

ROLE OF WASTE BANK IN DISSEMINATION ENVIRONMENT CARE MESSAGE

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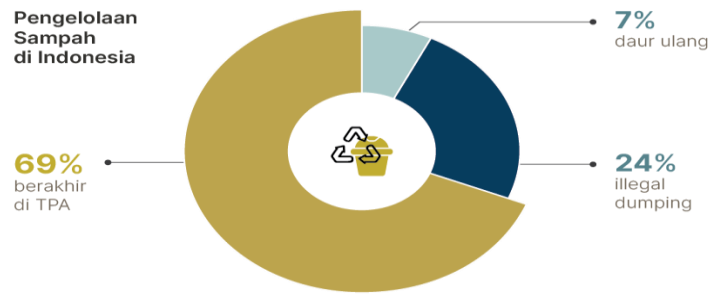
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ABSTRACT. This study aims to describe the role of the Waste Bank in disseminating messages about environmental care, especially regarding waste, to society. Supporting theories are environmental communication, innovation communication, and information communication. The research is descriptive with a qualitative approach, carried out with data collection techniques through in-depth interviews, observations and participants in face-to-face and online meetings. The informants consisted of the head of the waste bank, the coordinator of the waste bank and the management of the South Tangerang Perbas (Association of Waste Banks), which were taken purposively. The validity of the data by triangulation of sources, namely to environmental communication researchers, Perbas management and customers. The results showed that the main communicator is the South Tangerang Environmental Service. Other communicators are the Waste Bank, 3R TPS, Minim Waste Mosque and Pelapak. The message that is most widely disseminated is to sort waste from home, Reuse, Reduce, Recycle (3R), and turn waste into a blessing. Social media whatsapp, facebook and instagram, are widely used in addition to webinars, community gatherings, social gatherings, recitations. The target community is the community around the waste bank. The effects of the dissemination of environmental care messages to behavioral effects, although on a small scale. Many people only know about waste banks, but are not interested in participating, let alone changing their behavior from not caring to caring for the environment, sorting waste from home and processing household organic waste into fertilizer using a composter.

KEYWORDS: Waste bank, message dissemination, environmental communication, care for the environment

1. INTRODUCTION

The current environmental problem is a problem that must be of concern to all parties, because human activities, especially development activities, must care about their impact on the environment. Without considering the impact on the environment, the resulting development will not be sustainable or unsustainable. One of the efforts to preserve the environment is to reduce non-organic waste that is difficult to decompose, such as plastic. In this regard, the Waste Bank program is an alternative that should be appreciated, encouraged and empowered. Many Waste Banks have been established in South Tangerang, even the Head of the South Tangerang City Environmental Service has targeted every RW to have one Waste Bank, this was conveyed during the commemoration of the National Waste Care Day (HPSN) February 26, 2020 at City Park 2 BSD, There are 294 waste banks in South Tangerang, according to Toto Sudarto, Head of the South Tangerang City Environmental Service. In 2019 the results of weighing waste reached a value of over three billion rupiah (Kedai Pena.com, 2020). The latest information (in 2021) from the management of the South Tangerang Waste Bank Perbas/Association, the number of waste banks has become 332 waste banks. Taking into account the economic value of waste banks and their contribution to the waste problem, the role of waste banks cannot be ignored. The role of waste banks in disseminating messages about environmental care is important, because it cannot be denied that there are still many people who do not know and are not aware of the importance of sorting waste and reducing plastic waste, because people have long been spoiled with the practicality of plastic as a wrapper as well as a container that is easily obtained and cheap price.



Sumber: Sustainable Waste Indonesia

Figure 1: Waste management in Indonesia
Source: Sustainable Waste Indonesia, 2020

