

ABSTRACT

Bandung District has considerable potential to become a major center of economic growth in West Java. This causes the population in Bandung Regency to become increasingly crowded. The large number of population raises problems that occur in the environment.

One alternative that has been made by the government to overcome environmental problems in Bandung Regency is to optimize the participation and participation of the community through the Kampung Sabilulungan Bersih program. The program was created with a view to building environmentally friendly culture and behavior with managers whose role is to provide education about the environment to the community.

This study aims to find out how the implementation of affective commitment, normative commitment, and continuance commitment by managers in implementing the Sabilulungan Bersih Village program in Lebak Muncang Village. This research uses descriptive qualitative method. Data collection techniques are done by interview and documentation. The author ensures the validity of the data with source triangulation. The results showed that in implementing the Kampung Saber program, managers tend to lead to affective commitment, because they have a strong emotional attachment to the environment. This study uses different types of objects from previous studies related to this eco-commitment variable, where this study uses objects in the form of rural communities.

Keywords: Affective commitment, normative commitment, continuance commitment, Qualitative, Village.