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**BACHELOR OF ENVIRONMENTAL ADMINISTRATION**



**PUBLIC PERCEPTION ON ZERO PLASTIC BAGS PROGRAM  
TOWARDS MARINE LIFE IN MALAYSIA**

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## **Abstract**

The discussion about the plastic bag problem has gotten international attention. It clearly can be seen that plastic bags actually never fully decompose. Due to this, it has a severe impact towards the environment and also some impact on plastic bags on the environment. Plastic bags are also classified into several types, such as high-density polyethylene, medium-density polyethylene, and low-density polyethylene. Furthermore, disposing of it is challenging, and the decomposition process takes a very long time and worse when the plastic goes into the ocean and disrupts the ocean ecosystem balance. The purpose of the study was to examine the public perception toward the zero plastic bags program toward marine life in Malaysia. The study was carried out by 384 respondents of Malaysia. In this study, the research uses quantitative surveys and cross-sectional study as research design. From the finding, it shows that the mean for the public perception toward zero plastic bags program toward marine life in Malaysia is 4.6109. The mean of all variables was 2.5 that ranged from 2.7521 to 4.6109. This means an overall positive response in constructing this study. The correlation of public perception in the use of a lot of plastic bags in daily life is 0.258 (Sig = 0.000). The correlation of producing many plastic bags is 0.384 (Sig = 0.000). Last but not least, the correlation of the public perception that does not implement the zero plastic bags campaign is 0.004 (Sig=0.945).

**Keywords:** Public perception, Zero plastic bags programs, Marine life, Environment

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