ABSTRAK

MAHDA, NPM: 2022473. JUDUL "Pengelolaan Limbah dan Sampah Dagangan di Pasar Raya Bauntung Tanjung Kecamatan Tanjung Kabupaten Tabalong". Dibawah bimbingan **Ibu Siti Raudah, S.Sos., M.A.P., CHCM, CELM** sebagai pembimbing I dan **Bapak Moh. Fajar Noorrahman, M.Psi.** sebagai pembimbing II**.**

Pengelolaan limbah dan sampah di Pasar Raya Bauntung Tanjung merupakan salah satu upaya untuk menciptakan lingkungan pasar yang bersih, sehat, dan nyaman. Namun, dalam pelaksanaannya masih ditemukan beberapa permasalahan. Berdasarkan kondisi tersebut, penelitian ini bertujuan untuk mengetahui pengelolaan limbah dan sampah dagangan di Pasar Raya Bauntung Tanjung Kecamatan Tanjung Kabupaten Tabalong serta faktor-faktor yang mempengaruhinya.

Penelitian ini menggunakan pendekatan kualitatif dengan tipe penelitian deskriptif kualitatif. Teknik pengumpulan data melalui observasi, wawancara, dan dokumentasi. Penentuan informan menggunakan teknik *purposive sampling* dengan jumlah informan sebanyak 11 orang. Data yang diperoleh dianalisis melalui tahapan kondensasi data, penyajian data, dan penarikan kesimpulan. Uji kredibilitas data dilakukan melalui perpanjangan pengamatan, meningkatkan ketekunan, triangulasi, penggunaan bahan referensi, dan *member check*.

Hasil penelitian menunjukkan bahwa pengelolaan limbah dan sampah dagangan di Pasar Raya Bauntung Tanjung Kecamatan Tanjung Kabupaten Tabalong secara umum telah berjalan cukup baik berdasarkan fungsi manajemen George R. Terry yang meliputi perencanaan (planning), pengorganisasian (organizing), penggerakan (actuating), dan pengawasan (controlling). Pada aspek perencanaan telah tersedia tujuan, program, serta sumber daya pendukung pengelolaan sampah. Pengorganisasian telah dilaksanakan melalui pembagian tugas petugas kebersihan sesuai tanggung jawabnya. Penggerakan dilakukan melalui pemberian arahan, koordinasi, dan kerja sama antara Dinas Lingkungan Hidup, petugas kebersihan, serta pengelola pasar. Pengawasan juga telah dilaksanakan melalui kegiatan monitoring dan evaluasi terhadap kebersihan pasar. Namun demikian, pelaksanaannya masih belum optimal karena masih ditemukan sampah yang bercampur antara organik dan anorganik, limbah organik yang dibuang ke saluran drainase, serta limbah tusuk makanan yang berserakan di sekitar area pasar. Faktor pendukung, yaitu tersedianya sarana dan prasarana kebersihan. Adapun faktor penghambat meliputi kurangnya sosialisasi, rendahnya kesadaran pedagang dan pengunjung dalam membuang sampah pada tempatnya, tingginya volume sampah yang dihasilkan setiap hari, penumpukan sampah pada saat aktivitas pasar ramai, serta limbah organik yang mudah menimbulkan bau.

Disarankan kepada Kepala Dinas Lingkungan Hidup Kabupaten Tabalong meningkatkan sosialisasi dan edukasi kepada pedagang serta pengunjung mengenai pengelolaan sampah, menambah fasilitas kebersihan yang memadai, serta memperkuat pengawasan dan koordinasi dengan pengelola pasar.

ABSTRACT

MAHDA, NPM: 2022473. TITLE "Management of Trade Waste and Garbage at Bauntung Tanjung Central Market, Tanjung District, Tabalong Regency". Supervised by **Mrs. Siti Raudah, S.Sos., M.A.P., CHCM, CELM** as the first supervisor and **Moh. Fajar Noorrahman, M.Psi.** as the second supervisor.

The management of trade waste and garbage at Bauntung Tanjung Central Market is one of the efforts to create a clean, healthy, and comfortable market environment. However, several problems are still encountered in its implementation, such as waste that has not been separated according to its type and the low level of awareness among traders and visitors in disposing of waste in designated bins due to the lack of effective public awareness campaigns regarding the importance of maintaining market cleanliness. Based on these conditions, this study aims to analyze the management of trade waste and garbage at Bauntung Tanjung Central Market, Tanjung District, Tabalong Regency, as well as the factors influencing its implementation.

This study employed a qualitative approach using a descriptive qualitative research design. Data were collected through observation, interviews, and documentation. Informants were selected using a purposive sampling technique, involving a total of 11 informants. The collected data were analyzed through the stages of data condensation, data presentation, and conclusion drawing. Data credibility was ensured through prolonged engagement, increased persistence, triangulation, the use of reference materials, and member checking.

The results indicate that the management of trade waste and garbage at Bauntung Tanjung Central Market, Tanjung District, Tabalong Regency, is generally categorized as fairly good. This is reflected in the indicators of strategic human resource planning, selective recruitment and selection, performance management focused on employee development, organizational culture supporting performance, and diversity and inclusion management, all of which have been implemented fairly well. However, the indicators of continuous training and development, as well as fair and competitive compensation, have not yet been optimally implemented. In addition, mixed organic and inorganic waste, organic waste disposed of into drainage channels, and food skewers scattered around the market area were still observed. The factors influencing waste management consist of supporting factors, namely the availability of sanitation facilities and infrastructure. Meanwhile, the inhibiting factors include inadequate public awareness campaigns, the low level of awareness among traders and visitors in disposing of waste properly, the high volume of waste generated daily, the accumulation of waste during peak market activities, and organic waste that easily produces unpleasant odors.

Recommended that the Environmental Agency of Tabalong Regency intensify public awareness and educational programs for traders and visitors regarding proper waste management, provide adequate sanitation facilities, and strengthen supervision and coordination with market management.