

ABSTRACT

ANALYSIS OF THE FACTORS THAT CAUSING AN ENVIRONMENTAL DAMAGE OF BANDAR JAYA MARKET, CENTRAL LAMPUNG REGENCY IN 2018

By
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This research aims to examine the factors that cause an environmental damaging in Bandar Jaya Market in Central Lampung Regency. The focus of this research are the environmental damaging condition of the market and the factors that cause an environmental damaging in the market. The method that has been used on this research was descriptive method with the sample of 21 people. The data collection method that have been used were observation, interview with 21 people as a informant, and documentation. This research had been took located in Bandar Jaya Market. The data in this research were being analyzed with interactive analyzing data method by Miles and Huberman. The result of this research were pointed out (1) Based on 12 informant the market environmental had been damage. (2) Based on 21 informant the factor that caused an market environmental damage were trash, 17 informant mentioned the lacking of waste and environmental management system, and 11 informant mentioned a lack of awareness for cleanliness.

Keywords: *factors, environmental damage, market.*

ABSTRAK

ANALISIS FAKTOR PENYEBAB KERUSAKAN LINGKUNGAN PASAR BANDAR JAYA LAMPUNG TENGAH

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Oleh

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Penelitian ini bertujuan untuk mengkaji faktor penyebab kerusakan lingkungan Pasar Bandar Jaya Kabupaten Lampung Tengah. Fokus kajiannya adalah kondisi kerusakan lingkungan pasar dan faktor penyebab kerusakan lingkungan pasar. Penelitian ini menggunakan metode deskriptif. Sampel penelitian ini sebanyak 21 orang. Pengumpulan data menggunakan teknik observasi, wawancara dengan 21 orang sebagai informan, dan dokumentasi. Lokasi dari penelitian ini adalah Pasar Bandar Jaya. Analisis data yang digunakan adalah model analisis interaktif Miles dan Huberman. Hasil dari penelitian menunjukkan (1) Menurut 12 informan lingkungan pasar mengalami kerusakan. (2) Menurut 21 informan faktor penyebab kerusakan lingkungan pasar adalah sampah, 17 informan menyebutkan buruknya sistem pengelolaan sampah dan lingkungan, dan 11 orang menyebutkan kurangnya kesadaran akan kebersihan.

Kata Kunci: faktor, kerusakan lingkungan, pasar.