

Habits and Lifestyles of Coastal Communities in Disposing of Garbage in Madapolo Village, North Obi District

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INFO ARTIKEL	ABSTRACT
<i>Article History:</i> Accepted: 21 Juni 2025 Revised: 16 Agustus 2025 Approved: 19 Oktober 2025 Available Online: 1 November 2025 <i>Keywords:</i> Habit Lifestyle Garbage Village Madapolo	This study aims to describe the habits and lifestyles of coastal communities in disposing of garbage in Madapolo Village, North Obi District, as well as the factors that affect it. The problem of waste in coastal areas is increasingly complex due to low public awareness, lack of waste management facilities, and strong hereditary habit of throwing garbage into the sea. This study uses a qualitative approach with a descriptive type of research. Data were collected through observation, in-depth interviews, and documentation, then analyzed using thematic analysis methods. The results showed that 74% of people still have poor behavior in disposing of garbage, 78% have habits of less concern for the environment, and 73% have a lifestyle that does not support cleanliness. The education factor is one of the main causes, where 92% of respondents are poorly educated, so understanding of the impact of waste on the environment is still limited. In addition, work as a fisherman and other economic activities also shaped the habit of people throwing garbage directly into the sea because it was considered practical. The lack of role of community leaders, weak regulations, and lack of facilities such as garbage dumps also aggravate the condition. This study concludes that behavior change requires comprehensive intervention through environmental education, provision of facilities, involvement of traditional and religious leaders, and the application of social and legal sanctions. With a strategy based on community participation and local wisdom, it is hoped that positive behavior and a clean, healthy, and sustainable coastal environment will be formed.

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1. Introduction

Coastal areas have a strategic role in supporting the social, economic, and ecological life of an area. The area is not only a place of residence for people who depend on marine resources for their livelihoods, but also serves as a hub for various economic activities, such as fisheries, tourism, and trade. However, despite its significant contribution, coastal areas face complex environmental problems, especially related to pollution from plastic waste and household waste irresponsibly dumped into the sea and coast. The problem of waste in coastal areas has now become a national and global issue because it has a negative impact on marine ecosystems, aquatic biodiversity, and human quality of life. Indonesia is even listed as the second largest contributor of marine debris in the world after China. Based on data from the Ministry of Environment and Forestry (MoEF, 2022), around 3.2 million tons of

plastic waste every year end up in Indonesian seas. This condition shows a low level of public awareness and participation in waste management. Intense interaction of coastal communities with the marine environment is not balanced with the behavior of maintaining environmental cleanliness and sustainability. In addition, the geographical location of settlements that are directly adjacent to the sea and the limitations of waste management facilities and infrastructure, such as landfills, temporary waste shelters, and transportation systems, further exacerbate the level of pollution. As a result, household waste such as plastic packaging, mineral water bottles, and food waste accumulates in coastal areas or is carried by currents into sea waters. Thus, environmental problems in coastal areas are not only caused by a lack of infrastructure, but are also closely related to the habits, behaviors, and lifestyles of the local community in managing waste (Anjani et al., 2025).

People's habits and lifestyles in disposing of garbage reflect the level of awareness and concern for the environment. In coastal areas, such as Madapolo Village, the behavior of throwing garbage into the sea is generally influenced by hereditary habits, low levels of education, and socio-economic conditions of the community. The ocean is often perceived as an infinite space capable of accommodating different types of waste, so the disposal of garbage directly into the sea or beach is considered a prevalent action and has no consequences. This behavior is further strengthened by the absence of a community-based waste management system and the lack of environmental education provided by the government and related institutions. Most coastal communities work in the informal sector, such as fishermen, who in their daily activities often use consumables with single-use packaging. Waste from such packaging is generally disposed of directly into the sea after use. (Ilyas & Hartini, 2022) In addition, people who live on the beach or river tend to throw household waste into the area behind the house that is directly adjacent to the water. This habit sustainably forms social behavior patterns that are difficult to change without intervention in the form of social approaches, continuous education, and firm policy implementation. Low public knowledge about the long-term impact of waste on marine ecosystems has also worsened the condition of the coastal environment. Education on waste management, recycling practices, and waste sorting is still very limited. In fact, simple actions such as separating organic and inorganic waste or processing waste into compost have the potential to have a positive impact on environmental sustainability (Gosal et al., 2020).

Cultural factors and social values have a significant influence on people's lifestyles in managing waste. In a number of coastal areas, traditional values such as togetherness and mutual cooperation are still upheld, but their implementation in maintaining environmental cleanliness has not been carried out consistently. Community service activities or environmental cleaning are generally only carried out before the commemoration of religious holidays or village events, not as a routine activity inherent in daily life. The lack of role of community leaders and customary institutions in providing examples, direction, and environmental education has also slowed down changes in community behavior. Thus, people's habits in disposing of waste can not only be reviewed from the technical aspects of waste management, but must also be understood through social, cultural, and psychological perspectives. In this context, research on the habits and lifestyles of the people in Madapolo Village is important as an effort to identify the root of the problem of waste management in coastal areas. The results of the research are expected to be the basis for formulating relevant, comprehensive, and locally based solutions, so as to be able to encourage sustainable behavior change in maintaining environmental sustainability (Saptenno et al., 2022).

