

The Effect of Community Concern on Interest in Saving at the Jaya Abadi Waste Bank, Jambi City

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ABSTRACT

The garbage bank is a concept for gathering dry waste, sorting it, and managing it like a bank, but the material being stored is garbage rather than money. The Independent Mean Different Test (Independent T-Test) is a type of analysis used in research to look at differences between the two groups. Its purpose is to ascertain the level of public awareness of the interest in saving at the Jaya Abadi Waste Bank, located in Jambi City. It was discovered that what affects the occurrence of this interest is not only caused by one factor but will still be influenced by internal factors, i.e., something that piques people's interest and originates within a person. Internal factors are the focus of attention, curiosity, motivation, and needs"; external factors are something that makes interests come from outside oneself, such as family, co-workers, available facilities and infrastructure, or facilities and conditions.

INTRODUCTION

The waste problem in Indonesia is a problem that has not been resolved to date. Meanwhile, an increase in population will also follow an increase in the volume of waste generation resulting from human activities (Purwaningrum, 2016).

Population growth, economic growth, urbanization, and industrialization increase the amount of waste generated. In addition, the lack of solid waste collection, transport, treatment and disposal infrastructure, inappropriate management planning, insufficient financial resources, lack of technical capacity aspects, and public apathy resulted in institutions being considered as a source of environmental damage. and public health problems. (Windraswara, 2017).

Steps to handle waste through the establishment of waste banks are currently popping up in several places. The Garbage Bank is a concept of collecting dry waste and sorting it and has management like a bank, but what is stored is not cash, but garbage. Waste banks can also be used as a solution to create clean and comfortable settlements for their residents. 8 With this pattern, apart from being disciplined in managing waste, residents also get additional income from the waste they collect. The presence of this waste bank at least reduces the amount of waste that has no selling value to has a selling value. The waste bank is a place to store waste that has been selected according to the type of waste, the waste stored in the waste bank is waste that has a sale value. (Asteria, 2018).

The Waste Bank can be seen as a means for the community to save money, make socio-economic progress, and involve the community in waste management. The problem becomes even more serious when it comes to site planning for waste management infrastructure and facilities, related to scarcity of land in urban areas, resistance by residents around the planned location, financing, and the need for inter-city cooperation mechanisms. (Suryani, 2014).

Jambi City is categorized as a medium city (with a population of 100,000 to 500,000 people), with an estimated waste generation of 2.75 liters/person/day. Based on population data and estimates of waste generation in Jambi City, it is $470,902 \text{ people} \times 2.75 \text{ ltr/person/day} = 1,294,981 \text{ ltr/day}$ or equivalent to 1,295 m³ (equivalent to 518 tons/day). (Martini et al, 2015).

Jaya Abadi Waste Bank has customers, but more customers are inactive. Based on population data for Jambi City (2021), there are 235 heads of families around the Jaya Abadi Waste Bank in the Kenali Besar area, Alam Barajo District, Jambi City. The problem in this Garbage Bank is the lack of public interest in saving at the Garbage Bank which encourages researchers to analyze the Effect of Public Concern on Interest in Saving at the Jaya Abadi Garbage Bank, Jambi City.

LITERATURE REVIEW

Interest

According to Ahmad Susanto (2013), "interest is encouragement from within a person or a factor that generates interest or attention effectively, which

causes the choice of an object or activity that is profitable, enjoyable and over time will bring satisfaction to him.

In addition, according to Djaali (2007), interest is a feeling of preference and a feeling of being attracted to something or activity, without anyone ordering it. Interest is acceptance of a relationship between oneself and something outside oneself. The stronger or closer the relationship, the greater the interest. Woodworth and Marquis (2001) argue that interest is a motive that causes individuals to actively relate to the object of interest. Therefore, interest is said to be an urge to relate to the environment, a tendency to examine, investigate or carry out an activity that interests him. If an individual is interested in something, this is because the object is useful for fulfilling his needs.

Meanwhile, according to Slameto (2003), "Interest is not innate but acquired later. Interest in something is the result of learning and supports further learning. This illustrates that interest can be grown and developed. Interest will not appear suddenly from within the individual. Interest can arise suddenly from within the individual. arise in a person through the process. With attention and interaction with the environment, this interest can develop. The emergence of this interest is usually marked by encouragement, attention, pleasure, ability, and compatibility or suitability. The emergence of a person's interest is caused by several things, namely interest or pleasure, attention, and needs. Interest arises because of feelings of pleasure and dynamic tendencies to behave based on one's interest in certain types of activities. A person's pleasure will cause an urge in him to immediately move.

Caring

The word caring is also related to personality, emotions, and needs. Many feel that fewer and fewer people care about others and tend to be selfish individualists. Having a social spirit and being happy to help is universal teaching and is recommended by all religions (Hanurawan, 2010).

