

CHAPTER I

INTRODUCTION

1.1. Research Background

Waste management has emerged as a critical issue in Indonesia, posing significant challenges due to its wide-ranging impacts on the public health, and their surrounding environment (Hallee, 2021). The country's waste generation has been on a continuous upward trend, reflecting rapid urbanization, population growth, and changing consumption patterns. In 2019, Indonesia produced 28,725,366.30 tons of waste. This figure increased to 29,005,278.37 tons in 2020, then to 29,767,331.68 tons in 2021, and reached a staggering 36,218,012 tons in 2022 (SIPSN, 2024). These statistics highlight the escalating waste problem, which shows no signs of subsiding. Increasing waste production puts pressure on existing waste management systems and infrastructure, causing inefficiencies and harm to the environment. The capital of Indonesia and a significant metropolitan center, Jakarta, is severely impacted by excessive garbage generation. In 2023, the city generated an average of 3,141,650 tons of waste. Notably, East Jakarta recorded the highest daily waste generation at 2,333 tons (SIPSN, 2024).

Table 1.1 Waste Production Levels in Jakarta in 2023 (SIPSN, 2024)

Tahun	Provinsi	Kabupaten/Kota	Timbulan Sampah Harian (ton)	Timbulan Sampah Tahunan (ton)
2023	DKI Jakarta	Kab. Adm. Kep. Seribu	18.18	6.634.27
2023	DKI Jakarta	Kota Adm. Jakarta Pusat	852.72	311.242.80
2023	DKI Jakarta	Kota Adm. Jakarta Utara	1.382.36	504.560.46
2023	DKI Jakarta	Kota Adm. Jakarta Barat	2.049.69	748.135.30
2023	DKI Jakarta	Kota Adm. Jakarta Selatan	1.971.13	719.463.79
2023	DKI Jakarta	Kota Adm. Jakarta Timur	2.333.19	851.613.56
			8.607.26	3.141.650.18

One crucial aspect of waste management is recycling. According to the Directorate General of Waste, Hazardous Waste, and Hazardous Substances Management (PSLB3) at the Indonesian Ministry of Environment and Forestry, enhancing waste management strategies involves actively promoting a circular economy approach through recycling (Putra, 2023). Recycling encompasses a series of activities aimed at reducing waste volume by reusing, recycling, and reprocessing materials that can be recovered (Sarmaniotis & Tilikidou, 2000). This process includes collecting waste materials such as plastics, paper, glass, and aluminum, and transforming them into new products (Plastics for Change, 2021). Effective recycling can significantly reduce the total volume of waste produced, as highlighted by Vega et al. (2008). Promoting and implementing recycling initiatives is therefore essential for sustainable waste management. In this regard, encouraging recycling initiatives and education, particularly among young people, is essential for fostering a sustainable future. Instilling sustainable habits early on ensures that the next generation is more environmentally conscious and better equipped to continue sustainable waste management practices (Naldi, 2023).

PT. Mountrash Avatar Indonesia (Mountrash) is a digital company dedicated to promoting recycling programs. The company created an innovative recycling service, namely a digital waste bank, which utilizes technology to provide good waste management facilities through an easy-to-access system. With this system, consumers will be given the opportunity to collect the waste that has been collected to be thrown into the existing waste bank and can later be deposited into money in the digital waste application. In addition, Mountrash also utilizes its platform by creating a campaign called #BersihPastiUntung to spread awareness

and correct waste management practices (Eni, personal communication, 21 March 2024).

The #BersihPastiUntung campaign specifically targets the younger generation, focusing particularly on high school students. To broaden the reach of the campaign, Mountrash visits high schools to conduct socialization efforts, including presentations and workshops. Between 2022 and 2023, PT. Mountrash visited several high schools in Jakarta, such as SMA Al-Muhajirin, SMAN 13, SMAN 92, SMAN 73, SMAN 75, SMAN 110, SMA Tanjung Priok, SMAN 80, SMAN 15, SMAN 83, SMAN 40, SMAN 111, SMAN 18, SMAN 2 Cikarang Selatan, SMAN 114, SMAN 52, SMAN 115, and SMAN 1 Kota Bekasi. Figure 1.2 illustrates Mountrash's activities with students at SMAN 114 in North Jakarta (Dewi, personal communication, 17 July 2024).

