

**ELABORATION LIKELIHOOD MODEL DALAM PROGRAM EDUKASI
BANK SAMPAH TERHADAP PERILAKU PENGELOLAAN SAMPAH
RUMAH TANGGA**

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ABSTRAK

Permasalahan sampah di Kota Depok khususnya di Kecamatan Beji, Cinere, Limo, dan Sukmajaya masih menjadi perhatian serius. Yayasan Wangi Bumi Nusantara menaungi bank sampah tiap kecamatan telah melakukan edukasi pengelolaan sampah rumah tangga ke masyarakat. Realitas lapangan menunjukkan bahwa sampah yang tidak terkelola masih banyak ditemukan meskipun sudah dilakukan program edukasi. Penelitian ini bertujuan untuk mengetahui pengaruh kualitas argumen, kredibilitas sumber, dan daya tarik emosional terhadap perilaku pengelolaan sampah rumah tangga dengan menggunakan Teori *Elaboration Likelihood Model*. Penelitian ini menggunakan pendekatan kuantitatif eksplanatif dengan jumlah populasi sebesar 653.505. Sampel sebanyak 400 responden diperoleh menggunakan rumus Taro Yamane dengan *margin of error* 5%. Data perimer diperoleh dengan menyebar kuesioner kepada masyarakat di Kecamatan Beji, Cinere, Limo, dan Sukmajaya yang pernah mengikuti program edukasi dari bank sampah. Hasil penelitian menunjukkan bahwa ketiga variabel independen berpengaruh secara parsial dan simultan terhadap perilaku pengelolaan sampah rumah tangga masyarakat, dengan kontribusi sebesar 35,8%. Sedangkan sisa nilai dapat dipengaruhi oleh faktor lain di luar penelitian.

Kata Kunci: *Elaboration Likelihood Model*, Kualitas Argumen, Daya Tarik Emosional, Perilaku Pengelolaan Sampah

**THE ELABORATION LIKELIHOOD MODEL IN WASTE BANK
EDUCATION PROGRAMS ON HOUSEHOLD WASTE MANAGEMENT
BEHAVIOR**

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ABSTRACT

The waste problem in Depok City particularly in the district of Beji, Cinere, Limo, and Sukmajaya, remains a serious concern. The Wangi Bumi Nusantara Foundation, which oversees waste banks in each district, has carried out household waste management education programs for the community. However, field observations reveal that unmanaged waste is still commonly found, even after these educational initiatives. This study aims to determine the influence of argument quality, source credibility, and emotional appeal on household waste management behavior using the Elaboration Likelihood Model (ELM) Theory. The research employs a quantitative explanatory approach with a population of 653,505. A total sample of 400 respondents was obtained using the Taro Yamane formula with a 5% margin of error. Primary data was collected through questionnaires distributed to residents of Beji, Cinere, Limo, and Sukmajaya District who had participated in waste bank education programs. The result show that all three independent variables significantly influence household waste management behavior, both partially and simultaneously, with a contribution of 35,8%. The remaining value may be influenced by other factors beyond the scope of this study.

Keyword: *Elaboration Likelihood Model, Argument Quality, Emotional Appeal, Household Waste Management Behavior.*