

ABSTRAK

Penelitian ini bertujuan untuk: (1) Menganalisis dan mendeskripsikan bagaimana internalisasi pendidikan kebersihan melalui Gerakan Shadaqah Sampah (GSS) di kampung Brajan. (2) Menganalisis dan mendeskripsikan faktor pendukung dan penghambat internalisasi pendidikan kebersihan melalui Gerakan Shadaqah Sampah (GSS) di kampung Brajan. Penelitian ini menggunakan pendekatan kualitatif. Teknik pengumpulan data menggunakan observasi, wawancara dan dokumentasi. Analisis data menggunakan reduksi data, penyajian data dan penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa, (1) tahapan internalisasi: (a) tahap transformasi nilai: mengedukasi masyarakat dan membuat banner larangan membuang sampah di area tertentu; (b) transaksi nilai: secara langsung dengan diumumkan kepada masyarakat untuk mengumpulkan sampah. Secara tidak langsung masyarakat ikut berpartisipasi (c) transinternalisasi: sebelum adanya GSS ketika Bapak Ananto mulai mengumpulkan sampah pada bulan Ramadhan. Setelah adanya GSS yaitu mengedukasi masyarakat membuat *ecobrick* dan membuat tas dari kaos bekas. (2) faktor pendukung dan penghambat tahap internalisasi: (a) faktor penghambat tahap transformasi nilai adalah kurangnya pengetahuan masyarakat. Faktor pendukungnya adalah mengedukasi masyarakat; (b) Faktor penghambat tahap transaksi nilai adalah belum adanya partisipasi masyarakat. Faktor pendukungnya adalah menyiapkan karung. (c) Faktor penghambat tahap transinternalisasi adalah masyarakat membuang sampah di lahan miliknya. Faktor pendukungnya Ketua RT menegaskan untuk tidak membuang sampah rumah tangganya disana.

Kata kunci: Internalisasi, Kebersihan Lingkungan, Shadaqah Sampah.

ABSTRACT

This study aimed at: (1) analyzing and describing how the hygiene education through the movement of Trash *Shadaqah* (GSS) was internalized at Brajan village. (2) Analyzing and describing the supporting and inhibiting factors of the internalization of hygiene education through the movement of Trash *Shadaqah* (GSS) at Brajan village. This research used qualitative approach. The data were compiled through observation, interview and documentation. Data were then analyzed through the process of data reduction, data presentation, and conclusion.

The research result indicated that (1) internalization phase: (a) the phase of value transformation: educating society and designing banner to prohibit littering at some particular areas; (b) value transaction: done directly by informing society to collect trash. Thus, it indirectly encouraged society to participate. (c) Trans internalization: before the implementation of GSS that was when Mr. Ananto started to collect trash during Ramadhan month. After the implementation of GSS, the society was educated to create ecobrick and produce bag made of used T-shirt. (2) The supporting and inhibiting factors of the internalization process: (a) the inhibiting factor of the value transformation phase was the society's lack of knowledge. The supporting factor was educating society; (b) the inhibiting process of the value transaction was the absence of society's participation. Its supporting factor was preparing sack bag. (c) The inhibiting factors of internalization phase was that society threw their trash at their own property. The supporting factor was that the head of the Neighborhood Association (RT) strengthened the notice not to litter their domestic waste even around their own property.

Keywords: Internalization, Environment Hygiene, Trash *Shadaqah*.