

## **ABSTRACT**

### **PERCEPTION OF VILLAGERS TOWARD ONE MAN ONE TREE PROGRAM**

**(Study on Villager at Karet Kavling Village of Sepatan District  
Tangerang Regency)**

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Villagers of 07/03 Complex in Karet Kavling Village of Sepatan District Tangerang Regency tend to lack awareness of environmental conservation and village location close to the plant vulnerable to air pollution, but Villagers in this village is one of the goals of socialization One Man One Tree (OMOT) Program. Lack of awareness of the preservation of the environment is expected to influences people's perception of the message the One Man One Tree are relatively good, so it can influence the behavior of villagers. The problem is what is important to be used as the basis for scientific research. One of the programs implemented by the government to prevent global warming and preserve the stability of the environment in order to stay beautiful and cool is OMOT Program. The program was actually born and motivated by an awareness of the importance of a cool environment for the development of Indonesia's beautiful clean, so the threat of the most threatening form of adult humans is global warming impact can be minimized.

Formulation of the problem in this research is: How is the villagers perception on Karet Kavling Village of Sepatan District Tangerang Regency toward One Man One Tree Program? The purpose of this study was to determine the villagers perception in Karet Kavling Village of Sepatan District Tangerang Regency toward One Man One Tree Program.

This study used descriptive research type, by taking a sample of villagers in Karet Kavling Village of Sepatan District Tangerang Regency, amounting to 76 people. The data was collected by questionnaire and documentation. Data than analyzed quantitatively using the formula percentages and intervals.

The results of this study indicate: (1) Villagers in Karet Kavling Village of Sepatan District Tangerang Regency has a poor perception toward OMOT Program. It is based on data from 76 respondents: 12 (15.79%) of respondents have a perception that is not good toward OMOT Program, 49 (64.47%) of respondents had an unfavorable perception toward OMOT Program and only 15 (19,74%) of respondents have a good perception toward OMOT Program. (2) The perception of Villagers in Karet Kavling Village of Sepatan District Tangerang Regency toward OMOT Program was included in the unfavorable category can be caused by lack of knowledge of villagers on issues relating to the program such as socialization in the form of education and the media, the background of program, objectives of program, importance of program, targets and shapes of OMOT Program.

Keyword: Perception, OMOT Program