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**“A STUDY ON THE EFFECTIVENESS OF THE RECYCLING
CAMPAIGN IN tHe SPRING”**

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ABSTRACT

The study was conducted with the purpose to investigate the effectiveness of recycling campaign held in tHe Spring, by studying the level of awareness and perceptions of the visitors towards the campaign. Factors related to the degree of effectiveness were highlighted. In eliciting the data for the research, a study involving questionnaire survey was conducted on 180 respondents make up of visitors in tHe Spring. Observations were also done at random. The responses and findings were analyzed using descriptive analysis to analyze the effectiveness of the campaign based on the level of awareness of the visitors. The findings of the study revealed that most of the respondents are aware of the recycling campaign done in tHe Spring although some showed that they did not know of the existence of the campaign. The visitors provided active participation and had recommended several important suggestions for the improvement of the campaign in the future.

CHAPTER 1

INTRODUCTION

1.0 INTRODUCTION

The escalating waste generation combined with concerns over landfill costs and availability of space have initiated the government and private organizations to hold recycle programmes at all levels, from the community to the state level. Waste management practices such as source reduction, recycling, and composting have been instituted in order to reduce materials from entering the waste stream. A range of programs and policy instruments are available for managing waste and recycling. Given the variety, analyses of the effectiveness of these practices are needed for improved policy decisions.

Ruekeith (2010) reported that Sarawak government proposed to gradually phase out the usage of plastic bag. He also mentioned that plastic bags take years to degrade which are not good for the environment. According to Deputy Housing and Local Government Minister Datuk Seri Lajim Ukin as stated in the report, said that:

"We are not enforcing a law to ban plastic bag. Instead we are promoting an awareness programme to encourage the public to adopt the 'no plastic bag ruling'. We are giving time to the plastic makers to adopt a new business strategy and for supermarkets and shops to adopt alternative packaging for consumers," (pp 9, 2010.)

CHAPTER 2

LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

2.0 INTRODUCTION

This chapter explained the review of literatures by certain scholars that helped to support our research on the level of awareness of recycling. From here we came up with several comparisons of facts and ideas that can be discussed in order to strengthen the focus of the research. Among the articles that we used, there is one landmark article that we refer mostly since it is extremely relevant and influential in our research. The research is done by Frank H Bezzina (2010) which is focusing on investigating the recycling behaviour of the residents in Malta.

2.1 LITERATURE REVIEW

2.1.1 Definition

Recycling as define by Mifflin (2005), are the collection and often reprocessing of discarded materials for reuse. Recycled materials include those used in manufacturing processes and those used in consumer products. The recycled material is often degraded somewhat by use or processing and therefore must be converted to another purpose. For example, the processing of recycled newspaper and other paper wastes usually shortens their fibres, and the material cannot be used to make high-grade paper. Instead, it can be reprocessed to make cardboard or insulation. Recycling helps reduce pollution,