

The Impact of Attitudes Toward the #BersihPastiUntung Campaign and Subjective Norms of Recycling on High School Students' Intentions to Participate in Recycling Programs

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ABSTRACT

The #BersihPastiUntung campaign, designed by PT. Mountrash Avatar Indonesia, aims to increase high school students' participation in recycling programs through education on waste sorting. This study analyzes the impact of attitudes toward the campaign (X1) and subjective norms of recycling (X2) on students' intentions to participate in recycling programs (Y) using the Theory of Reasoned Action (TRA) framework. The research was conducted at SMAN 72, SMAN 75, and SMAN 18 Jakarta, involving 173 students who had participated in the campaign more than twice, using a simple linear regression method. The results show that attitudes toward the campaign significantly impact students' intentions, with a significance value of 0,000, explaining 26,9% of the variation in their intentions to participate. Subjective norms also have a significant influence, with a significance value of 0,000, accounting for 46% of the variation in students' intentions. These findings indicate that positive campaign messages effectively raise students' awareness of the importance of waste sorting, while social encouragement from family, friends, and teachers plays a crucial role in fostering students' commitment to actively engage in recycling programs. This study highlights the importance of effective communication in campaigns and social encouragement to motivate pro-environmental behavior among students. The results provide practical insights for developing more effective educational campaign strategies to encourage youth participation in recycling programs.

Keywords: #BersihPastiUntung, Recycling Intentions, Subjective Norms, Attitude

ABSTRAK

Kampanye #BersihPastiUntung yang dirancang oleh PT. Mountrash Avatar Indonesia bertujuan untuk meningkatkan partisipasi siswa SMA dalam program daur ulang melalui edukasi tentang memilah sampah. Penelitian ini menganalisis pengaruh sikap terhadap kampanye (X1) dan norma subjektif dalam daur ulang (X2) terhadap niat siswa untuk berpartisipasi dalam program daur ulang (Y) menggunakan kerangka Theory of Reasoned Action (TRA). Studi ini dilakukan di SMAN 72, SMAN 75, dan SMAN 18 Jakarta, melibatkan 173 siswa yang telah mengikuti kampanye lebih dari dua kali, dengan metode regresi linier sederhana. Hasil analisis menunjukkan bahwa sikap terhadap kampanye memiliki pengaruh signifikan terhadap niat siswa, dengan nilai signifikansi

0,000 dan menjelaskan 26,9% dari variasi niat siswa untuk berpartisipasi. Norma subjektif juga memberikan pengaruh signifikan dengan nilai signifikansi 0,000 dan menjelaskan 46% dari variasi niat siswa. Temuan ini menunjukkan bahwa pesan kampanye yang positif mampu meningkatkan kesadaran siswa akan pentingnya memilah sampah, sementara dorongan sosial dari keluarga, teman, dan guru memiliki peran besar dalam menciptakan komitmen siswa untuk terlibat aktif dalam program daur ulang. Dengan demikian, penelitian ini menekankan pentingnya komunikasi yang efektif dalam kampanye dan dukungan sosial untuk memotivasi perilaku pro-lingkungan di kalangan siswa. Hasil penelitian ini memberikan wawasan praktis untuk mengembangkan strategi kampanye edukasi yang lebih efektif dalam mendorong partisipasi generasi muda dalam program daur ulang.

Kata Kunci: #BersihPastiUntung, Niat Daur Ulang, Norma Subjektif, Sikap

BACKGROUND

Waste management in Indonesia remains a pressing issue, with 68.5 million tons of waste generated in 2022, according to SIPSN, and 18.5% of it unmanaged. This unmanaged waste leads to severe environmental pollution, particularly in urban areas like Jakarta. Despite various government initiatives, public participation in waste sorting and recycling remains low, emphasizing the need for behavioral change, especially among the younger generation.

To address this challenge, campaigns like #BersihPastiUntung, developed by PT. Mountrash Avatar Indonesia, aim to increase youth awareness and participation in recycling programs. Targeting high school students, the campaign educates participants on the importance of waste sorting and recycling. Schools such as SMAN 72, SMAN 75, and SMAN 18 Jakarta have been actively involved, highlighting the role of educational institutions in fostering recycling behaviors. However, building consistent

intentions to participate in recycling programs continues to be a challenge.

