

ENVIRONMENTAL COMMUNICATION STRATEGY FOR SUSTAINABLE WASTE MANAGEMENT THROUGH COMMUNITY EMPOWERMENT

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Abstract

This research aims to determine environmental communication strategies for sustainable waste management through community empowerment. This research was conducted in Talang Lindung Village, Sungai Bungkal District, Sungai Penuh City. The research showed that community empowerment in managing household waste and maintaining environmental cleanliness began to improve with mass communication and personal communication activities. Mass communication was carried out through FGDs and placing banners in several strategic places in Talang Lindung Village. In contrast, personal communication was carried out by providing door-to-door counseling and distributing brochures. Evaluation and monitoring were carried out in collaboration with the Head of Talang Lindung Village to determine changes in knowledge, attitude, and behavior of the community after mass and personal communication. This research shows that changes in personal communication behavior are more influential than mass communication. The results of evaluation and monitoring show that mass communication can be used to increase knowledge, but behavior change is more influential if personal communication is used. With mass communication through FGDs and the installation of banners, people who previously did not know became aware that there are laws and regulations governing waste disposal. Door-to-door outreach to the community is starting to realize the importance of maintaining cleanliness and managing household waste, one of which is by differentiating waste based on type. Inorganic waste, such as plastic, can be recycled and become useful goods. Organic waste, such as food scraps, can be used as compost. By understanding this, the community's awareness and concern for waste management, especially household waste in Talang Lindung Village, Sungai Bungkal District, Sungai Penuh City will improve

Keywords: Communication Strategy, Community Empowerment

Introduction

Waste management in cities in Indonesia has not yet achieved optimal results. Various obstacles in implementing waste management include economic, socio-cultural obstacles and the application of technology. The problem of waste management becomes very serious in urban areas due to the complexity of the problems faced and high population density, so that waste management is often prioritized in urban areas (Priska et al., 2023). In the 1945 Constitution of the Republic of Indonesia, Article 28H Paragraph 1, it is explained that every person has the right to live in physical and spiritual prosperity, to live and have a good and healthy living environment and the right to receive health services. This is of course related to the issue of waste management so that people get a good quality and healthy living environment. To make this happen, the government is obliged to handle waste management in society.

Based on the regional regulations of Sungai Penuh City Number "09 of 2013" as referred to in "paragraph 2 of article 2", waste management is carried out based on the principle of responsibility, the principle of sustainability, the principle of profit, the principle of justice, the principle of care, the principle of integration, the principle of following principles including: principles of safety, security and economic value. Likewise in "Article 3 (three)", where the objectives of waste management are: a) Reducing the amount and impact of waste; b) improving environmental quality; c) improving public health and; d) Convert waste into resources.

Some of the efforts that have been made by the Sungai Penuh City Government in waste management are organizing the temporary removal of semi-permanent and permanent waste bins. rubbish bin, cart, dump truck. (TPS) to the Final Storage Place (TPA). Even though Regional Regulation Number 09 of 2013 concerning Waste Management in Sungai Penuh City already exists and provides a legal basis for waste management, but there is still a gap in public awareness regarding waste management. Some of the problems that can be identified are a lack of public understanding of the importance of good waste management, low public participation in waste collection and sorting activities, and limited public access to information and resources needed for effective waste management. Lack of public awareness and understanding about the negative impacts of improper waste handling are some of the problems that need to be addressed. People may not be fully aware that the accumulation of waste can cause environmental pollution, health problems and economic losses (Mustikawati et al., 2023)

Therefore, efforts need to be made to increase public awareness about the importance of good waste management through educational approaches and effective campaigns. Apart from that, there are problems in community participation in waste management activities in Sungai Penuh City. Some factors that influence community participation can include lack of motivation, limited access to waste management infrastructure,

or lack of knowledge about the correct procedures for managing waste. In this case, steps are needed that can encourage active community participation, such as providing adequate waste collection facilities, education regarding correct waste management practices, and providing incentives to encourage community involvement. Another problem is limited public access to information and resources needed for effective waste management. Communities may not have adequate access to information regarding waste management, such as waste collection schedules, locations of final disposal sites, or correct sorting methods. In addition, limited resources such as sufficient waste collection facilities and suitable final disposal sites can also hinder community participation. Therefore, local governments need to make efforts to increase public access to the information and resources needed for better waste management. For this reason, it is necessary to carry out research entitled Environmental Communication Strategy for Sustainable Waste Management through Community Empowerment. This research was conducted in Talang Lindung Village, Sungai Bungkal District, Sungai Penuh City.

