

ABSTRACT

Food waste is a significant global problem, with adverse environmental, social and economic impacts. Sustainable Development Goal 11.6 Waste Management aims to ensure sustainable consumption and production patterns, including reducing food waste. This study investigated the level of exposure to social awareness campaigns, knowledge about sustainable food waste management, attitudes towards food waste reduction, and concrete behaviors in food waste management among participants. Data was collected through a survey conducted at the Jakarta Culinary Center, with rigorous validity and reliability testing to ensure data integrity. The quantitative method was chosen by the researcher in this study because the data is in the form of numbers that will be processed to obtain the research results. Using statistical techniques, including regression and correlation analysis in SPSS, this research aims to achieve four main objectives: 1) measure the effect of the campaign on increasing participants' knowledge of sustainable food waste management, 2) analyze how participants' perception of the effectiveness of the campaign affects their attitude towards food waste reduction, 3) evaluate the correlation between campaign exposure and participants' concrete behavior in sustainable food waste management. Findings from this study: 1) We have observed a significant positive relationship between the level of exposure to the social awareness campaign and participants' increased knowledge on sustainable food waste management, 2) The campaign not only provided information but also managed to positively influence individual attitudes, encouraging a more conscientious approach to food waste, 3) We have established a noteworthy positive relationship between the level of exposure to the social awareness campaign and participants' concrete behavior in sustainable food waste management.

Keyword: Development Goal 11.6, Social Awareness Campaign, Food Waste Management, Culinary Institutions, Quantitative Study