The habit of littering in coastal areas has a significant impact on the environment and social life of the community. The accumulation of garbage in coastal areas and marine waters

causes a decrease in the quality of coastal ecosystems. Plastic waste that is difficult to decompose can damage coral reefs, disrupt marine habitats, and endanger fish and other marine organisms that have the potential to ingest microplastics. This condition not only disrupts the balance of the ecosystem, but also has an impact on the decline of fishermen's catches. Fish that come from polluted waters are at risk of containing harmful substances that can eventually enter the human food chain (Ilma et al., 2021). Thus, the problem of marine debris is not just an aesthetic problem, but a threat to human health and the sustainability of natural resources. Piles of garbage in coastal areas can also hinder economic activities, such as marine tourism, fishing, and trade in marine products. From the social side, the habit of littering reflects the low awareness of the public towards the responsibility to protect the environment. A polluted environment can trigger conflicts between residents, especially when garbage is carried by ocean currents to other areas. People also often complain about unpleasant odors and garbage build-up around coastal settlements, especially during the westerly wind season when waves bring garbage to the mainland. This condition has an impact on the decline in the comfort and quality of life of the community. In addition, environmental pollution due to garbage also tarnishes the image of the village as an area that does not care about cleanliness. In fact, villages have great potential to be developed as ecological and cultural-based tourist destinations if environmental management is carried out optimally (Purwiningsih & Ishak, 2019).

People who grow up in an environment with the habit of littering will imitate this behavior and consider it natural. Without environmental education from an early age, this behavior will continue to be passed down from generation to generation. The problem of cleanliness in coastal areas cannot be solved by providing only physical facilities such as garbage cans or transport vehicles. A socio-cultural approach through public awareness is also needed. Raising awareness can be done through community-based environmental education, the involvement of traditional and religious leaders in cleanliness campaigns, and the implementation of social sanctions for violators. This participatory approach is believed to be able to encourage sustainable behavior change, this study aims to provide an overview of the formation of habits and lifestyles of coastal communities, the factors that affect them, and their impact on the environment and social life. With this understanding, the waste management strategy formulated is expected to be not only technically effective, but also in harmony with the social and cultural character of the local community.

2. Method

This study uses a qualitative approach with a type of descriptive research to understand the habits and lifestyles of coastal communities in disposing of garbage in Madapolo Village, North Obi District. Data was collected through participatory observation, in-depth interviews with residents and community leaders, and visual documentation. Observations were carried out to directly observe people's behavior in disposing of garbage, while interviews were used to explore their perceptions, knowledge, and motivations. Informants were selected using purposive sampling techniques that targeted active citizens. Data was analyzed by thematic analysis method through the stages of data reduction, data presentation, and conclusion drawn. This method provides a comprehensive overview of the community's lifestyle and the factors that affect the habit of throwing garbage on the coast of Madapolo Village.

3. Result and Discussion

A. Result

The habit of throwing garbage in Madapolo Village is influenced by the lifestyle inherited from generation to generation and the low public understanding of the impact of waste on the marine environment. Many residents still throw garbage directly into the sea because it is considered a common thing and does not cause problems. Some other people already have the awareness to dispose of garbage in its place. This condition shows a mismatch between knowledge and action. Overall, the behavior of throwing garbage in Madapolo Village is caused by a lack of environmental understanding and a lack of waste management facilities.

The results of data processing from 70 respondents can be presented through the following table:

Table 1. Data Analysis Results

Variabel	Kategori	n	%
Age	≤ 35 year	56	80
	> 35 year	14	20
Education	Low	65	92
	Tall	5	8
Work	Work	49	70
	Not working	21	30
Habit	Good	16	22
	Less	54	78
Lifestyle	Good	19	27
	Less	51	73
Garbage Disposal Behavior	Good	18	25
	Less	52	74

