

Causes and Impacts of Community's Apathy towards Garbages at Loang Baloq Beach: A Social Cognitive Theory Approach

This research aims to identify the causes and impacts of public apathy towards waste at Loang Baloq Beach. The research method used is a qualitative research method. The data collection techniques used are recording techniques, interviews, and document analysis. The theory used is the social cognitive theory proposed by Albert Bandura, which states that a person's learning is influenced by three roles, namely personal role, behavioral role, and social-environmental role. The results of the study show various causes and impacts of public apathy at Loang Baloq Beach. The causes of public apathy towards waste at Loang Baloq Beach are because people around Kali Bernyok still dispose of a lot of waste in the surrounding area. Lack of visitor awareness of beach cleanliness, inadequate facilities, and the perception that beach cleanliness is not everyone's responsibility. The impacts of public apathy towards waste at Loang Baloq Beach are quite complex, namely having an impact on the environment, economy, and the sustainability of tourism on the beach.

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