#BersihPastiUntung Campaign to High Schools



Figure 1.1 Mountrash Socialization Activities at SMAN 114 North Jakarta

Mountrash employs the #BersihPastiUntung campaign to encourage participants to adopt the target behavior of sorting waste before recycling. Through educational outreach programs and workshops, Mountrash engages students to build awareness of Indonesia's waste problems and the significance of recycling. To promote this behavior, the campaign provides practical training on waste sorting

and cleaning methods before recycling. These activities, typically held in schoolyard areas, aim to equip students with both knowledge and hands-on skills to implement proper waste management practices (Eni, personal communication, 28 May 2024)

This campaign aligns with the P5 curriculum, which provides students with opportunities to deepen their knowledge, build character, and learn from their surroundings (Nafaridah et al., 2023). This curriculum strongly supports initiatives aimed at encouraging students to take an active role in maintaining environmental cleanliness. The #BersihPastiUntung campaign, which emphasizes the importance of waste management behavior before disposal for recycling purposes, complements the objectives of the P5 curriculum by encouraging students to participate directly in environmental cleanliness activities. Therefore, targeting schools as the focus of the campaign is a strategic approach to support students' learning about waste management in greater depth.

The #BersihPastiUntung campaign has shown promising results, particularly through Mountrash.com, a waste management application that has contributed significantly to improving Indonesia's waste conditions. Since its launch in 2019, Mountrash.com has collected 25 million units of waste with 500+ waste banks distributed across various locations in Jakarta (mountrash.com, 2024). Despite these achievements, the campaign's outcomes still fall short of meeting the targets set by the National Waste Management Strategy (Jakstranas). Jakstranas aims to reduce waste by 30% and manage 70% of it by 2025, yet as of 2020, only 13.55% of the waste reduction goal has been achieved, according to the Ministry of Environment and Forestry (KLHK). This highlights the urgent need to amplify

efforts to bridge the gap. Additionally, a Populix study revealed that only 16% of respondents were aware of Mountrash's programs (Muhamad, 2023), underlining the importance of increasing public awareness and participation to meet national waste management objectives.

Waste Management Applications in Indonesia

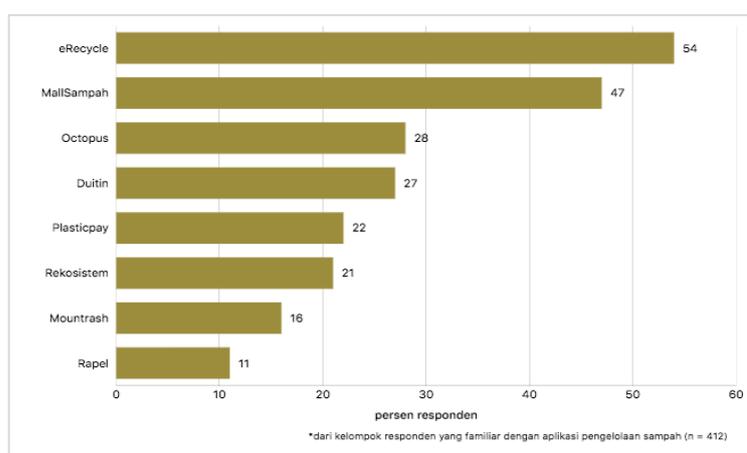


Figure 1.2 List of Popular Waste Management Applications Used in Indonesia (Katadata, 2023)

While persuading youth to participate in environmentally friendly programs poses significant challenges, young people have the potential to act as catalysts for change and become agents of transformation. They play a crucial role in encouraging their communities to segregate and collect waste, especially plastic bottles, rather than disposing of them indiscriminately. One of the biggest challenges is that many individuals may be unaware of or do not fully understand the importance of recycling (Romdhon & Arief, 2024). Previous research indicates that green campaigns targeting youth often face numerous obstacles in achieving their intended goals. For instance, Barnason et al. (2022) highlights various difficulties such campaigns encounter in fostering effective environmental behavior among young people. The success of recycling programs is influenced by a range

of factors, including perceptions of the recycling process's difficulty (Sulistiyani, 2022) environmental awareness (Duroy, 2005), economic incentives (Marlinah, 2021), and social influences (Bergin, 2016). Studies have shown that recycling intentions among youth are shaped by subjective norms, attitudes, and personal norms (Halder & Singh, 2018).

