

HUBUNGAN PENGETAHUAN DAN SIKAP PEDAGANG DENGAN PRAKTIK
PEWADAHAN SAMPAH DI PASAR RANGGE SENTAP KETAPANG
KALIMANTAN BARAT

HERMINZA -- E2A306023
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Kebeadaan pasar sangat dibutuhkan oleh masyarakat untuk memperoleh dan mencukupi kebutuhan hidupnya. Pengetahuan dan sikap pedagang tentang pewadahan sampah di pasar Rangge sentap Kabupaten Ketapang masih sangat minim, sehingga masih banyak terdapat timbulan sampah yang dapat menjadi tempat berkembang biaknya vektor penyakit utama lalat. Kepadatan lalat. Kepadatan lalat di Pasar Rangge Sentap rata-rata diatas 21/blokgrill, yang berarti bahwa populasinya sangat padat dan perlu pengamanan terhadap tempat-tempat berbiaknya lalat seperti tempat dimana timbunan sampah tersebut berada. Kondisi buruknya sanitasi pasar sangat dipengaruhi antara lain perilaku pedagang membuang sampah. Faktor tersebut menjadi permasalahan dalam penelitian ini yaitu bagaimana perilaku pedagang meliputi pengetahuan dan sikap pedagang dengan praktik pewadahan sampah di pasar Rangge Sentap Kabupaten Ketapang Kalimantan Barat. Jenis penelitian adalah *Explanatory* dengan pendekatan *Cross sectional*. Variabel bebas adalah pengetahuan dan sikap pedagang sedangkan variabel terikat adalah praktik pewadahan sampah. sampel dalam penelitian ini sebanyak 204 reponden dengan teknik pengambilan sampel *Proportional random sampling* dari populasi sebanyak 431. Pengumpulan data menggunakan kuesioner tertutup. Data terkumpul diolah dan dianalisis dengan *Chi Square Test*. Hasil penelitian menunjukkan pedagang yang berpengetahuan kurang tentang pewadahan sampah sebesar (75,8%), berpengetahuan baik tentang pewadahan sampah (42,2%), dan pedagang yang bersikap kurang terhadap pewadahan sampah (63,7%), bersikap baik terhadap pewadahan sampah (36,3%). sebesar 49% respoden mempunyai kategori pewadahan sampah baik. Hasil analisa *Chi Square* diperoleh ada hubungan pengetahuan pedagang dengan praktik pewadahan samapah dengan nilai $p= 0,0001$; ada hubungan sikap pedagang dengan praktik pewadahan sampah dengan nilai $p=0,024$. Bagi masyarakat khususnya bagi para pedagang agar merubah perilaku mereka dengan cara meningkatkan pengetahuan dan sikap karena perilaku yang didasari oleh pengetahuan akan lebih langgeng.

Kata Kunci: Pengetahuan, Sikap, Praktik, Pedagang dan Pewadahan

*RELLATIONSHIP BETWEEN TRADEMAN KNOWLEDGE AND ATTITUDE WITH
PRACTICE OF PUTING GARBAGE INTO CONTAINER AT RANGGE SENTAP
MARKET KETAPANG REGENCY, WEST KALIMANTAN*

The existence of market are needed by the community to suffice their basic live need. Tradesman knowledge and attitude about puting garbage into at range sentap market Ketapang Regency, still minim, many garbage caquantity can be as a place for multiply disease vector especially fly. The average of fly density at rangge sentap market is 21/blockgrill, it means fly population are too much and those place need cleaning from fly. Bod market sanitation condition is influenced by tradesman behaviour to throws away their garbage. This factor is a problem in this research, we want toknown does tradesman behaviour, include their knowledge and attitude influence their practice of puting garbage into container. Research is explanatory with cross sectional approach. Independence variable are tradesman knowledge and attitude while dependence variable is trademan's practice of puting garbage into container. sample 204 respondents with sample taking by proportional random sampling technique from population 431. data collected uses closed qesioner. data is analyzed with chi square test. Result shows tradesman less of knowledge about puting garbage into container as big as 57,8%, good knowledge puting into container 42,2% and tradesman that have less attitude of puting garbage into container is 63,7% and that have good attitude of puting garbage into container is 36,3%. About 49% trademan has less practice category of puting garbage into container and as big as 51% has good practice category of puting garbage into container. analysis result, there's relationship between tradesman's knowledge with puting garbage into container's practice with value $p=0,0001$; there's relationship between tradesman's attitude with puting garbage into container's practice with value $=p0,024$. for the communiy especially tradesmans, its suggested to change their behaviour by increases their knowledge and attitude because behaviour that provided by knowledge are eternaler.

Keyword : Knowledge,attitude, Proctice, garbage into container