ABSTRACT

COMMUNITY EMPOWERING THE WARD CIBEUREUM OF CIMAHI CITY (A STUDY OF WASTE MANAGEMENT THROUGH THE PROGRAM REDUCE, REUSE, RECYCLE)

Research motivated by the high amount of waste and unemployment income and the condition of the people who have lower levels of education and economic levels vary, it is necessary to appropriate community empowerment that waste management can be implemented independently in the Village Cibeureum Cimahi. It takes an active role in addressing the waste problem by empowering the people in the Village Cibeureum Cimahi.

The theory used is the Community Empowerment theory raised by Edi Suharto in the book Building Communities Empowering People. According to the theory to achieve community empowerment views of Development, Capabilities, Protection, Support and Maintenance.

This study uses descriptive qualitative approach. Data collection techniques used are observation, interviews, and documentation. Determination informant technique used is purposive sampling for parties and civil society. The research was conducted in the village Cibeureum and the Department of Hygiene and Cimahi.

Based on the research, development potential in the management of waste through the 3R program is not good enough, judging from the lack of knowledge about the 3R program. Ability in the management of waste through the 3R program is quite good views of considerable levels of public education and training provided by the apparatus. Protection of waste management through the 3R program pretty well, judging from the consultation given to the public officials. Support the management of waste through the 3R program is not good enough, judging from sedikitnyadana given to the public. Maintenance in waste through the 3R program is not good enough, judging from the lack of guidance provided by the apparatus at regular intervals.

The conclusion of empowerment Village Cibeurem in waste through the 3R program quite well. Apparatus Village Cibeureum been doing training and motivation in managing waste generated by the Village Cibeureum.

Suggestions from this study support the government should provide such facilities and infrastructure, fund the maximum then the motivation of stakeholders on an ongoing basis.

Keywords: Community Empowerment, Waste Management, 3R Program, Potential, Ability.