

COMPLETION REPORT

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【Subject of Research Project】

Comparative Study of Environmentally Conscious Behavior in Kamikatsu Village, Japan and Penglipuran Bali, Indonesia in Creating A Disciplined Culture of Waste Management

The issue of waste management and environmental cleanliness is not new and remains a pressing concern in various countries, including Japan and Indonesia. This study endeavors to explore the factors influencing community behavior towards waste management, focusing on residents of Kamikatsu Takoshima Village in Japan and Penglipuran Village in Bali, Indonesia. Utilizing qualitative research methods, interviews were conducted with selected respondents from both villages. With distinct demographic characteristics, this research aims to uncover the drivers of behavioral patterns in waste management

The theory of planned behavior posits that there are three primary factors influencing an individual's intention to engage in a particular behavior: attitudes towards the behavior, subjective norms, and perceived behavioral control. The findings of this study confirm that the three key factors outlined in the Theory of Planned Behavior significantly influence individuals' intentions towards waste management practices in Kamikatsu Village and Penglipuran Village, as detailed in the research findings below:

Table 1. Factors that Encourage Environmentally Conscious Behavior in Village Communities

Factors Influencing Behavior in Waste Management	Kamikatsu Village – Tokushima – Japan	Penglipuran Village – Bali – Indonesia
Attitude towards Behavior: This factor relates to how much confidence someone will benefit from waste management	The residents of Kamikatsu village actively participate in waste management due to their awareness of its environmental benefits. For instance, the community receives incentives for their involvement in the zero-waste program. Moreover, they have observed significant environmental improvements, such as substantial waste reductions, which positively impact the local environment	The culture of cleanliness has been ingrained as a generational habit, driven by perceived benefits such as: • Maintaining the cleanliness of the village • Boosting tourism • Generating additional income through the sale of plastic waste to the waste bank, with funds acquired used for traditional village ceremonies and various communal activities.
Subjective Norms : This factor relates to an individual's perception of what others see or judge right or wrong and how much social pressure they receive from the environment to do or not perform these behaviors.	The behavior of Kamikatsu Village residents that refers to subjective norms is that they consider that waste management behavior, especially sorting waste into 45 categories, is something good and important, so that when individuals do not do the same, the individual will feel ashamed for not complying.	• Balinese people feel a strong sense of shame if they do not actively participate in maintaining the cleanliness of their environment. • The practice of keeping the environment clean is deeply ingrained within the customary laws inherited from ancestors, which are collectively agreed upon and strictly adhered to by all members of the community.

Perceived Behavior Control: Factors related to belief in success in engaging in zero waste programs	The people of Kamikatsu village, have confidence that they can afford to be involved in the zero waste program.	The residents of Penglipuran village exhibit a strong confidence in their ability to participate effectively in the zero waste program
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From the results of this study using the lens of Planned Behavior Theory, it shows that there are differences in factors that most strongly influence waste management behavior from the two villages that are the object of research. *First*, Kamikatsu Village: the most powerful factor influencing waste management behavior is **attitude towards behavior**. The people of Kamikatsu Village have a strong belief that their involvement in waste management will bring them benefits. *Second*, Penglipuran Village: the most powerful factor influencing waste management behavior is **subjective norms**. Unlike the residents of Kamikatsu Village, the behavior of waste management by Penglipuran Village residents is influenced by cultural traditions that have been passed down by their ancestors who teach that they must maintain balance with the environment, as well as the community's strong belief that "waste is something shameful"

Drawing lessons from waste management practices in Kamikatsu Village, Indonesia, could inform the establishment of a centralized waste management system, with active government involvement. Additionally, an intriguing initiative undertaken in Indonesia involves integrating waste management programs into the school curriculum, enabling the early introduction of waste management concepts to children.

Publication of the Results of Research Project:

Verbal Presentation (Date, Venue, Name of Conference, Title of Presentation, Presenter, etc.)

Date: 1-2 November, 2024

Venue: Ninh Binh, Vietnam

Name of Conference: International Conference on Emerging Challenges: Smart Business and Digital Economy

Title of Presentation: Subjective Norms and Attitudes Toward Behaviour of Environmentally Conscious Behaviour in Kamikatsu Village, Japan and Penglipuran Bali Indonesia

Presenter: Martdian Ratnasari, Diyah Dumasari Siregar and Dhinar Silalahi

Thesis (Name of Journal and its Date, Title and Author of Thesis, etc.)

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- 4) Author of Thesis: Martdian Ratnasari, Diyah Dumasari Sirega rand Dhinar Silalahi
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Title: “Apakah Budaya atau Aturan yang Memnbentuk sebuah Perilaku?”

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URL: <https://swa.co.id/swa/trends/apakah-budaya-atau-aturan-yang-membentuk-sebuah-perilaku>