

UNIVERSITI TEKNOLOGI MARA

**ATTITUDES TOWARDS 3R CULTURE IN
MAKTAB RENDAH SAINS MARA MUKAH, SARAWAK**

ELISSIA ANAK AGUN @ ENSARING

MAZUIN BINTI DERAHIM

RAHMATUL AIDA BINTI AB RAHMAN

Dissertation submitted in partial fulfilment
of the requirements for the degree of

Master in Business Administration

ArsyadAyub Graduate Business School

December 2014

AUTHOR'S DECLARATION

We declare that the work in this dissertation was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of our own work, unless otherwise indicated or acknowledged as references work. This dissertation has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

We, hereby, acknowledge that we have been supply with the Academic Rules and regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of our study and research.

1. Name of student : Elissia anak Agun @ Ensaring
Student I.D No : 2012545219
Signature of Student :

2. Name of student : Mazuin binti Derahim
Student I.D No : 2012962021
Signature of Student :

3. Name of student : Rahmatul Aida binti Ab Rahman
Student I.D No : 2012143961
Signature of Student :

Program : Master in Business Administration
Faculty : Arsyad Ayub Graduate Business School
Dissertation Title : Attitudes Towards 3R Culture In
Maktab Rendah Sains MARA Mukah, Sarawak

Date : 16 December 2014

ABSTRACT

The purpose of this study is to identify the strategies in nurturing the 3R culture among the community MRSM Mukah, Sarawak. Prior to any other steps, the observation of current 3R culture has been made. Through the observation, the 3R in MRSM Mukah is still very poorly practiced by the community. Despite of that, this study also utilized survey approach to determine the level of awareness of 3R culture in MRSM Mukah. This survey was conducted by 222 respondents among the community. The survey was analysed by using the ANOVA. The results indicate that there is a higher level of awareness of 3R culture in MRSM Mukah environment, but it was not well practiced. The most factors that cause the problems were lack of information of 3R and also lack of 3R facilities such as 3R bins. Thus, in this study, researchers launched the 3R bins at 4 different locations around the college. The locations are female hostel, male hostel, academic block and Koperasi building. From the observation of the 3R bins, MRSM Mukah community starts to use the 3R bins correctly and starts to implement 3R culture in their daily routine. Due to the time limitation, the observation was conducted only for 22 days. However, the researchers convey the monitoring of the 3R bins to the college's management. The reports of the usage and the condition of the 3R bins will be submitted every semester by Badan Wakil Pelajar. This is to ensure that the 3R culture will be continuously spreads over the MRSM Mukah community years by years and also being implemented to other school in Malaysia.

TABLE OF CONTENTS

	Page
AUTHOR'S DECLARATION	ii
ABSTRACT	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENTS	v
LIST OF TABLES	viii
LISTS OF FIGURES	ix
LIST OF PICTURES	x
CHAPTER ONE : INTRODUCTION	1
1.1 Introduction	1
1.2 Statement of The Problem	2
1.3 Objectives of The Research	4
1.4 Research Questions	4
1.5 Scope of The Study	4
1.6 Significance of the study	5
1.7 Limitations of the study	5
CHAPTER TWO : LITERATURE REVIEW	7
2.1 3R (Reduce, Reuse, Recycling)	7
2.2 The 3R Culture in Malaysia	9
2.2.1 The Awareness of 3R Culture in Malaysian Society	9
2.2.2 The Information of 3R Culture In Malaysia	11
2.2.3 The Importance of 3R Culture in Malaysia	11
2.2.4 The Level of 3R Culture in Malaysia	13
2.2.5 The Strategies to Nurture the 3R Culture in Malaysia	13
2.3 Theoretical Framework	15
2.4 Summary	18

CHAPTER ONE

INTRODUCTION

1.1 INTRODUCTION

Issues related to recycling in Malaysia often become a hot topic in the local media. The government actively implementing a recycling campaign among the public over the past few years. However, this recycling program has not yet received a great response from the community (Norhusna,2014). Most of the citizen still neglect the presence of recycle bin around the shopping mall, airport or even in the playground. Even “Saturday without a plastic bag campaign” which is launched in early 2010 also still not totally up to what we had expected to be.

Recently, Alam Flora and Solid Waste Management and Public Cleansing (PPSP) has been working aggressively to implement public awareness program on combating illegal waste or garbage and Recycling Bank Program in schools around Putrajaya, Selangor and Kuala Lumpur. This program started in schools because the awareness and knowledge at an early stage is believed to have a positive impact for the future. In schools, KITS program (Recycling School) focuses on activities in kindergartens, primary and secondary schools.

In fact, Ministry of Education (Curricular Development Centre) had launched and established an environmental education program, The MOBIUS Curricular of 3Rs Program since 1994(Ruslan Ismail,1999). The original manual used was *MOBIUS Curriculum: Understanding The Waste Cycle*, where his program was under the supervision of Browning-Ferris Industries (Australia) Pte. Ltd. try to conceptualized a continuous strip with a single twist and no beginning or end. This MOBIUS strip provided the inspiration for the international symbol for the environmental cycle with its familiar three arrows. MOBIUS Program helps students learn how they can take an active part in caring for the environment, by becoming part of the solution to our current waste disposal problems. The curriculum covers all the major methods of managing waste, from sanitary landfills, resource recovery or waste-to-energy or incineration, to composting and recycling. Special emphasis is given to recycling because of its many immediate