Methods

This environmental communication activity is carried out using mass communication methods and personal communication. Mass communication is carried out through Focus Group Discussions (FGD) and personal communication is carried out onlinedoor to door. The FGD method is carried out by gathering the community at the Talang Lindung Village Head's Office or in the multipurpose building of Talang Lindung Village, while the personal communication method is bydoor to door, researchers visited respondents from house to house, introduced themselves and asked about their willingness to provide counseling regarding household waste management problems. The data collection techniques used were observation and interviews. Before being given counseling, respondents were given a questionnaire orpretestfirst. After being given a pretest, respondents will be given counseling by distributing brochures related to household waste management and placing banners prohibiting throwing waste. This activity was carried out in Talang Lindung Village, Sungai Bungkal District, Sungai Penuh City. The research was conducted for 1 month.

Result and Discusssion

Environmental communication is a communication process and media product to support the effectiveness of policy making, public participation and implementation towards the environment. Environmental communication is a pragmatic and constitutive means of providing understanding between humans and the environment and the relationship between humans and nature. It is a symbolic medium used to construct environmental problems and negotiate differences in responses in society. In other words, environmental communication is used to create understanding regarding environmental problems (Dilla Sumadi, 2007). Environmental communication aims not so much at disseminating information, but at a shared vision of a sustainable future and at developing capacity within social groups to solve or prevent problems. environment. Environmental communication makes use of efficient methods, instruments and techniques that are well established in development communication, adult education, social marketing, agricultural extension, public relations, non-formal training, and so on (Effendy, 2008).

Environmental communication has two functions: 1. Pragmatic: Pragmatic environmental communication is related to education, awareness, convincing, mobilizing and helping people overcome environmental problems. 2. Constitutive: Constitutive environmental communication includes aspects of organizing, structuring, and describing environmental problems themselves as a subject for human understanding (Lestari, 2016)

Environmental communication is closely related to non-formal environmental education, namely a learning process that includes knowledge, values, socio-economic and technical skills related to procedures that facilitate changes in norms and practices towards sustainable development through problem-solving actions. Environmental communication bridges the subject of environmental issues and sociopolitical processes related to policy makers and public participation. Environmental communication is closely related to educational and training activities that will bridge knowledge and action-oriented behavior change, namely scientific agreement and social agreement about certain environmental problems. High public participation is very necessary for acceptance, credibility and sustainability of environmental programs (Cangara, 2022)

Environmental communication as a two-way interaction of social processes that allows the person concerned to understand certain environmental factors and their interdependence. Environmental communication aims to increase society's ability to be able to respond to any appropriate signs from the environment with the well-being of both human civilization and systems. natural biology. Environmental communication is strongly influenced by the worldview or cultural orientation towards God, life, death, the universe, truth, material (wealth) and other philosophical issues related to life (Yenrizal, 2017).

In general, good handling of waste has 4 (four) principles, which are often known as 4R, namely: (Kusminah, 2018) 1.Reduce (Reduce), as much as possible we reduce the use of materials or consumption of finished goods, so that the amount of waste produced is relatively small. 2. Reuse(Reuse), avoid single-use items, try to choose items that can be reused. This can at least extend the time period for an item or object to become trash. 3.Recycle (Recycling), try to select and sort waste that can still be used or not, if there is waste that can be recycled, try to turn the waste into a useful product. 4.Replace(Replace), try to be more careful in

selecting items or necessities, replace disposable items with more durable items and try to use environmentally friendly items to replace items that are difficult to recycle (Fauziah, 2022)

Before carrying out communication activities to the community, it is necessary to prepare the elements needed for this communication activity. The elements required include determining communication goals, communicators, targets and messages. In carrying out this activity, the author asked permission from the Head of Talang Lindung Village, Sungai Bungkal District, Sungai Full City and the author was given permission to carry out this activity in this village. A survey of initial conditions regarding knowledge, attitudes and behavior of the community before communication activities was carried out by conducting interviews with the Head of Talang Lindung Village, Sungai Bungkal District, Sungai Full City and an interview with one of the residents affected by illegal waste dumping. Apart from that, a pre-test was also carried out to find out the community's knowledge, attitudes and behavior regarding household waste management before carrying out communication activities (Budyatna, 2015)