Disseminate information on proper waste disposal methods, educate the public to dispose of waste in a segregated manner, organic and non-organic waste and encourage the government to provide as many organic and non-organic waste bins as possible in public spaces. How does the Waste Bank carry out its function as an agent that educates the public about the environment at the local level, one of which is to disseminate messages about environmental care, so that ordinary people can be aware and know, then after knowing they are expected to have an attitude of caring for the environment and in the end behave in environmental care by not throwing away indiscriminate waste, can distinguish organic waste and non-organic waste, reduce the use of plastic and plant more trees. In addition, the role of the government also needs to be involved in preparing facilities and infrastructure related to protecting the environment, such as providing trash cans in public spaces, which separate organic and non-organic waste. This research was conducted to find answers about the role of the Waste Bank in disseminating environmental care messages to the community, what programs have been carried out and how the community has responded. This study aims to determine the role played by the Waste Bank in the South Tangerang area in disseminating messages of concern for the environment to the general public, especially the people who live around the Waste Bank. This research was conducted to find answers about the role of the Waste Bank in disseminating environmental care messages to the community, what programs have been carried out and how the community has responded. This study aims to determine the role played by the Waste Bank in the South Tangerang area in disseminating messages of concern for the environment to the general public, especially the people who live around the Waste Bank. This research was conducted to find answers about the role of the Waste Bank in disseminating environmental care messages to the community, what programs have been carried out and how the community has responded. This study aims to determine the role played by the Waste Bank in the South Tangerang area in disseminating messages of concern for the environment to the general public, especially the people who live around the Waste Bank.

This research on waste bank is studied in the scope of environmental communication. Environmental communication is a form of communication that is used as an action to prevent and improve the environment that occurs (Kadarisman, 2019: 5). According to Cox & Pezullo (2016: 16), environmental communication is a pragmatic and constitutive means to provide an understanding of the environment such as the relationship between humans and nature; Environmental communication is a symbolic medium used to construct environmental problems and negotiate differences in community responses to environmental problems. Then there are two different fungsi; namely 1) environmental communication is pragmatic, environmental communication educates, warns, influences and helps solve environmental problems. 2) constitutive function,

There are four factors that cause environmental problems, namely: 1) attitudes and behavior; 2) increasing population with uneven distribution; 3) globalization; and 4) decentralization. (Yuwono, 2006 in Kiswanto et.al, 2014: 101). The behavior of people who care about the environment is inseparable from the level of knowledge and attitudes about various things related to the environment. Knowledge affects a person's attitude and behavior.

Research results Kiswanto et al (2014: 102) found 14 environmental care variables; namely: 1) burning garbage polluting the air; 2) planting plants makes the air fresher; 3) The increase in carbon

dioxide in the atmosphere causes the earth's temperature to heat up; 4) letting water flow without being used has the potential to cause water wastage; 5) households need to provide water catchment areas; 6) saving electricity means saving fuel; 7) turning off electronic devices when not in use is a measure to save electricity; 8) using public transportation thirdly traveling means saving fuel; 9) performing vehicle maintenance means protecting the environment; 10) protected animals may be kept individually and their body parts can be traded; 11) consuming locally produced food means saving fuel; 12) protected plants may be maintained, owned and traded by individuals; 13) plastic waste, food waste, paper waste, and other waste need to be sorted before being disposed of, and 14) waste containing chemicals should be buried.

Information dissemination as a form and process of communication, Hamad (2007) said that the discussion of information dissemination uses 5W and 1H. At least, the elements of the communicator (who), message (what), channel (which) and audience (whom) are important research variables to observe in information dissemination studies.

Dissemination is a synonym for the word spread. So, the notion of information dissemination is the dissemination of information. The dissemination of this information can be done through various types of activities, either through meetings, socialization, media such as books, magazines, newspapers, films, television, radio, music, games, and so on. Basically, the purpose of information dissemination is more focused on "telling" (information) or at least with this information the communicant can change attitudes.

Dissemination is an activity aimed at groups or individuals so that they obtain information, raise awareness, receive, and ultimately utilize the information. It has become a necessity that in the dissemination of information, the communicant must pay attention to the principles of management and design of communication elements properly so that messages can be conveyed effectively. Theory of Information Dissemination and Influence from Everett Rogers. This theory explains that the dissemination of information has an impact on social change. This theory is based on three processes of social change, namely discovery, dissemination of information, and impact and effect or influence (in Hasanah, 2014). The study of the diffusion of innovations initiated by Rogers & Shoemaker in Dilla, 2007:188-189; Nasution, 2004: 122-127; Mardikanto, 2010:

The main innovation elements are the innovation itself, the communication channel, the timeframe and the members of the social system. Waste bank program as an innovation, then a communication channel for information dissemination; it can be face-to-face, seminars etc. or it can be through the media: both mass media and social media and bottom-line media such as posters, banners, brochures and others. An innovation has an idea component and a physical component. Regarding the waste bank, the component of the idea is to preserve the environment, the physical component is the waste bank itself. The public's view of the dissemination of innovation has five attributes; namely: 1) relative advantages, 2) compatibility, 3) complexity, 4) trialability, and 5) visible/visible.

