

RINGKASAN

Penelitian ini berjudul “Pengaruh Komunikasi Program dan Partisipasi Masyarakat dalam Program Bank Sampah di Kunciran Mas Permai Kota Tangerang”. Tujuan penelitian ini adalah untuk mengetahui pengaruh yang positif dan signifikan antara Komunikasi Program dan Partisipasi Masyarakat dalam Program Bank Sampah terhadap Kualitas Lingkungan, baik secara parsial maupun secara bersama-sama.

Penelitian ini dilakukan di Kunciran Mas Permai, Kelurahan Kunciran Indah, Kota Tangerang, khususnya di RW 001 Perumahan Kunciran Mas Permai. Sasaran penelitian ini adalah masyarakat RW 001 yang terdiri dari 9 (Sembilan) RT di Perumahan Kunciran Mas Permai. Metode penelitian menggunakan metode survei, teknik pengambilan sampel menggunakan teknik *simple random sampling*, metode pengumpulan data menggunakan kuesioner, observasi, dan dokumentasi. Teknik analisis data dilakukan secara kuantitatif dengan menggunakan korelasi product moment, Kendall's tau-b, distribusi frekuensi, korelasi parsial, dan regresi ordinal.

Hasil penelitian menunjukkan bahwa:

1. Komunikasi Program (X1) mempunyai pengaruh yang positif dan signifikan terhadap Kualitas Lingkungan (Y) yang dibuktikan dengan hasil analisis Korelasi Kendall's tau-b sebesar 0,624** dengan menunjukkan arah yang positif. Sedangkan berdasarkan hasil analisis Regresi Ordinal diketahui nilai koefisien regresi sebesar 0,607.
2. Partisipasi Masyarakat (X2) mempunyai pengaruh yang positif dan signifikan terhadap Kualitas Lingkungan (Y) yang dibuktikan dengan hasil analisis Korelasi Kendall's tau-b sebesar 0,641** dengan menunjukkan arah yang positif. Sedangkan berdasarkan hasil analisis Regresi Ordinal diketahui nilai koefisien regresi sebesar 0,676.
3. Komunikasi Program (X1) dan Partisipasi Masyarakat (X2) mempunyai pengaruh yang positif dan signifikan terhadap Kualitas Lingkungan (Y) yang dibuktikan dengan hasil analisis Regresi Ordinal diketahui nilai koefisien regresi sebesar 0,691.

Berdasarkan hasil analisis penelitian dapat disimpulkan ada pengaruh positif dan signifikan antara Komunikasi Program dalam Program Bank Sampah terhadap Kualitas Lingkungan di Kunciran Mas Permai Kota Tangerang, dan Partisipasi Masyarakat dalam Program Bank Sampah terhadap Kualitas Lingkungan di Kunciran Mas Permai Kota Tangerang, serta pengaruh secara bersama-sama Komunikasi Program dan Partisipasi Masyarakat dalam Program Bank Sampah terhadap Kualitas Lingkungan dalam Program Bank Sampah di Kunciran Mas Permai Kota Tangerang.

Kata Kunci: Komunikasi Program, Kualitas Lingkungan, Partisipasi Masyarakat.

SUMMARY

This Research titled “Influence the Communication Program and Public Participation in Waste Bank Program to Environmental Quality at Kunciran Mas Permai Tangerang”. The purpose of this research was to determine the effect a positive and significant correlation between Communication Program and Public Participation in Waste Bank Program to Environmental Quality at Kunciran Mas Permai Tangerang, either partially would also together.

The research conducted at Kunciran Mas Permai, Kunciran Indah Village, Tangerang City, especially in RW 001 Kunciran Mas Permai Regency. Goal of this research is the society of RW 001 consisting of 9 (nine) RT at Kunciran Mas Permai Regency. Research method used survey method, sampling techniques using Simple Random Sampling Technique, the method of data collection using questionnaires, observation, and documentation. Technique of data analysis was done by product moment correlation, kendall’s tau b, frequency distribution, partial correlation, and regression ordinal.

The results of this research showed that:

1. Communication Program (X1) has a positive influence and significant impact on the Environmental Quality (Y) as evidenced by the results of kendall’s tau-b correlation analysis of 0,624** to indicate a positive direction. While based on the ordinal regression analysis known the value of the regression coefficient 0,607.
2. Public Participation (X2) has a positive influence and significant impact on the Environmental Quality (Y) as evidenced by the results of kendall’s tau-b correlation analysis of 0,641** to indicate a positive direction. While based on the ordinal regression analysis known the value of the regression coefficient 0,676.
3. Communication Program (X1) and Public Participation (X2) has a positive influence and significant impact on the Environmental Quality (Y) as evidenced by the results of the ordinal regression analysis known the value of the regression coefficient 0,691.

Referring to the results of the analysis of this study concluded there is positive and significant influence between the Communication Program in Waste Bank Program of the Environmental Quality at Kunciran Mas Permai Tangerang, and Public Participation in Waste Bank Program with Environmental Quality at Kunciran Mas Permai Tangerang, as well as the influence jointly Communication Program and Public Participation in Waste Bank Program of the Environmental Quality at Kunciran Mas Permai Tangerang.

Keywords: Communication Program, Environmental Quality, Public Participation.