Based on the analysis of the situation in society, it was decided that the methods used were mass communication and personal communication. The mass communication used is FGD using banners, while personal communication uses methods door to door namely providing counseling to the community personally. The mass communication used in this activity was a brochure containing a prohibition on throwing rubbish around illegal rubbish dumping sites. By installing these banners, residents can be informed that waste disposal is regulated by law. There are sanctions that accompany violations of the law. In this way, awareness arises from people who previously did not know and become aware

Meanwhile, personal communication was carried out by visiting residents' homes one by one. Researchers provide outreach using media in the form of brochures and provide explanations regarding good and correct household waste management. Not only that, researchers also motivated the residents they visited to maintain environmental cleanliness and dispose of their rubbish at official rubbish dumps.

The number of respondents was 25 people consisting of various different backgrounds. When done pretest, knowledge (knowledge) The community regarding waste processing methods that meet the requirements is still low, namely 30%. After conducting outreach both through mass communication and personal communication (door to door), namely researchers went to homes to distribute brochures and explain how household waste is managed, public knowledge increased by 80%. Likewise with attitude (attitude) In the community, only half of the respondents felt that education regarding household waste management was needed. However, after the outreach activities, there was a change in people's attitudes where more and more people felt the need to manage household waste in order to preserve the environment. For behavior (behavior) community, when the pretest was carried out, it was discovered that only a small number of people gave certain treatment to waste before throwing it away, such as sorting waste according to its type. After the outreach was carried out, the number of people who gave certain treatment before the waste was thrown away increased.

The results of this research show that in changing behavior, personal communication is much more influential than mass communication. To increase knowledge, mass communication can be used, but to change behavior it is more influential if personal communication is used. This is in line with research by Karuniawati et al. (2019) which states that door to door counseling is more effective than mass outreach. Afriyadi (2015) explains that personal communication is effective communication, if understanding occurs, creates pleasure, influences attitudes, improves relationships and changes behavior.

The results obtained from environmental communication activities carried out using this personal method are increased concern and awareness of the people of Talang Lindung Village, Sungai Bungkal District, Sungai Full City in managing household waste. This can be seen from changes in people's attitudes and behavior before and after being given the education, namely that people have started to differentiate between dry waste and wet waste. In building awareness of the people of Talang Lindung Village, Sungai Bungkal District, Sungai Penuh City regarding household waste management, a communication strategy is needed as the first and determining step in how environmental communication will be carried out. The steps in an environmental communication strategy consist of several stages. The following are the stages and steps in an environmental communication strategy. (Eliza, 2021) Assessment stage This stage consists of steps of situation analysis and problem identification, analysis of the parties/actors involved, and communication objectives.

The community as the target of environmental communication needs to be recognized so that messages can be delivered according to the situation and conditions of the community being addressed. If environmental pollution is caused by community behavior and there is no awareness of environmental sustainability, then it is time for the community as the main stakeholder to be placed as the main actor in preserving the environment. The initial objectives of environmental communication need to be studied well so that messages can be formed and adapted to the communication objectives (Bungin B, 2009). Based on the results of evaluation and monitoring as well as discussions with the Village Head, it is known that community knowledge regarding household waste management is quite high, however attitudes and community practice is still middle to lower class. In this case, the environmental communication strategy carried out by researchers is using methods door to door, where researchers visited respondents from house to house.

Apart from that, based on the results of discussions with the Village Head, researchers also decided to use banners as a printed visual communication medium that will be installed around illegal waste dumping locations. Message production stage This stage consists of message design and media production steps. Environmental communication messages are more directed at efforts to change habits that do not care about waste management and still throw rubbish inappropriately and build public awareness regarding household waste management. The media used in environmental communication activities are in the form of brochures and banners, namely printed visual communication. The brochure is designed to be as attractive as possible so that it can be easily understood by people with different educational backgrounds.

As for the banner, it contains a prohibition on the public not to throw rubbish around the illegal rubbish dump, and also contains punishment accompanied by a regional regulation that prohibits the public from throwing rubbish carelessly.



Figure 1. Example of A Banner For The Prohibition of Littering Action and Reflection Stage

The action and reflection stage consists of media distribution steps, documentation steps, monitoring and evaluation. Communication related to the prohibition of littering and sustainable waste processing in Talang Lindung Village, Sungai Bungkal District, Sungai Penuh City is carried out through mass communication by gathering the community at the village office or Traditional Hall, activities are carried out by means of Focus Group Discussions, in this case the community is given counseling. and directions regarding waste management, separating organic waste from inorganic waste.