Based on the table presented, most of the respondents in this study were in the age group ≤ 35 years, namely 56 people (80%), while respondents aged > 35 years amounted to 14 people (20%). This shows that the majority of respondents are at a productive age and relatively young, so they have good adaptability and information reception. Judging from the level of education, most of the respondents have low education, namely 65 people (92%), and only 5 people (8%) are highly educated. This condition reflects that most of the respondents have a primary to secondary education background, so it can affect their mindset, knowledge, and the application of daily behavior. In the employment variable, as many as 49 respondents (70%) had a job, while 21 respondents (30%) did not work. This shows that the majority of respondents have economic activities and social responsibilities, which can affect their lifestyle and habits. In terms of habits, as many as 54 respondents (78%) had bad habits, while only 16 respondents (22%) had good habits. Similarly, in lifestyle, the majority of respondents, namely 51 people (73%), have a poor lifestyle, while 19 people (27%) have a good lifestyle. This illustrates that the level of awareness of respondents towards a healthy lifestyle is still relatively low. In the variable of waste disposal behavior, as many as 52 respondents (74%) had poor behavior in throwing garbage, while only 18 respondents (25%) behaved well. This data shows that there is still a need to increase awareness and education about the importance of maintaining environmental cleanliness.

a) Education

Based on the respondent characteristics table, the education variables show that most people have a low level of education, namely as many as 65 people (92%), while only 5 people (8%) have higher education. The very dominant percentage in the low education category gives an idea that the level of literacy and public understanding of the environment, cleanliness, and waste management is still limited. This condition can affect people's mindset and behavior in disposing of garbage, especially in coastal areas that are vulnerable to environmental pollution. People with low education tend to have limited access to information related to the adverse impact of waste on marine ecosystems, health, and quality of life. They rely more on hereditary habits than on scientific-based knowledge or formal rules. This can be seen from the still high percentage of discarding behavior in the table. Conversely, although the number of highly educated people is very small, this group has the potential to be agents of change because they have a better understanding of the importance of protecting the environment. However, their influence may be less significant due to their limited numbers. Thus, the low level of education is one of the factors that contribute to the formation of habits and lifestyles that do not care about the environment. This shows the need for community-based education, environmental counseling, and strengthening the role of local leaders to increase public awareness related to more responsible waste management.

b) Work

Based on the respondent characteristics table, the employment variables showed that most of the people who became respondents had working status as many as 49 people (70%), while the other 21 people (30%) were not working. This composition gives an idea that the majority of people have economic activities, either as fishermen, small traders, laborers, and other informal jobs that are commonly found in coastal areas. The high number of people who work can affect their habits in managing waste. Busy daily activities often make people lack time and attention to how to dispose of waste correctly. In addition, jobs that are directly related to the sea such as fishing tend to throw garbage into the waters because it is considered a practical habit and has been going on for a long time. Meanwhile, the group that did not work had more time in the household environment. This is not always directly proportional to good waste disposal behavior. The lack of economic activity and limited environmental knowledge can make this group continue to carry out the habit of littering. This condition shows that work is not only related to economic activities, but also affects environmental awareness. Therefore, an environmental education and awareness program is needed that targets all work groups, especially those directly related to coastal resources. That way, bad habits in throwing waste can be changed into more responsible and sustainable behaviors.

c) Habit

Based on the table, the habit variable showed that as many as 16 respondents (22%) had good habits in protecting the environment, while 54 respondents (78%) were classified as having bad habits. The dominance of numbers in the category of habits is lacking shows that most people still do not implement behaviors that support environmental cleanliness, especially in terms of disposing of garbage. Habits are behaviors that are repeated and part of the daily routine. In the context of coastal communities in Madapolo Village, the habit of littering, whether into the sea, river, or open areas, has become a practice that has been inherited from generation to generation. This habit is formed due to the lack of access to waste management facilities, the lack of social and legal sanctions, and the low understanding of the long-term impact of waste

on the marine environment and public health. On the other hand, a small part of society with good habits generally has an awareness that waste must be managed properly. They are used to throwing garbage in its place, burning household garbage, or collecting garbage to dispose of in a specific location. This small group has the potential to be an example in society, but its influence is not too great because its numbers are still limited. The high level of bad habits is also influenced by social factors such as low environmental supervision, weak role of community leaders, and lack of education from the government or related institutions. Therefore, the formation of positive habits must be carried out through educational and participatory approaches, such as socialization, collective habituation, mutual cooperation activities, and setting examples by local leaders. Thus, habit variables have an important role in influencing the lifestyle of coastal communities in disposing of garbage. Changing habits towards more environmentally conscious behavior requires time, consistency, and support from various parties to keep the coastal environment clean and sustainable.