According to Hardati (2015), Caring is (1) sensitivity to other people's difficulties; (2) sensitivity to damage to the physical environment; (3) sensitivity to various deviant behaviors; (4) sensitivity to the needs and demands of a dynamic society; (5) sensitive to changing patterns of social life.

Caring behavior according to Melfayetti, et al (2012), includes: (1) Showing kindness to others; (2) Empathy and feeling touched by the suffering of others; (3) Forgiving, not angry and not vindictive; (4) Generous and willing to give help; (5) Patience with other people's limitations; and (6) Care for the sustainability of human life.

As for the types of concern according to Asrori (2012), categorized into 3 types, namely as follows:

- a. Concern for joy and sorrow, namely concern that arises without distinguishing between situations in both joy and sorrow, feeling what others feel.

- b. Personal and shared concern, namely concern that arises because of personal impulses, but also when caring must be carried out together and the activities are sustainable.
- c. Urgent concerns are concerns that are in the common interest and must be prioritized.

Waste Bank

According to the Regulation of the Minister of Environment of the Republic of Indonesia Number 13 of 2012 concerning Guidelines for the Implementation of Reduce, Reuse and Recycle Through Waste Banks, a Waste Bank is a place for sorting and collecting waste that can be recycled and/or reused which has economic value. Wintako (2013), argues that a waste bank is an installation engaged in storage related to waste.

As for the results of deposited waste that has been saved can be retrieved within a certain period by adopting banking principles. Waste management with a waste bank system is expected to be able to assist the government in handling waste which in turn provides benefits to the environment and can improve the community's economy (Meilani, 2019).

Every waste that is saved will be weighed and valued according to the market price. Inorganic waste collected in waste banks is then sold back to collectors or recycled into various products such as bags, sandals, and others. The amount of waste deposited along with the nominal amount each participant gets will be recorded in the savings book.

The requirements for a waste bank as referred to in this section cover the following requirements: building construction, and a waste bank management system. The working mechanism of the waste bank as referred to in this includes waste segregation, record keeping, the results of the sale of the waste submitted are entered into a savings book, and profit sharing from the sale of waste between savers and executors. Implementation of 3R activities through waste banks by the community includes sorting waste, collecting waste, handing it over to waste banks, and increasing waste banks (Regulation of the Minister of State for the Environment Number 13 of 2012).

METHODOLOGY

This type of research is the Independent Mean Difference Test (Independent T-Test), which is a form of research that aims to see the variation between the two groups. This research is intended to find out how high public awareness is for the interest in saving at the Jaya Abadi Garbage Bank, Jambi City, in 2022. The population in this study is all residents around the Jaya Abadi Garbage Bank, Jambi City, with a total of 235 heads of families with a total sample of 70 heads of families using a purposive sampling technique.

THE RESULT

The table below shows the data from the analysis of the Effect of Concern on Interest in Becoming a Customer at the Jaya Abadi Waste Bank.

Table 1. The Effect of Concern on Interest in Becoming Customers at the Jaya Abadi Waste Bank, Jambi City

Interest	Mean	SD	SE	<i>p-Value</i>	N
Low	8,50	1,711	0,323	0,000	28
Hight	11,33	2,032	0,314		42

Based on table 1, it can be seen that the results of the analysis of the average standard deviation and standard error of Housewife Care for each group, the average interest of housewives who have a high interest in saving at the Garbage Bank is 11.33 with a standard deviation of 2.032. Meanwhile, the average interest of housewives who have low interest in saving at the waste bank is 8.50 with a standard deviation of 1.711. Statistical test results obtained $p\text{-value} = 0.000$ meaning that at alpha 5% there is a significant influence on the average concern for the intention to save at the Jaya Abadi Waste Bank.

DISCUSSION

The influence of housewives' concern for the interest in saving at the Waste Bank can be seen from the results of the analysis of the average standard deviation and standard error of Concern for Housewives for each group. The average interest of housewives who have a high interest in saving at the Waste Bank is 11.33 with a standard deviation of 0.314. Meanwhile, the average interest of housewives with a low interest in saving at the waste bank is 8.50 with a standard deviation of 1.711. The statistical test results obtained a $p\text{-value} = 0.000$, meaning that at alpha 5% there is a significant difference in the average concern between mothers who are interested in saving at the Jaya Abadi Waste Bank and those who are not interested in saving at the waste bank.

Discussing environmental cleanliness, of course, cannot be separated from human activities themselves. Because whether or not a clean environment is determined by the man himself. Where environmental problems are a big phenomenon that requires special attention from all of us. Everyone is expected to care and be responsible for solving their own environmental problems. Concern for the cleanliness of the environment cannot be separated from the role of humans because it is not easy to take time apart from busy activities to collect household waste, sort waste and deposit waste in the Garbage Bank. And it is not easy for humans to cultivate an attitude of caring for the environment because of bad habits from human behavior.