Youth attitudes towards recycling campaigns are a critical factor in the effectiveness of these programs. The literature has established a connection between general environmental concern and participation in environmental behaviors (Sia et al., 1986). For example, research by Lisminingsih (2023) demonstrated that recycling training improved participants' knowledge, attitudes, and skills related to waste management by 88.92%, with many achieving a high level of environmental awareness. Despite such improvements, individuals with positive environmental attitudes may still refrain from recycling if they believe their personal contributions are insignificant within the larger context of global environmental issues. The perception that individual actions have little impact can deter people from engaging in recycling efforts (Young, 1986). Additionally, subjective norms play a significant role in shaping recycling behavior. Research on recycling and other environmental actions indicates that individuals' motivations to participate in recycling programs can be influenced by various factors, including deeply held values about resource conservation (D. Simmons & Widmar, 1990). A study by Knussen et al. (2004) found that younger individuals often score lower on subjective norms related to recycling, which corresponds with less favorable attitudes towards these practices. This underscores the importance of subjective norms as an external factor that can influence an individual's intention to engage in recycling behaviors (Mahmud & Osman, 2010).

Therefore, it is crucial for the success of environmental campaigns targeting youth. The current study will delve into these elements to evaluate the impact of the #BersihPastiUntung campaign on the participation in recycling program among high school students in Jakarta.

1.2. Research Problem Statement

Given the severe environmental waste management challenges facing Jakarta, where waste generation reached a staggering 3,141,650 tons in 2023 (SIPSN, 2024), it is evident that initiatives such as the #BersihPastiUntung campaign are crucial for addressing the waste management issue. This campaign, launched by Mountrash, aims to promote recycling among high school students as a means of mitigating the city's waste crisis. Despite the campaign's efforts since 2021, which have included socialization activities, workshops in schools, and the placement of waste dropboxes in many highschools Jakarta, the results have been underwhelming. Data indicates that the amount of people using mountrash remains relatively low (Muhamad, 2023) and Jakarta's daily waste generation peaked at 2,333 tons (SIPSN, 2024), underscoring the fact that the impact of the #BersihPastiUntung campaign has yet to produce significant improvements in recycling practices among youth.

The effectiveness of recycling programs, including #BersihPastiUntung, can be influenced by various factors, with attitudes and subjective norms being particularly significant. Research has shown that positive attitudes towards recycling can significantly increase individuals' intentions to participate in recycling activities. Youth who have positive opinions about recycling's

advantages are more probable to act in an environmentally responsible manner, which can result in recycling initiatives that are more successful (Arbuthnot, 1977). Furthermore, people's intentions and behaviors toward recycling are greatly influenced by subjective standards, such as the expectations and behaviors of others (D. A. Simmons et al., 1984; Knussen et al., 2004). In light of these understanding, the research question guiding this study is: **How do attitudes toward the #BersihPastiUntung campaign and subjective norms of recycling impact high school students' intentions to participate in recycling programs?**

1.3. Research Objective

The research objective is to examine **the Impact of Attitudes Toward the #BersihPastiUntung Campaign and Subjective Norms of recycling on High School Students' Intentions to Participate in Recycling Programs.**

1.4. Research Significance

1.4.1. Academics

The study contributes to the depth of literature on environmental behavior by offering actual data on how attitudes and subjective norms influence young people's intentions to recycle. This study will provide empirical data that can serve as a reference for future research, thereby advancing academic understanding of how targeted campaigns like #BersihPastiUntung influences youth behaviors.

1.4.2. Practical

This research has important practical implications for waste management and environmental campaign stakeholders. The study provides useful insights to develop campaigns and interventions that are more effective by identifying the critical characteristics that impact teenage recycling intentions. These results may be used by groups such as PT. Mountrash to improve their #BersihPastiUntung campaign, which will eventually increase community involvement in recycling programs.

1.4.3. Social

This research is socially significant as it addresses the effectiveness of the #BersihPastiUntung campaign in promoting recycling among young people. The study's comprehension of the ways in which attitudes and subjective norms impact recycling intentions serves to promote environmental awareness and behavioral modifications. Long-term advantages for community waste management initiatives can result from legislators and educators using the data to create ways to encourage a younger generation that is more environmentally sensitive.

