

ABSTRACT

Environmental policy is one of the factors that can influence the behavior of the community in reducing plastic waste. To create a comfortable environment, collective awareness among the public is needed to comply with the policies implemented by the local government. This aims to ensure preservation of the environment and natural ecosystems.

This research aims to assess the extent of the impact of the policy to reduce the use of plastic bags on the green behaviour of the community in Bogor City, using a quantitative approach. This research applies George Edward III's policy theory. The sampling technique used is Non-Propability Sampling with incidental sampling and the number of samples in this research is 80 people. The program used to process the data in this research is SPSS for Windows 26.0.

The results of this study indicate a positive and significant influence of the policy to reduce the use of plastic bags on the green behavior variable of the citizens of Bogor City. This is evidenced by the Hypothesis Testing results using the T-test with a t-value of $5.482 > t\text{-table } 1.991$. Therefore, it can be concluded that the policy directly has a significant impact on green behavior.

Keywords: Policy, Green Behaviour