

ABSTRACT

THE EFFECTIVENESS OF BANDAR LAMPUNG GOVERNMENT POLICY SOCIALIZATION ABOUT TIME TO LITTER AS AN EFFORT TO CREATE ENVIRONMENT CLEANLINESS (A Study in Sepang Jaya Village in Bandar Lampung)

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The objective of this research is to find out the effectiveness of Bandar Lampung government policy socialization about time to litter as an effort to create environment cleanliness in Bandar Lampung.

This was a descriptive research using qualitative approach. The research location was in Sepang Jaya village environment in Bandar Lampung. This research focused the effectiveness of socialization of Bandar Lampung government policy about time to litter. Informants in this research were public figures in Sepang Jaya village and officers in Bandar Lampung government. This research used primary and secondary data and then the data were analyzed using methods of data reduction, presentation, and verification.

The results showed that the socialization conducted by Bandar Lampung government about time to litter in 22:00 pm to 05:30 am was not yet effective in creating cleanliness in Bandar Lampung. This could be seen from many littering bags scattered in the morning and there was no public awareness to conduct and obey the content of the policy. In the future, the policy is expected to be firmer to make public wary and not neglecting the existing policy.

Keywords : effectiveness, policy socialization, environment cleanliness