1.5. Theoretical Framework

1.5.1. Research Paradigm

The positivist paradigm assumes objective research, focused on empirical facts and scientific methods. This approach emphasizes measurable and repeatable observations, separating the researcher from the subject being studied. In a social

context, this paradigm emphasizes the investigation of phenomena that can be observed and measured quantitatively, often ignoring subjective factors. Furthermore, the positivist paradigm remains an important foundation in scientific research methodology (Aliyu et al., 2014).

1.5.2. State of the Art

This study is proposed based on the understanding built from previous studies. Among others are as described below.

The article titled *An Analysis of Intentions to Recycle Household Waste: The Roles of Past Behaviour, Perceived Habit, and Perceived Lack of Facilities* written by Knussen et al. (2004) write a study that examines the intentions to recycle household waste in Glasgow, Scotland, using the Theory of Planned Behaviour (TPB) as a framework. The analysis includes additional factors like past recycling behaviour, perceived habit, and perceived lack of recycling facilities. A survey was conducted with 252 participants, achieving a 66% response rate. Results indicated that attitudes and perceived behavioural control (PBC) were significant predictors of recycling intentions, while subjective norms were not. Significant independent impacts were also produced by perceived habit and prior recycling behavior. Notably, the attitude-intention association was stronger for individuals who had recycled more in the past, and the relationship between previous behavior and intention was stronger for those who weren't considering themselves to be in the habit of recycling. Furthermore, when participants felt that there weren't enough facilities, the PBC-intention relationship was less strong. The study highlights the

importance of considering the social context and suggests that improving recycling facilities could enhance recycling behaviours.

The article titled “Theory of Reasoned Action as a Framework for Communicating Climate Risk: A Case Study of Schoolchildren in the Mekong Delta in Vietnam” was created by Nguyen et al. (2018). The study gazes at how schoolchildren in Can Tho, Vietnam’s Mekong Delta a region particularly vulnerable to the effects of climate change, including saltwater intrusion and vector-borne illnesses like dengue fever can communicate more about climate change by using the Theory of Reasoned Action (TRA). TRA posits that attitudes and subjective norms significantly influence behavior intentions, and this study applies TRA to predict and modify children’s intentions and beliefs regarding climate change adaptation. The study highlights that a theory-based communication strategy can effectively predict and influence children’s intentions towards climate change adaptation, providing valuable insights for both research and practical applications in Vietnam and similar contexts. Key findings highlight the need for improved attitude dissemination and situational support to enhance participation rates. The study concludes that interventions focusing on education about waste management, and improving the infrastructure and convenience of waste banks can significantly enhance community engagement and the effectiveness of waste management programs.

The study “Modification of Theory of Planned Behavior to Measure the Intentions and Behavior of People’s Participation in the Waste Bank Program (Case: Bantul Regency)”, written by Fatliana et al. (2021) addresses the

environmental issue of waste management in Bantul Regency, Indonesia, focusing on the Waste Bank Program. The program aims to increase community participation in waste management activities, but participation rates remain below 50%. The research modifies the Theory of Planned Behavior (TPB) by incorporating additional factors such as knowledge (of how and what, and of consequences) and situational factors to understand and improve the intentions and behaviors of residents towards the program. The study involves 300 active participants in Bantul's waste banks and employs a purposive sampling technique. The study uses regression analysis to investigate a number of intention drivers, including situational events, attitudes, subjective norms, perceived behavioral control, knowledge of how and what, and knowledge of consequences. The findings indicate that attitudes, subjective norms, knowledge of how and what, knowledge of consequences, and situational factors significantly influence the intention to participate in waste bank activities, while perceived behavioral control does not. Collectively, these factors explain 44.7% of the variation in participation intentions.

