

**KEMAMPUAN DAN KEMAUAN MASYARAKAT DALAM MEMBAYAR  
RETRIBUSI KEBERSIHAN PADA TAHAP KOLEKTOR DI  
LINGKUNGAN PERUMAHAN KOTA PEMALANG**

**T E S I S**

Disusun Dalam Rangka Memenuhi Persyaratan  
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## **ABSTRACT**

*Waste management in Indonesia is carried out with cooperation system between government and private. The government has a role as regulator and facilitator, mean while the private party has a role in operational technique. The private one may fulfills people's needs, which has not been handled by the government without taking over the government's responsibility. The role distribution between government and private in waste management in expected to be able to give cleanliness service, which is getting optimum. Thus it may increases urban waste management.*

*Waste management in Pemalang City is now managed by Regional Government under the responsibility of Public Work Departement (DPU) as public sector. Mean while, waste management in collector satage in housing environment is carried out by informal concept namely individual promotion with no bound agreement. However, for increasing service quality, the government is frequently collided with leasing limit coming from Regional Budget and the other leasing sources. Therefor, paying for cleanliness retribution can be made as a preliminary step in fixing the condition of environmental cleanliness in Pemalang City. This retribution payment must be also appropriated with people's ability and willing like agreed nominal amount, so that the result of cleaniliness management will be real.*

*The aim of the research is to measure people's ability and willingness in paying for cleanliness retribution on collector stage in haosing environment of Pemalang City. Target of the research are (1) identification upon the characteristic of housing location in Pemalang City. (2) Operational technique analysis on waste management upon collector stage in housing environment of Pemalang City, and (3) analysis on ability to pay (ATP) and willingness to pay (WTP) for cleanliness retribution upon collector stage in hoelsing environment of Pemalang City. The research uses descriptive qualitative approach for finding out the location characteristic and operational technique of waste management and quantitative approach with CVM method for measuring ATP and WTP value in housing environment of Pemalang City. The amount of the respondent is 119 people obtain from stratified random sampling. The result of the analysis is that people's persepction about waste management is good enough from waste sources to waste disposal. Mean while, the result of CVM study, generates average WTP value, namely as much as Rp 4.300/month/family. The above analysis result is over the standard priceproposed by the government, namely as much as Rp 1.000/month/family and it is economiy and social potential within society in which people's ability for paying waste retribution becomes gravitational force for private party to join in waste management upon collector stage in hoelsing environment of Pemalang City. The private party will obtain profit on the 2<sup>nd</sup> to the 6<sup>th</sup> with the ATP value is as much as Rp 3.500,- and WTP value is as much as Rp 1.900,- with service reach is 450 heads of family. The important recommendation for Pemalang City Government is that regulation and new policy about arranging of retribution cost should be arranges based on people's ability and willingness.*

**Key word : ability, willingness, management, waste**