Figure 2. Communication Strategy Carried Out Through Mass Communication

Efforts to raise public awareness and concern for household waste management through. The key to environmental communication is the priorities and commitment of the community and related stakeholders. At this stage, researchers distributed brochures to residents individually door to door and explain to residents the contents of the brochure. This activity is carried out while adhering to standard health protocols considering the current situation which is still a pandemic. Researchers also installed banners at one of the illegal waste dump locations as seen. After that, the researchers conducted a post-test to find out whether

there were changes in people's knowledge, attitudes and behavior towards the environment and household waste management.



Figure 3. Communication Strategy Carried Out Through Personal Communication (Door To Door)

To determine the progress of this environmental communication activity, a monitoring process was carried out on local residents and illegal waste dumps. One form of evaluation and monitoring carried out by the Village is by holding monthly waste fees. The community places rubbish in front of the house every day, and every afternoon it will be transported using a 3-wheeled vehicle. The management of this vehicle is managed by the Village. The rubbish will then be disposed of in a temporary shelter. With this vehicle, it is hoped that it will make it easier for people to dispose of rubbish so that rubbish is not scattered so that environmental sustainability can be maintained.



Figure 4. Transporting Waste Using Wheeled Vehicles 3

After communication, both mass and personal, the community has separated organic waste from inorganic waste. This is useful for making it easier for 3-wheeled vehicles to pick up rubbish and throw it at a temporary disposal site. Types of waste that can be recycled, such as: cardboard, plastic drinking glasses, household appliances made from copper and aluminum, will be separated because they can be bought and sold. Apart from that, for some people who have quite a large amount of remaining land around the house, make a hole for a cell to dispose of organic waste. It will then be turned into compost and can be reused.



Figure 5. Making A Disposal Hole For Organic Waste Which Can Be Used As Fertilizer Compost

Some residents do not want to be involved in this program, one of which is due to economic problems. This issue will further be taken into consideration by the Village Head in making subsidy decisions between residents, so that the problem of waste output can be resolved. It is hoped that this activity can build public awareness and concern in managing household waste in Talang Lindung Village, Sungai Bungkal District, Sungai Banyak City. In realizing the sustainability of this program, namely in order to increase community empowerment in Talang Lindung Village, Sungai Bungkal District, Sungai Full City, mutual cooperation activities are carried out by the local village regularly. Apart from that, coordination is also needed by the local village to establish an inorganic waste bank so that the waste can be recycled. By maintaining cleanliness, one of the ways is by disposing of rubbish in its place and separating organic and inorganic waste. Clean and healthy by getting used to throwing away rubbish in its place, a clean environment is expected to improve the health of the family and surrounding community. Prevent floods and improve water quality to support our daily lives. Maintaining the Beauty of the Environment, disposing of rubbish in its place is also closely related to the beauty of the environment. Garbage that is thrown carelessly will disturb the beauty of the environment and give the impression of being dirty. No matter how good an environment is, it will definitely look dirty and unattractive if it is filled with piles of rubbish. The large number of rubbish dumps if not managed properly, one of which is by throwing rubbish in the right place, can become a fatal environmental problem. Starting from floods, scarcity of clean water, air pollution to the emergence of various kinds of viruses and bacteria.

Conclusion

Empowerment of the community of Talang Lindung Village, Sungai Bungkal District, Sungai Banyak City in managing household waste and maintaining environmental cleanliness is starting to improve with mass communication and personal communication activities. Mass communication is carried out through FGDs and placing banners in strategic places in Talang Lindung Village, while personal communication is carried out by providing online counseling, door to door as well as distributing brochures and providing explanations about waste management. To find out about changes in knowledge, attitude and behaviour Community After the outreach and banner installation was carried out, monitoring and evaluation was carried out in collaboration with the Village Head's office. The results of this research show that changes in personal communication behavior are more influential than mass communication. With mass communication through banners, people who previously did not know know that there are laws and regulations governing waste disposal. For counseling door to door People are starting to realize the importance of maintaining cleanliness and managing household waste, one of which is by differentiating waste based on type. Inorganic waste such as plastic can be recycled and become useful goods. And organic waste such as food scraps can be used as compost. By understanding this, the awareness and concern of the community in Talang Lindung Village, Sungai Bungkal District, Sungai Full City will improve. Apart from that, people who have land around the location where they live can make holes for disposing of organic waste which can be used as material for making compost

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