The article titled "Using an Extended Model of the Reasoned Action Approach to Explore Individual Behavioral Intentions Regarding Litter and Plastic Pollution Prevention in a Developing Country" by Oduro-Appiah et al., was published in the journal *Frontiers in Psychology*. The study looks at what influences people's intentions to reduce wasting and eliminating plastic pollution in Ghana. The authors extend the Reasoned Action Approach (RAA) by incorporating moral norms into the model to better understand the socio-cognitive factors influencing litter prevention behaviors. Through the use of a structured questionnaire, they

gathered information from 447 participants in order to analyze the impact of moral norms and attitudes on intentions to reduce littering. The results reveal that attitudes and moral norms significantly affect individuals' intentions to prevent littering. The original and expanded analyses showed that moral norms had a beta value of 0.57 and attitudes had a beta value of 0.35, suggesting significant effects, respectively. The study suggests that fostering self-responsibility and moral obligation through environmentally friendly interventions could reduce littering. Public campaigns highlighting the consequences of littering, such as drain blockages and disease outbreaks, alongside installing waste receptacles in public areas, could enhance anti-littering attitudes.

The journal article titled "Predicting Intention to Recycle on the Basis of the Theory of Planned Behaviour" was written by Arli et al. The study aims to understand the psychological factors influencing recycling intentions, employing the Theory of Planned Behaviour (TPB). Researchers conducted an online survey with 827 participants via mturk.com to examine the validity of TPB in predicting recycling intentions. The findings reveal that while TPB can predict the intention to recycle, the attitude towards recycling alone does not predict this intention. This suggests that other factors within TPB, such as perceived behavioral control and subjective norms, may play more critical roles. The study highlights the importance of continuing research on recycling behaviors, especially in light of evolving regulations, such as Australia's 2018 ban on plastic bags. These insights are valuable for policymakers and practitioners aiming to foster recycling behaviors in the public. The study also suggests extending TPB to various contexts to better

understand its explanatory power and to adapt recycling policies accordingly. The research emphasizes that understanding the full scope of factors influencing recycling behavior is crucial for developing effective policies. By exploring intrinsic and extrinsic motivations, the study suggests ways to enhance perceived behavioral control, thereby potentially increasing recycling rates. These findings are significant for designing targeted interventions and promoting sustainable practices in communities.

Based on these previous studies, it can be concluded that these studies are related to the research to be carried out. These studies realize that a person's behavioral intentions can be predicted by factors such as using attitudes and subjective norms. With previous studies that have analyzed, the source of a person's intention to recycle, there has been no research that directly examined the influence of attitudes towards recycling campaign and subjective norms of recycling on youth's intention to participate in recycling programs. Thus, this research seeks to provide new knowledge with the research above as a guide in conducting this research.

1.5.3. Attitudes towards Recycling Campaign

Attitudes towards recycling campaign refer to the beliefs, feelings, and predispositions individuals hold about recycling, which significantly influence their willingness to engage in recycling behaviors (Fishbein & Ajzen, 1975). Having a positive attitude towards recycling is essential as it motivates individuals,

particularly youth, to participate in recycling programs, reduce waste, and support environmental sustainability (Barr et al., 2003).

Recycling campaigns play a role in shaping attitudes by raising awareness and encouraging recycling behaviors (green.org, 2024). Effective campaigns can motivate individuals to start or increase their recycling efforts, highlighting the benefits and ease of recycling (Zero Waste Scotland, 2023). Programs that combine information dissemination with hands-on activities and peer involvement are particularly effective in fostering long-term positive attitudes and recycling behaviors. Further, positive attitudes lead to higher active participation in recycling programs, resulting in increased recycling rates and improved environmental outcomes, such as decreased pollution and conservation of natural resources (Knussen et al., 2004).

From this, attitudes towards recycling campaigns can be measured by how positive attitudes towards recycling are usually driven by environmental awareness and understanding of the positive impact of recycling on waste reduction and conservation of natural resources (Byrne & O'Regan, 2014)). Furthermore, to measure the targeted participants' attitude can be found in how much their knowledge about the benefits of recycling, perceptions of the campaign, and obstacles faced in implementing recycling (Aini et al., 2002).

1.5.4. Subjective Norms of Recycling

Environmental awareness is crucial as it helps individuals understand the impact of their actions on the planet. In order to reduce waste and save resources,

recycling is one of the most sustainable practices that are encouraged by this knowledge and sense of responsibility. Personal values, such as a commitment to sustainability and conservation, greatly influence recycling behaviors (Knussen et al., 2004). Individuals who prioritize these values are more likely to engage in recycling, viewing it as an essential practice for protecting the environment and future generations.