Previous research related to this research is research on message/information dissemination by M. Ali et.al (2019), Arifianto (2015), Rodiah et.al (2016) and Kusumajanti et.al (2018). Research on waste banks by Donna Asteria et.al (2016) and Selomo et.al (2016), and research on environmental care by Kutanegara et. al (2014).

This study aims to find out how the role played by the Waste Bank in the South Tangerang area in disseminating messages of concern for the environment to the general public, especially the people who live around the Waste Bank.

2. RESEARCH METHOD

The research was conducted in the city of South Tangerang in 2021. The research approach was qualitative and the nature of the research was descriptive, with a case study method (Robert K. Yin (1997 and Cresswell, 2013). The research informants were 3 people who were taken purposively, namely the administrators waste bank and are directly involved in waste management. Informants consist of 1 chairperson of the Sakura waste bank in Serua, 1 chairperson of the KBK waste bank (Klinik Belajar Kita) in the Rempoa area as well as the administrator of the South Tangerang Perbas (Garbage Bank Association) and 1 chairperson Berkah Mulya waste bank in Serua Indah, who is also the coordinator of the waste bank in Ciputat District. Data collection techniques through in-depth interviews and observations during weighing and other activities at the waste bank. Participate in a webinar

organized by the Althia Bahagia Waste Bank at the Althia Park Cluster in Bintaro and an online panel discussion organized by Tangel residents who care about waste. Participation in a community meeting with the Head of the South Tangerang City Environmental Service at RW10 Benda Baru. Triangulation as a way to reduce subjectivity was chosen by source triangulation, namely interviews with environmental communication researchers and waste bank customers. Triangulation aims to improve accuracy, Triangulation as a way to reduce subjectivity was chosen by source triangulation, namely interviews with environmental communication researchers and waste bank customers. Triangulation aims to improve accuracy, Triangulation as a way to reduce subjectivity was chosen by source triangulation, namely interviews with environmental communication researchers and waste bank customers. Triangulation aims to improve accuracy, checking data from various sources in various ways and times. The types of triangulation are source triangulation, data collection technique triangulation and time triangulation. According to Neuman (2016) there are four types of triangulation; i.e. size triangulation, observer, theory and method. The data analysis technique is qualitative analysis, the data collected through in-depth interviews are classified into certain categories. Classification or categorization considers validity (validity), taking into account the competence of the research subject, the level of authenticity and triangulation of various data sources.

3. RESULTS AND DISCUSSION

The results showed that the enthusiasm of the residents of South Tangerang in waste management is quite strong, there are 332 waste banks established and relatively many are actively carrying out their functions, both as a collection of residents' waste that has been sorted and has economic value, a place for saving, a place for environmental education; particularly the sorting, management, and utilization of waste.

A. Dissemination of Environmental Care Messages:

Communicator: The main communicator in environmental issues is the South Tangerang Environmental Agency. Other communicators are the South Tangerang Waste Bank Association (PERBAS), TPS 3R, Pelapak and Minim Waste Mosque (MESMIS), and all Garbage Banks in South Tangerang. This research is limited to waste banks as communicators of environmental care messages.

Message: A popular slogan related to waste management activities with the aim of protecting the environment: Sort waste from home, 3Rs: Reuse, Reduce, Recycle, Turn waste into a blessing. In addition, it is also a waste emergency, especially because of the dangers and disasters that occurred at the Leuwi Gajah TPA and Cipeucang TPA. The solution is to activate waste banks as a form of social engineering. Even though the economic value is small, it should also be informed, even though there are waste banks that use waste sales for RT/RW cash that is not taken by customers, this happens in the waste bank at the elite residential waste bank in Bintaro.

Media/Message dissemination communication channels: The communication media used in this program are face-to-face meetings with residents at the Balai Warga in almost every RW in South Tangerang, community meetings at mosques or prayer rooms, gatherings of PKK women, integrating with Posyandu and Pos Bindu activities, Majelis Ta'lim and Forum which was deliberately held by RT/RW. Meanwhile, social media/Messenger: Using WhatsApp (WA), what is shared is information about the relevant waste bank activities, for example the time of weighing waste, how to sort waste, videos related to waste management and the activities of the waste bank to its customers. All waste banks that are the object of research use WA as a medium of communication. There is even a WA group Commitment to Care for Waste, whose members are people who care about waste problems, where researchers can also join the WAG, Facebook (FB), is also used as a medium to disseminate messages. Sakura Waste Bank uses FB media to spread messages related to waste bank activities as well as messages about the environment and Instagram (IG). This media is widely used by Waste Banks, Perbas and DLH, some use YouTube media, although the intensity is not high.

