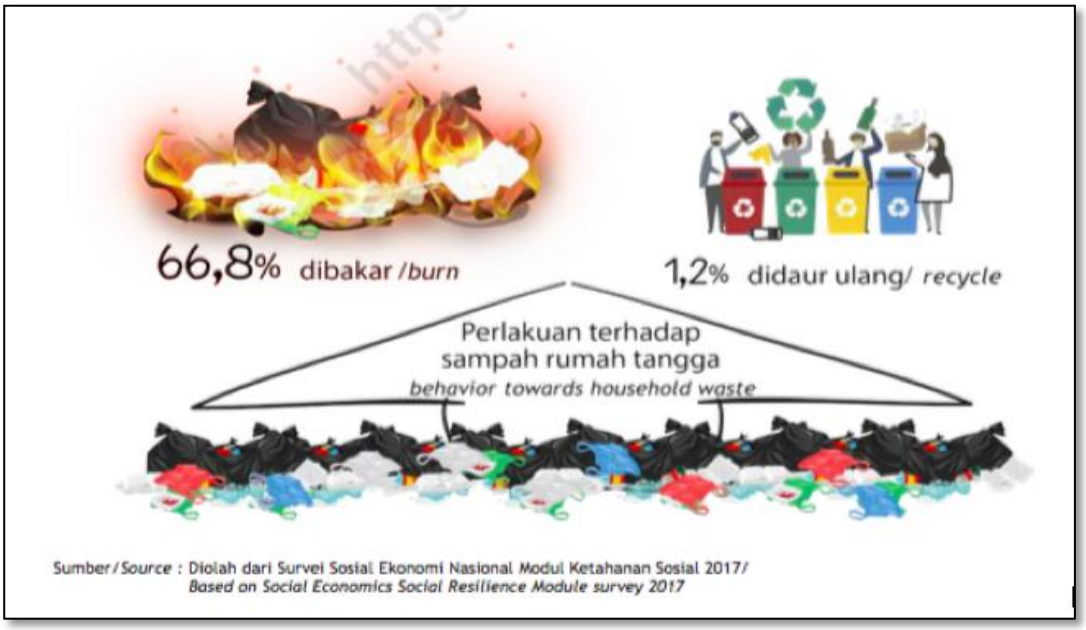
CHAPTER I
INTRODUCTION

1.1. Background

Waste is an important aspect of global attention, especially for developing countries in addressing the increasing volume of waste production and also for developed countries to contribute through innovation in the form of technology and sustainable environmental management strategies. This problem has become one of the important factors that seized the attention of the World Bank in financing waste management projects, both in the form of infrastructure or waste sorting and waste management facilities, developing community knowledge about waste management, providing input to legal, social and cultural structures (The Word Bank, 2019). Based on the Sustainable Development Goals (SDGs) target, where every country in the world must prevent landfill by recycling waste, reusing and reducing materials that cannot be decomposed by soil (Word Bank, 2018). Modern waste management processes by recycling, reusing and reducing (3R) and 5R methods or often called change and planting are ways of environmental management that can minimize waste disposal in landfills (Environmental Statistics Indonesia, 2017). According to Indonesian Statistics data, it is estimated that the waste generated by each population and household in Indonesia is estimated to reach 0.52 kg / person / day, calculated based on Indonesia's total population of 258.7 million people (Indonesian Environmental Statistics, 2017), hence waste generated by the population in Indonesia in 2016 reached 65,200,000 tons per year, so that if there is no proper and sustainable handling of waste, then this problem can cause environmental damage (Indonesian Environmental Statistics, 2018). Whereas the handling of waste by the process of recycling waste reaches 1.2% and the treatment of waste by burning waste reaches 66.8% (BPS Indonesia, 2018).

Figure. 1.1. Percentage of Household who Recycling and Burning Waste, 2017



Source: BPS Indonesia, 2018. Waste Management

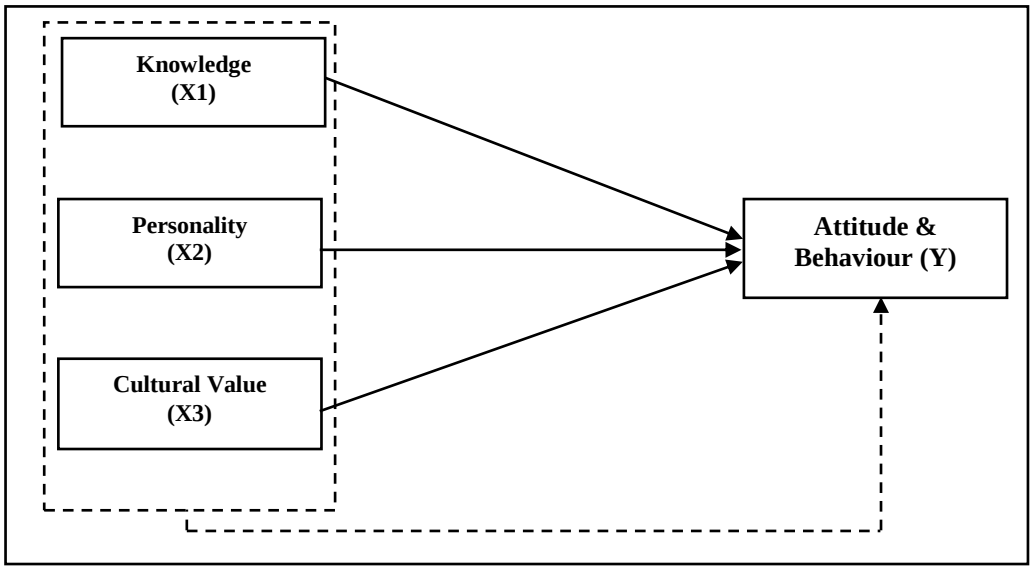
Following the SDGs target where the program is to reduce the increase in the volume of waste, the Indonesian International Institute of Life Sciences (i3L) has developed an environmental management strategy by recycling through regulations made on campus by innovating and instilling student awareness in behavior to the environment around the university. Therefore, in this study the aim of the researcher is to know the attitudes and behavior of students' personalities, cultural values about waste management and knowledge about waste management in students at campus, home and at work.

1.2. Objective and Research Question

This research project will focus on the personality, knowledge and culture of students at the University. The main objective is to explore how students' understanding of waste management is related to student activities on campus, home and workplace. Considering literacy about knowledge, personality, and cultural values related to students' attitudes and behavior about environmental management, this study aims to answer the following research questions:

1. Does knowledge influence attitude toward students' behavior on waste management in Indonesia International Institute for Life Sciences (i3L)?
2. Does personality influence attitude toward students' behavior on waste management in Indonesia International Institute for Life Sciences (i3L)?
3. Do the cultural values of environmental cleanliness influence attitude toward students' behavior on waste management in Indonesia International Institute for Life Sciences (i3L)?

Figure. 1.2. Research Variable



Description:

- - - → = The effect of each dependent variable on the independent variable

——→ = The effect of the dependent variable simultaneously on the independent variable