Subjective norms played a critical factor influencing individuals' recycling behaviors due to how individuals perceive themselves as being subject to societal pressure to engage in the practice or not (Islam, 2021). This is because a person becomes concerned about whether the behavior can be approved or not in accordance with that person's beliefs (Nguyen et al., 2018). As a result, the subjective norms index may be employed to measure the degree to which respondent behavior was impacted by parents, teachers, and neighbors (Nguyen et al., 2018).

1.5.5. Youth Intention in Recycling Program Participation

Youth intention in recycling program participation refers to the willingness of young individuals to self-commit to engage in recycling behaviors (Halder & Singh, 2018). This means that the youth that have the intention to participate in recycling programs will engage in recycling activities, driven by their awareness, attitudes, and subjective norms toward recycling (Knussen et al., 2004). Understanding youth recycling intentions is crucial as it helps in designing targeted interventions and educational programs that effectively promote sustainable

behaviors, ensuring long-term environmental benefits and fostering a culture of sustainability among future generations. Youth with positive recycling intentions often participate in school recycling programs, encourage peers to recycle, and engage in community clean-up activities. They also influence family recycling habits, contributing to broader environmental conservation efforts and increased recycling rates.

Youth attitudes, perceived behavioral control, and subjective standards may all be used to determine their intentions for participating in recycling programs. (Ajzen, 2012). Subjective norms evaluate the pressure from society to participate, attitudes reflect how people feel about recycling, and perceived behavioral control evaluates how easy or difficult they think it is to carry out the practice. By combining these factors, it can help predict the likelihood that adolescents will engage in recycling activities (Ajzen, 2012).

1.5.6. Theory of Reasoned Actions

The impact of attitude and subjective norms can be explained by the Theory of Reasoned Action, developed by Martin Fishbein and Icek Ajzen in 1967 (Littlejohn et al., 2017) that explains the projection of which individual actions are based on preexisting attitudes and behavioral intents, as it clarifies the link between attitudes and behaviors within human action.

The Theory of Reasoned Action (TRA) states that, through the indirect impact of behavioral intentions, an individual's attitude toward an activity may be used to anticipate that behavior in significant part. Behavioral intentions act as

mediators that link individuals' positive or negative attitudes to their actual actions. Therefore, the stronger an individual's intentions, the more likely they will carry out the desired behavior (Knussen et al., 2004).

In this procedure, the attitudes most relevant to the conduct under investigation are those that are specifically tied to the individual; broad opinions about the person are insufficient. The expectancy value model (Fishbein & Ajzen, 1975), which was formerly known as Fishbein's summation theory of attitude, describes how people's readily accessible beliefs about an object—defined as the subjective probability that the object possesses a particular attribute—determine their evaluations or attitudes toward the object. These attitudes develop naturally and inevitably as people begin to believe certain things about the object and as our subjective values of these traits start to be associated with it. However it quickly became clear that this formulation placed an unacceptably restrictive restriction on a theory that was intended to forecast and explain a wide range of socially meaningful behavior. The degree of control over the behavior has to be taken into consideration when expanding the TRA model in order to account for activities over which persons may have limited conscious control.

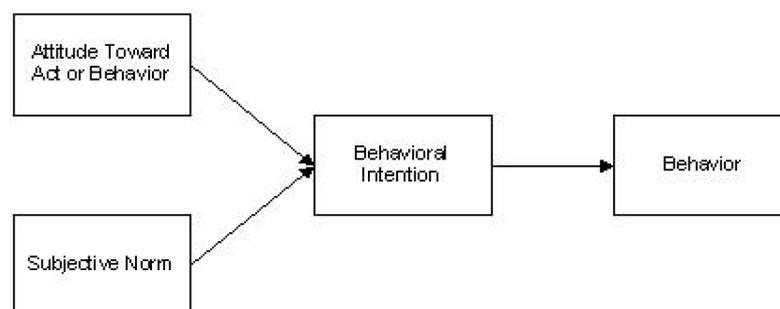


Figure 1.3 Components of Theory of Reasoned Actions by Fishbein and Ajzen 1975 (littlejohn, 2017)