The use of social media, such as FB and IG by waste bank administrators, is only effective in waste banks with middle-upper customers or many young people, in waste banks with lower-middle

customers, citizen forums and face-to-face communication or word of mouth communication. more effective. Partnership is carried out by the waste bank with RT/RW, PKK, Posyandu/Posbindu, Dinas LH, Pelapak, foundations operating in the environmental sector, such as Melati Bersih, although currently less active after the establishment of PERBAS Tangsel.

Communicant/Target Community: Communicants in waste bank activities are all residents who are in the waste bank working area, although in reality there is no prohibition for people outside the area. Waste bank customers have proof of membership and a passbook. The contents of the passbook are the results of the value of the waste deposited in the waste bank.

Communication Effect: the effects that occur are cognitive, affective and behavioral effects, but on a limited scale. Cognitive effect: cognitively, people are aware and know about the existence of waste banks, people who really know about waste banks are people who have become customers, many other community members actually give a negative stigma to the existence of waste banks as one informant said. Negative stigma could be due to ignorance, or competition (eg scavengers). Affective effect: it can be seen in residents who become diligent in coming to deposit their waste in the waste bank, even though the amount is relatively small compared to the number of residents. For example in the Sakura waste bank, the number of residents is 300 but only 60 residents become customers. In the Berkah Mulya waste bank, there are only 30 residents, not all of them are active. The emergence of attitudes and feelings of being more concerned with the environment, there is already empathy, and the behavior effect: the easiest indicator of the behavior effect is the number of waste bank customers. Community participation is still low, this can be seen from the population of South Tangerang, which is 1.4 million and only 16 thousand are customers of 332 waste banks. In addition, there are still many people's behavior that is still far from expectations, especially changes in behavior towards waste. There are still many residents who litter, even very few people know how to sort waste, let alone do the sorting of waste from home, there are still many people who don't know the 3R's slogan.

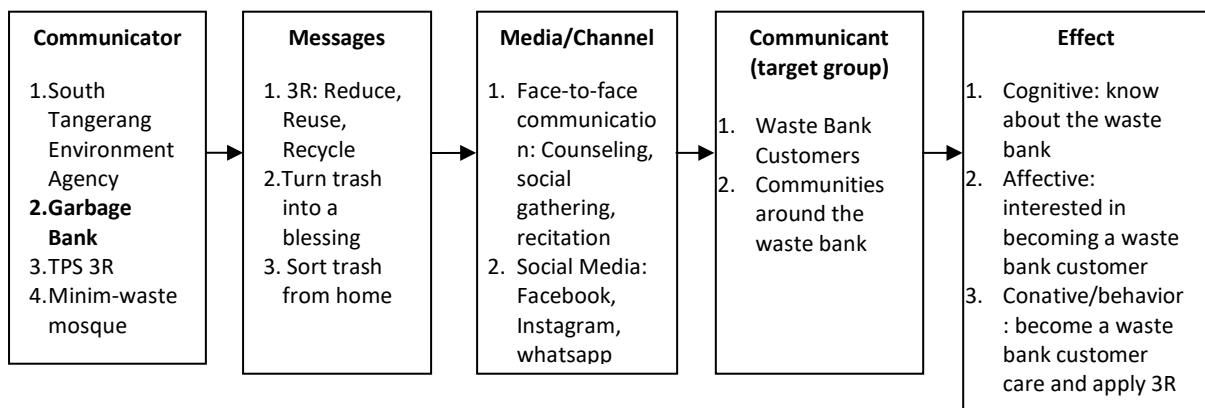


Figure 2: Dissemination of Messages from Waste Banks to the Audience

B. Waste Banks as Environmental Communication Activities

The big theory that is the umbrella for this research is environmental communication, based on triangulation interviews with environmental communication researchers, it was confirmed that this research on the dissemination of environmental care messages by the waste bank can be categorized as a study of environmental communication, because: the message content is environmental issues and the main communicator is The South Tangerang Environment Agency, as well as people who are called upon or have concern for the environment, waste banks are also communicators in addition to TPS 3R, Mesmis and also Pelapak. Garbage banks carry out communication activities such as socialization, education and mitigation regarding the dangers of waste, waste disposal behavior, that procedurally disposing of garbage taken by garbage trucks belonging to the Regional Government/DLH will eventually be dangerous because of the limited capacity of the TPA. Environmental communication carries out a constitutive function, the waste bank also carries out this function, because the activities carried out are implementing Law 18 of 2008 concerning Waste Management and Minister of Environment Regulation No. South Tangerang No. 3 of 2013