Anything that influences the occurrence of this interest is not due to just one factor, it will still be influenced by internal factors, namely something that makes you interested that comes from within a person. Internal factors are attention focus, curiosity, motivation and needs"; then External Factors are something that makes interest come from outside oneself, such as family, colleagues, available infrastructure and facilities or facilities and circumstances.

While the factors that generate interest in a person, namely; a. Internal needs factor. The emergence of interest in a person can be driven by this need, which can be in the form of needs related to the physical and psychological; b. Social motive factor. The emergence of interest in a person can be driven by social motives, namely the need to get recognition, appreciation from the environment in which he is located; c. Emotional factor. A factor that is a measure of a person's intensity in paying attention to an activity or a particular object.

Yovita's research (2017), regarding the influence of public awareness of the environment on the interest in saving at the Garbage Bank, the results of the hypothesis test show that the higher the awareness of the importance of the environment, the higher the interest in saving in the Garbage Bank. Meanwhile, according to Hidayatullah (2010), one of the main causes that can cause environmental hygiene problems is the lack of concern for the community itself towards the surrounding environment. Even though the community should be aware of and care about the environment around them because the environment also affects the life of the community itself. For example, if there is a lot of garbage around the community environment, it will definitely become a source of disease for the people there. However, sometimes people often delegate their duties to other people and garbage collectors even though it is their duty to keep the environment clean because they are also part of the community.

Even though the government has made various efforts, the government's efforts will not be implemented and materialized properly if it is not supported by the concern of the surrounding community. According to Mulyasa (2013), the community should participate in and provide support to the government's efforts to create a clean and healthy environment. Start with yourself to dispose of trash in its place, if you see trash we throw it away even though it's not our trash, do community service regularly, or you can also plant green plants so that the environment becomes cooler and more comfortable. Even though it's only from small things, our actions can trigger other people to care about the importance of environmental cleanliness. Where the more modern life is, the less concerned about the meaning of a clean environment, in everyday life we encounter many members of the public who do not care about the surrounding environment, for example by throwing garbage around the streets or placing garbage on the side of the road as if it is not their responsibility. the answer (Salahuddin, 2013).

Caring is also related to personality, emotions and needs. Many feel that less and less people care about others and tend to be selfish individualists. Having a social spirit and being happy to help is a universal teaching and is recommended by all religions (Hanurawan, 2010). Caring is: (1) sensitive to other people's difficulties; (2) sensitive to damage to the physical environment; (3) sensitive to various deviant behaviors; (4) sensitive to the needs and demands of a dynamic society; (5) sensitive to changing patterns of social life. Caring behavior includes: (1) Showing kindness to others; (2) Empathy and feeling touched by the suffering of others; (3) Forgiving, not angry and not

vindictive; (4) Generous and willing to give help; (5) Patience with other people's limitations; and (6) Caring for the sustainability of human life (Hanurawan, 2010).

In addition, the level of education also influences customer concern for the interest in saving at the Jaya Abadi Waste Bank, this can be seen from the education level of the majority of customers who are still relatively low. From the results of observations made by the author, it is known that educational background is one of the reasons customers influence the interest of the customer itself. As we know that knowledge is currently very developed, where apart from being obtained through formal education, one's knowledge can also be obtained through other media that are able to provide information so as to increase one's knowledge. In addition, these results also show that the interest in saving in the Waste Bank does not only reach those with higher education, but also reaches almost all people with different levels of education. It is evident from the results of the research, although not the majority are highly educated, the educational backgrounds of customers at the Jaya Abadi Waste Bank are very diverse, ranging from people with elementary education to people with a Bachelor's educational background.

CONCLUSIONS AND RECOMMENDATIONS

The results of the study show that there is a significant influence on the average concern for the interest in saving at the Jaya Abadi Waste Bank with a p-value = 0.000.

It is hoped that the community will become more familiar with and understand the uses, benefits, and importance of the Jaya Abadi Garbage Bank for the community, especially housewives around the Garbage Bank. So that it will foster public interest and awareness (especially the people around the Jaya Abadi Garbage Bank who are not yet customers of the waste bank to care about environmental health and want to participate in becoming customers of the Jaya Abadi Garbage Bank and want to save waste in the Garbage Bank.

This research is expected to help the government to find out how the public's interest and concern for the waste bank and become a reference for the government in making decisions about waste management and increasing public interest and awareness regarding the importance of good and correct waste management.

It is hoped that the Garbage Bank officers will conduct socialization and training on saving at the Garbage Bank to increase awareness and interest in saving at the Jaya Abadi Garbage Bank. In order to increase public awareness of the interest in saving at the Garbage Bank, it is highly expected that the role of the RT head is to motivate residents to save at the Jaya Abadi Waste Bank.

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