Attitudes towards a behavior can be formed from a person's assessment of a particular behavior. The attitude itself consists of elements for both outcome evaluation and outcome belief. For instance, when someone feels that a certain activity will result in desirable consequences and views those outcomes favorably, they are said to have a positive attitude toward the action (Jhangiani et al., 2022). A person's belief about the outcome and assessment of the outcome have an impact on their attitude toward an action. An individual's belief on the possibility of the results or repercussions of a specific activity is referred to as their outcome belief. For instance, someone could think that frequent exercise will make them healthier. Following that, an individual's subjective determine of the projected good or negative consequences of a certain activity is known as outcome evaluation (Yu & Zhu, 2016). For example, if someone believes that improving health is highly valuable, their evaluation of the outcome of exercising will be very positive.

A person's sense of peer pressure or expectations about whether they should carry out a specific behavior is referred to as a subjective norm. This can be influenced by normative beliefs and motivation to comply with those expectations (Fishbein & Ajzen, 1975). An individual's normative beliefs are based on their perceptions of what other significant individuals in their life such as family and friends think about whether or not they should carry out a specific behavior. This reflects the social influence on individual behavior (Argyriou & Melewar, 2011). Apart from that, motivation to comply refers to how driven an individual is to meet what they perceive to be important people's expectations (Ham et al., 2015). For

instance, if someone is highly motivated to follow what is deemed right by important others in their life, this will influence their subjective norm.

Furthermore, attitudes and subjective norms helped in forming the behavior intention in someone. Thus, behavioral intention describes a person's wish or purpose to carry out a specific action or behavior (Nickell & Hinsz, 2023). It is a direct predictor of actual behavior and reflects how strongly someone plans to try or how much effort they will put into performing the action (Ratnaningsih DS & Saptono, 2020). The subjective norm and attitude toward behavior have an impact on this intention. And, after the behavior intention, there's a behavior. Meaning, the behavior is the actual action or behavior performed by an individual. This theory holds that an individual's need to behave, which is impacted by their attitude toward the behaviors and subjective norm, directly affects that person's behavior.

1.6. Hypotheses

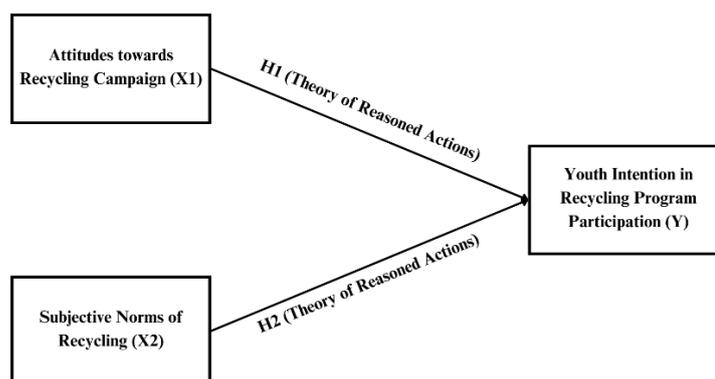


Figure 1.4 Hypotheses

H1 : There is an impact of attitudes towards recycling campaign (X1) on youth intention in recycling program participation (Y).

H2 : There is an impact of subjective norms of recycling (X2) on youth intention in recycling program participation (Y).

1.7. Conceptual Definition

1.7.1. Attitudes towards Recycling Campaign

Attitudes towards recycling campaigns represent respondents' positive or negative evaluations of recycling campaign activities. Positive attitudes towards recycling are often driven by environmental awareness and an understanding of the positive impact of recycling on waste reduction and conservation of natural resources (Byrne & O'Regan, 2014).

1.7.2. Subjective Norms of Recycling

The subjective norm of recycling refers to the social pressure a person feels to engage in recycling activities. This is often influenced by perceptions about whether important people in their lives, such as family and friends, support or expect them to recycle (Arli et al., 2020).

1.7.3. Youth Intention in Recycling Program Participation

Youth's intention to participate in recycling programs reflects their desire and commitment to be involved in recycling activities. The commitment and desire generated can be seen from the level of knowledge, perspective, and external motivation (Halder & Singh, 2018).