concerning Waste Management. The social strategy for waste management and the role of the waste bank as social engineering can be understood in Figure 3. There are two perspectives: a view that sees waste as a problem/problem and one that views waste as an opportunity/potential. The second view needs to be promoted through waste banks, by disseminating and socializing environmental care messages. because the activities carried out are implementing Law 18 of 2008 concerning Waste Management and Minister of Environment Regulation No. 13 of 2012 concerning Guidelines for Implementing Reduce, Reuse and Recycle through Waste Banks, then also South Tangerang City Regulation No. 3 of 2013 concerning Waste Management. The social strategy for waste management and the role of the waste bank as social engineering can be understood in Figure 3. There are two perspectives: a view that sees waste as a problem/problem and one that views waste as an opportunity/potential. The second view needs to be promoted through waste banks, by disseminating and socializing environmental care messages. because the activities carried out are implementing Law 18 of 2008 concerning Waste Management and Minister of Environment Regulation No. 13 of 2012 concerning Guidelines for Implementing Reduce, Reuse and Recycle through Waste Banks, then also South Tangerang City Regulation No. 3 of 2013 concerning Waste Management. The social strategy for waste management and the role of the waste bank as social engineering can be understood in Figure 3. There are two perspectives: a view that sees waste as a problem/problem and one that views waste as an opportunity/potential. The second view needs to be promoted through waste banks, by disseminating and socializing environmental care messages. then also South Tangerang City Regulation No. 3 of 2013 concerning Waste Management. The social strategy for waste management and the role of the waste bank as social engineering can be understood in Figure 3. There are two perspectives: a view that sees waste as a problem/problem and one that views waste as an opportunity/potential. The second view needs to be promoted through waste banks, by disseminating and socializing environmental care messages. then also South Tangerang City Regulation No. 3 of 2013 concerning Waste Management. The social strategy for waste management and the role of the waste bank as social engineering can be understood in Figure 3. There are two perspectives: a view that sees waste as a problem/problem and one that views waste as an opportunity/potential. The second view needs to be promoted through waste banks, by disseminating and socializing environmental care messages.

4. CONCLUSION

There are many parties involved in the environmental care campaign, especially related to waste management, the goal is to create awareness and education about responsible waste management to change behavior towards a circular and zero-waste economy. Based on the environmental indifference behavior index in Indonesia in 2018, according to the Central Bureau of Statistics, the highest waste management was 0.72 compared to private transportation (0.71), energy management (0.16), water saving (0.44). Therefore, the campaign for awareness of waste as a form of environmental awareness is continuously being carried out. Waste management activities in South Tangerang have received enough attention from residents as evidenced by the many related activities.

In accordance with the purpose of the research which looks at the role of waste banks in disseminating messages about environmental care, it can be said that waste banks act as communicators side by side with TPS 3R, NGOs care about the environment and people care about the environment. Messages with catchy slogans in the campaign for environmental care related to waste are: "Separate Garbage From Home"; "Reuce, Reduce, Recycle"; "Turn Garbage into Blessing". The channels or media used are face-to-face channels, messenger platforms such as WhatsApp and social media, especially FB and IG besides YouTube. The communicants or target groups are all households, but those who really become the communicants are the waste bank customers. Effects that occur ranging from cognitive, affective to behavior. Based on field studies, data obtained that the level of citizen participation is low compared to the total population, this is due to the low number of residents who become customers of waste banks. This means that the behavior effect has occurred but at a low level.

There are still many structural and institutional problems for solid waste in the regions, including: first, the waste budget is inadequate (at least 2-3 percent of the APBD, the reality is very low). Second, the tendency for levies to be reduced/eliminated (populist policy of regional heads/DPRD), and third, landfill investment (long term) is not attractive to regions. As an implication, it is necessary to focus and strengthen on aspects of governance, namely on: regulations and policies, Partnerships and Financing, because the technology needed to solve the waste problem is already available. So suggestions that can be put forward so that the level of awareness and community participation increases need better governance. stronger, of course, the support of the South Tangerang City Environmental Service is needed.

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