

# Peranan Jenis Fondasi Moral Terhadap Perilaku Memilah Sampah = The Role Of Moral Foundations Types Towards Waste Sorting Behavior

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## Abstrak

Masalah pemilahan sampah di Indonesia masih belum tuntas. Salah satu faktor yang diduga berperan dan belum banyak diteliti adalah peranan moral. Penelitian ini bertujuan mengkaji peranan berbagai jenis fondasi moral, yaitu fondasi moral Care/Harm, Fairness/Cheating, Loyalty/Betrayal, Authority/Subversion, dan Sanctity/Degradation, terhadap perilaku memilah sampah. Berbagai penelitian sebelumnya yang menyatakan bahwa moral memiliki peranan besar dalam memprediksi perilaku pro-lingkungan. Penelitian ini menggunakan metode korelasional dan regresi. Partisipan penelitian ini meliputi mahasiswa yang berdomisili di Jabodetabek, terkhusus mahasiswa dari universitas yang memiliki fasilitas Tempat Sampah Terpilah (TST) di lingkungan kampusnya. Hasil dari penelitian ini menunjukkan tidak adanya korelasi antara seluruh jenis fondasi moral dengan perilaku memilah sampah yang diukur secara self-report ( $p > 0.05$ ). Namun, fondasi moral Care/Harm mampu memprediksi secara signifikan perilaku memilah sampah yang diukur melalui pengetahuan kategorisasi sampah ( $\mu R^2 = 0.017$ ;  $\mu F(1, 225) = 3.937$ ;  $p < 0.05$ ). Pengetahuan kategorisasi sampah diketahui juga memprediksi perilaku memilah sampah secara self-report ( $I^2 = 0.146$ ,  $t(230) = 2.236$ ,  $p < 0.1$ ). Implikasi dari penelitian ini adalah pentingnya pengetahuan kategorisasi sampah yang tepat dalam memprediksi perilaku memilah sampah.

.....The waste sorting problem in Indonesia has not been resolved yet. One factor presumed to have a role and has not been widely studied is morals. This research was conducted to determine the role of Care/Harm, Fairness/Cheating, Loyalty/Betrayal, Authority/Subversion, and Sanctity/Degradation moral foundations towards waste sorting behavior. Previous studies had indicated that morals were a strong predictor of pro-environmental behavior. This study used correlational and regression methods. Participants in this study included students who lived in the Greater Jakarta area, especially students from universities that had Segregated Waste Bins facilities in their campus environment. The results of this study indicated that there was no correlation among all types of moral foundations and self-reported waste sorting behavior ( $p > .05$ ). However, Care/Harm foundation was significantly predicting waste sorting behavior measured by knowledge of waste categorization ( $\mu R^2 = 0.017$ ;  $\mu F(1, 225) = 3.937$ ;  $p < .05$ ). Waste sorting behavior measured through knowledge of waste categorization also significantly predicted the self-reported waste sorting behavior ( $I^2 = 0.146$ ,  $t(230) = 2.236$ ,  $p < .1$ ). The implication of this research was the importance of knowledge of proper waste categorization in predicting waste sorting behavior.