1.8. Operational Definition

1.8.1. Attitudes towards Recycling Campaign

According to Byrne & O'Regan (2014), attitudes towards recycling campaign can be measured by the following indicators:

1. Respondents' evaluation of their participation in the campaign activities.
2. Respondents' evaluation of their environmental awareness.
3. Respondents' evaluation of their understanding of the impact of recycling on waste reduction.
4. Respondents' evaluation of their understanding of the impact of recycling in conservation of natural resources.

1.8.2. Subjective Norms of Recycling

According to Arli et al. (2020), subjective norms of recycling can be measured using the following indicators:

1. Respondents' evaluation of whether most of the people think they should recycle.
2. Respondents' evaluation of whether most people would approve of them recycling.
3. Respondents' evaluation of whether the individuals who mattered to them would support their recycling activities.

1.8.3. Youth Intention in Recycling Program Participation

According to Halder & Singh (2018), youth intention in recycling program participation can be measured using the following indicators:

1. Respondents' intention to recycle regularly in the upcoming period.

1.9. Research Methods

1.9.1. Research Type

The purpose of this study is to investigate the issue and determine whether variables and the research object have a cause-and-effect connection using an explanatory quantitative technique (Zaluchu, 2020). The study's variables are separated into independent and dependent classifications, where the independent variables are Attitudes towards Recycling Campaign (X1), Subjective Norms of Recycling (X2), and the dependent variable is Youth Intention in Recycling Program Participation (Y).

1.9.2. Population

A population is a group of people (or institutions, events, or other study subjects) that researchers aim to describe or generalize about (Vogt and Johnson, 2016). The population in this study consists of students from SMAN 75 Jakarta, SMAN 18 Jakarta, and SMAN 72 Jakarta who have been exposed to the #BersihPastiUntung campaign at least twice.

1.9.3. Sample

1.9.3.1 Sampling Technique

The sampling method used in this study is non-probability sampling. The sampling technique applied is purposive sampling. The sample was determined based on specific criteria—respondents must have been exposed to the #BersihPastiUntung campaign at least twice. The sample in this study consists of students from SMAN 75 Jakarta, SMAN 18 Jakarta, and SMAN 72 Jakarta.

1.9.3.2 Sample

A sample is a small portion of a population studied to represent the population through certain procedures (Sugiarto, 2001). In research, the recommended sample size ranges between 30 and 500 participants (Hair et al., 2019). Since each #BersihPastiUntung campaign targets 50 students per school to participate in its activities, this research aims to select a minimum of 50 individuals from each of the three schools visited to ensure consistent evaluations across different schools.

1.9.4. Sources and Types of Data

The data obtained in this quantitative research, used to test hypotheses, will consist of numerical data described descriptively.

1.9.4.1. Primary Data

Direct primary data collection for this study will include distributing questionnaires to the targeted group. The information obtained from the questionnaires will be examined and turned into fair findings.

1.9.4.2. Secondary Data

The secondary data for this research will be gathered from existing relevant literature, including books, journals, theses, articles, and other sources, which will serve as additional supporting information.

1.9.5. Data Collection Techniques

The tool utilized for data collection is a closed-ended questionnaire consisting of structured questions related to variable indicators. Data collection involves distributing the questionnaire via Google Forms to respondents immediately after the presentation of the #BersihPastiUntung campaign. Before respondents fill out the Google Form, they will first be taught the meaning of each question and how to answer them. After that, respondents will privately answer the provided questions on the questionnaire and submit their responses by clicking “submit,” after which the answers are automatically sent to the respondent link in the Google Forms.

1.9.6. Data Processing

1.9.6.1. Editing

Editing is the initial process in quantitative research aimed at reviewing the questions answered by respondents to ensure there are no data errors in the study.

1.9.6.2. Coding

Coding is the process of categorizing information into several categories aimed at systematically classifying data.

1.9.6.3. Tabulating

Tabulation is the stage of categorizing data into a tabular format that organizes data systematically in rows and columns with specific table specifications tailored to the research criteria.

1.9.7. Data Analysis Technique

The data analysis technique used in this study is simple linear regression. This technique is applied to determine how and to what extent the independent variables influence the dependent variable (Sekaran & Bougie). Therefore, this analysis technique can be used in this research to examine the impact of attitudes toward the recycling campaign (X1) and the impact of subjective norms of recycling (X2) on youth intention in recycling program participation (Y).