This study focuses on analyzing the influence of attitudes toward the recycling campaign and subjective norms on students' intentions to participate in recycling programs. By examining the role of social factors such as family, peers, and teachers in providing encouragement, support, and approval, this research aims to provide insights into effective strategies for promoting sustainable recycling behaviors among youth.

RESEARCH OBJECTIVE

The research objective is to examine the Impact of Attitudes Toward the #BersihPastiUntung Campaign and Subjective Norms of recycling on High School Students' Intentions to Participate in Recycling Programs.

THEORETICAL FRAMEWORK

Theory of Reasoned Action

The Theory of Reasoned Action (TRA), developed by Fishbein and Ajzen (1975), provides a comprehensive framework to explain the relationship between individuals' attitudes, subjective norms, and behavioral intentions. TRA emphasizes that behavioral intentions are formed through the combined influence of attitudes toward a behavior and subjective norms, which together predict actual behavior (Littlejohn et al., 2017). Attitudes reflect a person's evaluation of an action, shaped by outcome beliefs and outcome evaluations. For example, individuals may develop a positive attitude toward recycling if they believe it will yield desirable consequences, such as environmental preservation, and place high value on those outcomes (Jhangiani et al., 2022; Yu & Zhu, 2016).

Subjective norms, another key component of TRA, represent the perceived social pressures to perform or avoid a behavior (Fishbein & Ajzen, 1975). This is influenced by normative beliefs, which reflect the perceived expectations of significant others like family, friends, or peers, and the motivation to comply with those expectations (Argyriou & Melewar, 2011; Ham et al., 2015). For instance, if an individual believes that their social circle expects them to recycle and they are highly motivated to meet those expectations, it will strengthen their intention to act. Together, attitudes and subjective norms serve as determinants of behavioral intention, which is defined as the extent to which an individual plans or intends to

perform a specific behavior (Nickell & Hinsz, 2023).

Behavioral intention directly predicts the likelihood of actual behavior, as individuals with stronger intentions are more likely to carry out the desired action (Ratnaningsih DS & Saptono, 2020). In this model, attitudes and subjective norms work simultaneously to shape intention, which serves as the immediate antecedent to behavior. For example, in the context of recycling, a student's positive attitude toward the environmental benefits of recycling, combined with social approval and encouragement from peers and family, fosters their behavioral intention to participate in recycling programs. By clarifying the link between attitudes, subjective norms, and behavior, TRA highlights the importance of targeting both personal evaluations and social influences to encourage specific behavioral outcomes.

HYPOTHESIS

H1: There is an impact of attitudes towards recycling campaign (X1) on youth intention in recycling program participation (Y)

H2: There is an impact of subjective norms of recycling (X2) on youth intention in recycling program participation (Y)

RESEARCH METHOD

This study employed an explanatory quantitative approach to analyze the influence of attitudes toward the recycling campaign (X1) and subjective norms of recycling (X2) on youth intention to participate in recycling programs (Y)

(Zaluchu, 2020). The study population consisted of students from SMAN 72 Jakarta, SMAN 75 Jakarta, and SMAN 18 Jakarta, who had participated in the #BersihPastiUntung campaign at least twice. A purposive sampling technique was used, with specific criteria requiring students to have been exposed to the campaign. The sample included a total of 173 respondents, with a target of 50 students per school, ensuring adequate representation and consistent evaluation across schools (Sugiarto, 2001; Hair et al., 2019).

Primary data were collected using structured questionnaires distributed via Google Forms immediately after the campaign presentation. Respondents were guided on the meaning of the questions and answering procedures before independently completing the forms. The study applied a simple linear regression analysis to assess the influence of the independent variables on the dependent variable. Data processing involved systematic steps, including editing, coding, and tabulating to ensure the data were clean, categorized, and ready for analysis (Sekaran & Bougie). The findings were presented in descriptive tables to highlight the relationship between the variables and facilitate clear interpretation.

RESULTS AND DISCUSSION

The Influence of Attitudes towards Recycling Campaign on Youth Intention in Recycling Program Participation

The results of the analysis show a significant relationship between attitudes towards the recycling campaign (X1) and youth intention in recycling program participation (Y), with a significance value of 0,000 (<0.05) and a coefficient of 0,409. This indicates that improved attitudes towards the recycling campaign are associated with a corresponding increase in the intention to participate, confirming the research hypothesis (H1).