d) Lifestyle

Based on the respondent characteristics table, lifestyle variables showed that as many as 19 respondents (27%) had a good lifestyle, while 51 respondents (73%) had a poor lifestyle. This data shows that most people have not implemented a lifestyle that supports environmental cleanliness and health, especially in household waste management. Lifestyle is the way a person lives their daily life, including eating habits, maintaining personal and environmental hygiene, and how they treat the environment. In coastal communities, lifestyles are strongly influenced by local culture, education level, and social environment. Poor lifestyles such as throwing garbage into the sea, letting garbage pile up around the house, or not sorting organic and inorganic waste, are still common practices. This can cause environmental pollution, unpleasant odors, and the appearance of diseases transmitted through an unhealthy environment. On the other hand, respondents who have a good lifestyle usually show behaviors such as throwing garbage in its place, keeping the yard clean, and participating in mutual cooperation activities to clean the environment. However, the number of these groups is still small so they are not able to exert a significant influence on the overall society. Other factors that affect people's lifestyles are the lack of facilities such as garbage dumps, lack of education, and the weak role of the government and community leaders in providing guidance. Therefore, changes in people's lifestyles require an educative and sustainable approach, such as environmental counseling, community involvement in hygiene programs, and the provision of waste management facilities. Thus, lifestyle variables play an important role in shaping the behavior of coastal communities towards waste management. Improving a healthier lifestyle and caring for the environment will have a positive impact on environmental sustainability and the welfare of the people of Madapolo Village.

e) Garbage Disposal Behavior

Based on the table presented, the variables of waste disposal behavior showed that as many as 18 respondents (25%) had good behavior, while 52 respondents (74%) showed bad behavior in disposing of garbage. A high percentage in the poor category indicates that the majority of people still do not have enough awareness of the importance of proper and responsible waste management. This behavior is reflected in the habit of throwing garbage in the sea, river, or open areas around settlements without paying attention to the long-term impact. This practice not only pollutes the coastal environment, but also threatens marine ecosystems, public health, and environmental comfort. This negative behavior often occurs due to the lack of garbage disposal

facilities, lack of environmental education, and strong hereditary habits that are considered commonplace. On the contrary, a small number of people who have good waste disposal behavior show awareness to protect the environment. They dispose of garbage in the place provided, collect garbage to be burned or disposed of at a certain point, and are involved in environmental cleanliness activities. However, their limited number makes their influence not significant in the community. The behavior of throwing garbage is greatly influenced by education, habits, lifestyle, and support from the social environment. Therefore, real efforts are needed such as counseling, improving facilities, the active role of community leaders, and the application of rules or sanctions so that people begin to get used to disposing of garbage properly. Thus, the behavior of throwing garbage is an important indicator that reflects the level of public concern for environmental cleanliness. Behavioural change in a more positive direction needs to be encouraged in a sustainable manner for the creation of a clean, healthy, and sustainable coastal environment.

B. Discussion

People's waste disposal behavior is greatly influenced by various internal and external factors. According to Habibi, (2023), Human behavior is shaped by the factors of knowledge, attitude, and action (*knowledge, attitude, practice*). In this context, the low level of public education (92% of low education) reflects a lack of knowledge about the impact of waste on the environment. Limited knowledge causes low environmental awareness, so the behavior of littering becomes considered natural. This is in line with the opinion Indrayanti, (2023), that predisposing factors such as education and knowledge affect the formation of behavior. In addition to education, work also contributes to garbage disposal behavior. According to Soedjono, (2025) Reinforcing *factors* explain that the work environment and habits of social groups can reinforce certain behaviors. People who work as fishermen or laborers in coastal areas often throw garbage directly into the sea because it is considered practical and does not cause direct consequences. Meanwhile, people who do not work also do not necessarily have better behavior due to the lack of education and waste management facilities. Habits according to Chrismawati, (2022) is the result of the process of repetition (*reinforcement*). Data shows that 78% of people have bad habits, which are formed from generation to generation without any social or legal sanctions. The habit of littering that continues to be carried out will develop into social behavior that is difficult to change if there is no educational or regulatory intervention. Lifestyle according to Mauludiyah & Sholeh, (2018) is a person's behavior pattern in living life, including the way they treat their environment. As many as 73% of people have a poor lifestyle, shown by the behavior of not maintaining house cleanliness, not sorting waste, and not throwing garbage in the place provided. This factor is exacerbated by the lack of facilities such as public garbage cans, garbage transportation systems, and the lack of role of the government and community leaders. The behavior of throwing garbage as the main indicator shows that 74% of people still have bad behavior. According to Jalil, (2024), Behavior is influenced by intention, subjective norms, and perception of control. Low social norms about cleanliness and weak environmental control cause this bad behavior to persist. Thus, changes in the behavior of coastal communities require comprehensive interventions based on education, the provision of facilities, the strengthening of the role of local figures, and the implementation of regulations to create a clean and sustainable coastal environment.

4. Conclusion

The behavior of littering in coastal communities is influenced by various internal and external factors, such as education, knowledge, habits, occupation, lifestyle, and social norms.

Low levels of education and knowledge lead to a lack of environmental awareness. Hereditary habits and unclean lifestyles reinforce the behavior of littering. The lack of facilities and the weak role of the government and community leaders also worsened the condition. To overcome this problem, comprehensive interventions are needed through education, provision of facilities, strengthening the role of local leaders, and implementing regulations to create positive behavior and a clean and sustainable coastal environment.

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