

ABSTRACT

Muhamad Hilmansyah, 2024. WASTE MANAGEMENT BASED ON THE 3R CONCEPT IN INCREASING THE ENVIRONMENTAL AWARENESS OF VILLAGE COMMUNITIES (Study at the Zakiah Waste Bank, Waluri Village, Lebakmuncang Village, Ciwidey District, Bandung Regency). Department of Community Education, Faculty of Teacher Training and Education, Siliwangi University, Tasikmalaya.

The waste problem in Waluri Village occurs because the waste management carried out has not been able to overcome the total existing waste generation and the community does not feel the impact or benefits of this waste management. Waste management based on the 3R concept (reduce, reuse, recycle) is integrated waste management by implementing management from the source. The aim of this research is to determine the process of waste management based on the 3R concept in increasing environmental awareness of village communities at the Zakiah Waste Bank, Waluri Village, Lebakmuncang Village, Ciwidey District, Bandung Regency. This research uses descriptive qualitative research methods. Data collection was carried out using observation, interviews and document study techniques. The results of this research show that the waste management process based on the 3R concept includes the planning stage which includes problem identification, goal formulation and program design, then the organizing stage which includes duties and responsibilities, the mobilization stage which includes implementation and community participation in education and training outreach activities and The monitoring stage includes evaluation of activities, as well as the output and outcomes produced. The process of increasing awareness of the people of Waluri Village is achieved through motivation, environmental knowledge and skills. The conclusion of this research is that waste management based on the 3R concept at the Zakiah Waste Bank not only includes good waste management, but also increases environmental awareness of the people of Waluri Village.

Keywords: *Waste Management, 3R Concept, Environmental Awareness, Waste Bank*