These findings are consistent with previous studies conducted by Knussen et al. (2004), Fatliana et al. (2021), and Nguyen et al. (2018), which also identified a significant relationship between attitudes and recycling intentions. These studies reinforce the idea that positive attitudes play a crucial role in influencing individuals' intentions to engage in pro-environmental behavior, including recycling activities.

Referring to the Theory of Reasoned Action (TRA) by Fishbein and Ajzen (1975), attitudes are shaped by behavioral beliefs (expected outcomes) and evaluations of those outcomes. In the context of this study, positive perceptions of the #BersihPastiUntung campaign help form favorable attitudes, which in turn strengthen youth intention to participate in recycling programs. The TRA emphasizes that credible information sources can alter attitudes and influence intentions, further validating the relationship found in this study.

The Influence of Subjective Norms of Recycling on Youth Intention in Recycling Program Participation

The hypothesis testing results indicate a significant relationship between subjective norms of recycling (X2) and youth intention in recycling program participation (Y). The analysis shows a significance value of 0,000, which is less than 0,05, and a coefficient value of 0,417, indicating a strong relationship. This suggests that an increase in subjective norms of recycling corresponds to an increase in youth intention to participate in recycling programs, thereby supporting the hypothesis (H2).

These findings align with previous research by Arli et al. (2020) and Oduro-Appiah et al. (2024), which highlight the significant role of subjective norms in influencing recycling intentions. Both studies emphasize that social expectations and peer influence can effectively encourage individuals to adopt recycling behaviors, further validating the importance of subjective norms in shaping youth participation in recycling programs.

Referring to the Theory of Reasoned Action (TRA) by Fishbein and Ajzen (1975), subjective norms play a crucial role in shaping behavioral intentions. Subjective norms are formed through normative beliefs—perceptions of what others expect—and motivation to comply with those expectations. In this study, the presence of positive subjective norms creates social pressure and expectations

that encourage youth participation in recycling programs. This aligns with TRA's foundation, demonstrating that subjective norms are a key determinant of behavioral intention.

CONCLUSION

The findings of this study show that attitudes toward recycling campaigns and subjective norms of recycling significantly impact youth intentions to participate in recycling programs. Based on simple linear regression analysis, the variable of attitudes toward recycling campaigns has a significance value of 0,000 (<0.05), indicating that the influence of attitudes on youth intentions is significant, and the hypothesis is accepted. Meanwhile, the variable of subjective norms of recycling has a significance value of 0,000 (<0.05), which also demonstrates a significant influence on youth intentions. These results suggest that after respondents completed the questionnaire, conducted after attending the #BersihPastiUntung campaign presentation, and based on their experiences of receiving approval, support, and encouragement from their environment, such as family, friends, and teachers, these factors play a role in influencing youth intentions to participate in recycling programs.

RECOMMENDATION

1. This study provides empirical evidence of the influence of attitudes towards recycling campaign (X1) and subjective norms of recycling (X2) on youth intention in recycling program

participation (Y) in the context of the #BersihPastiUntung campaign. This study supports the Theory of Reasoned Action (TRA) developed by Fishbein and Ajzen and emphasizes the importance of attitudes and subjective norms in shaping pro-environmental behavioral intentions. Therefore, future research is recommended to further explore this theory by including additional variables to enrich the literature on recycling participation intentions.

2. The results of the study show that campaigns designed with an informative and credible approach can enhance positive attitudes and subjective norms that support recycling participation among youth. Therefore, these findings can serve as a reference for environmental organizations, local governments, or educational institutions in designing more effective campaign strategies to promote recycling behavior. It is recommended that campaigns such as #BersihPastiUntung continues to be developed, focusing on elements that enhance awareness, information credibility, and positive social pressure among target audiences.
3. This study highlights the importance of social factors in influencing pro-environmental behavior, such as subjective norms driven by support from peers and family. Therefore, it is

recommended that environmental education programs in schools not only focus on delivering information but also create a social environment that supports recycling behavior. Additionally, this research can serve as a foundation for developing community-based policies that prioritize collaboration among stakeholders, such as students, teachers, and the community, to address sustainable waste management issues. This study can also be used as a basis for Mountrash to evaluate their current campaign activities and expand the campaign's reach to a larger scale in the future.

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