

***ZERO WASTE CAMPUS: ANALISA AWARENESS, PERCEPTIONS, AND PRACTICES (APP) SIVITAS AKADEMIKA DAN KAJIAN KAWASAN DI UNIVERSITAS INTERNATIONAL SEMEN INDONESIA***

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**ABSTRAK**

Identifikasi masalah didasarkan pada pengamatan Peneliti terkait kondisi sistem pengelolaan sampah yang ada di Universitas Internasional Semen Indonesia. Pengamatan yang dilakukan meliputi pengamatan terhadap perilaku atau kebiasaan (behavior) Sivitas Akademika UI SI terhadap cara management sampah di Kampus. Tujuan dari penelitian ini adalah untuk mengetahui tingkat kesadaran, pengetahuan, persepsi (pendapat), dan praktik (sikap) (*Awareness, Perceptions, and Practices (APP)*) Sivitas Akademika dan Kajian Kawasan terkait rencana penerapan *Zero Waste Campus* di Universitas Internasional Semen Indonesia (UI SI) agar dapat mencapai konsep *Zero Waste Campus* yang telah direncanakan. Penelitian ini berfokus pada APP Sivitas Akademika dan Kajian Kawasan di UI SI. Sampel dalam penelitian ini ditentukan dengan menggunakan Teknik *purposive sampling*. Data yang telah diperoleh dari hasil survey langsung ke lapangan, penyebaran kuesioner, dan wawancara langsung ke pihak terkait selanjutnya akan diolah dengan melakukan analisa data dengan menggunakan Microsoft Excel. Kesimpulan dan saran didapatkan setelah seluruh data selesai diolah dan diambil hasil dan pembahasannya.

**Kata kunci:** *Awareness, Perceptions, and Practices, Zero Waste*

***ZERO WASTE CAMPUS: ANALYSIS OF AWARENESS, PERCEPTIONS,  
AND PRACTICES (APP) OF THE ACADEMIC COMMUNITY AND  
REGIONAL STUDIES AT SEMEN INDONESIA INTERNASIONAL  
UNIVERSITY***

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***ABSTRACT***

*Identification of the problem is based on the researcher's observations regarding the condition of the existing waste management system at Semen Indonesia International University. Observations made included observing the behavior or habits of the UI SI Academic Community regarding waste management methods on campus. The purpose of this study was to determine the level of awareness, knowledge, perceptions (opinions), and practices (attitudes) (Awareness, Perceptions, and Practices (APP)) of the Academic Community and Regional Studies regarding the plan to implement the Zero Waste Campus at Semen Indonesia International University (UI SI) ) in order to achieve the planned Zero Waste Campus concept. This research focuses on APP Academics and Regional Studies at UI SI. The sample in this study was determined using a purposive sampling technique. The data that has been obtained from the results of direct surveys to the field, distribution of questionnaires, and direct interviews to locations will then be processed by conducting data analysis using Microsoft Excel. Conclusions and suggestions are obtained after all the data has been processed and the results and discussion are taken.*

***Keywords:*** Awareness, Perceptions, and Practices, Zero Waste