Zero Waste Lifestyle*, serta konsep Ibu Rumah Tangga. Metode penelitian yang digunakan dalam penelitian ini ialah metode statistik deskriptif. Subjek penelitian dalam penelitian ini sebanyak tigapuluh empat orang ibu rumah tangga dengan latar belakang status sosial ekonomi yang berbeda.

Berdasarkan hasil penelitian, dapat disimpulkan bahwa sikap ibu rumah tangga dalam penelitian ini menunjukkan bentuk sikap positif terhadap gagasan, terhadap pelaksanaan program *Zero Waste Lifestyle*, serta terhadap penerapan *Zero Waste Lifestyle*. Sikap ibu rumah tangga cenderung positif dan korelasional dengan penerapan Program *Zero Waste Lifestyle* itu sendiri dan menunjukkan hasil yang baik dalam pengolahan sampahnya sangat minimal.

Kata Kunci: Sikap, Ibu Rumah Tangga, *Zero Waste Lifestyle*, Status Sosial Ekonomi

## **ABSTRAK**

### **THE HOUSEWIFE'S ATTITUDE TOWARD THE APPLICATION OF ZERO WASTE LIFESTYLE'S PROGRAM AT SUKALUYU DISTRICT OF BANDUNG**

(Descriptive Study on The Member of Yayasan Pengembangan Biosain dan Bioteknologi Bandung with different socio-economic status)

This research was focused on the issue of garbage. Most of the housewife activities at home were potentially produce garbage. The housewife is the most important subjects to have such a positive attitude towards the issue of garbage. Garbage was generated from the consequences of human life with the diverse lifestyle characteristics. This research aims to: (1) find out the housewife's attitude towards the idea of Zero Waste Lifestyle, (2) find out the housewife's attitude towards the Zero Waste Lifestyle's Program, (3) find out the application of Zero Waste Lifestyle's program, also (4) find out the results obtained by the housewife after applying the Zero Waste Lifestyle's program.

The foundation of this research theoretically refers to the concept of attitude, the concept of socio-economic status, the concept of Zero Waste and the concept of Zero Waste lifestyle, as well as the concept of housewife. The method used in this research was descriptive statistical method. The subjects of this research were thirty-four housewives with different socio-economic status.

Based on the results, it can be concluded that the housewife's attitude in this research shows a shape of positive attitude towards the idea, the implementation of Zero Waste Lifestyle's program, as well as to the application of Zero Waste Lifestyle. The housewife's attitude tends to be positive and correlational with the application of Zero Waste Lifestyle's Program itself and shows a good result in the minimal waste processing.

Keywords: Attitude, Housewife, Zero Waste Lifestyle, Socio-Economic Status