

NYIMAK

Journal of Communication

Nyimak: Journal of Communication | Vol. 4 | No. 2 | Pages 157 - 294 | September 2020 | ISSN 2580-3808



Published By:
Department of Communication Science
Faculty of Social and Political Science
Universitas Muhammadiyah Tangerang

Journal Address

Program Studi Ilmu Komunikasi Fakultas Ilmu Sosial dan Ilmu Politik
UNIVERSITAS MUHAMMADIYAH TANGERANG
Jl. Mayjen Sutoyo No. 2 (depan Lap. A. Yani) Kota Tangerang, Banten, Indonesia
Website : <http://jurnal.umt.ac.id/index.php/nyimak>
Email : jurnalnyimak@fisipumt.ac.id

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DAFTAR ISI (TABLE OF CONTENT)

Multimodal Analysis of Photos in @Sandiuno Instagram Account Before and After the 2019 Presidential Election — Kiemas Dita Anugrah Susetya and Iis Kurnia Nurhayati —	157 – 168
Representation of Black Feminism in <i>Hidden Figures</i> — Andre Ikhsono and Jakarudi —	169 – 180
Understanding The Problem of Control and Ownership of Mojok.co: Is It Still Alternative? — Muria Endah Sokowati and Fajar Junaedi —	181 – 198
Analysis of The Filter Bubble Phenomenon in The Use of Online Media for Millennial Generation (An Ethnography Virtual Study about The Filter Bubble Phenomenon) — Sri Seti Indriani, Ditha Prasanti, and Rangga Saptya Mohammad Permana —	199 – 209
Political Agonism for Indonesian Cyberpolitic: Critical Cyberculture to Political Campaign of 2019 Indonesian Presidential Election in Twitter — Henni Gusfa and Fransiskus Emilus D. Kadjuand —	211 – 232
Discursive Intertextualities of RuangGuru due COVID-19 by the Governor of Central Java — Cosmas Gatot Haryono, Rustono Farady Marta, and Maichel Chinmi —	233 – 247
Analysis of the Convergence Communication Model on Waste Bank Program Stakeholders in South Tangerang City, Indonesia — Mirza Shahreza, Sarwititi Sarwoprasodjo, Hadi Susilo Arifin, and Dwi Retno Hapsari —	249 – 265

- Communication Patterns in the Development of Life Skills at the
Darul Fallah Islamic Boarding School in Bogor Regency 267 – 278
—Eko Purwanto, Sumardjo, Dwi Retno Hapsari, and Cahyono Tri
Wibowo—
- Mediating the Lifestyle of Metrosexual on Instagram 279 – 294
(#priadewasa,#ganteng): Consumption and Identity
—Rama Kertamukti—

Analysis of the Convergence Communication Model on Waste Bank Program Stakeholders in South Tangerang City, Indonesia

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ABSTRACT

This research aims to analyze a convergent communication model that supports the sustainability of the waste Bank community in South Tangerang City. The type of research conducted is qualitative descriptive research. Data obtained through observation and in-depth interview. The results illustrate that the convergence communication model in the waste bank program has three supporting stakeholders carrying three interests, that is, who sees the theme of the environment as a source (ruler), objects (city government/ Environmental office) and Spirit (waste bank Community) that finally formed a converged communication, namely the equality of delivery and acceptance of the message so that it becomes mutual understanding, and interdependence that positions the waste Bank as a public space in discussing environmental themes, especially waste management problems.

Keywords: environmental communication, convergent communication, stakeholders, waste bank

ABSTRAK

Penelitian ini bertujuan untuk menganalisis sebuah model komunikasi konvergen yang mendukung keberlanjutan komunitas Bank sampah di kota Tangerang Selatan. Jenis penelitian yang dilakukan adalah Penelitian deskriptif kualitatif. Data diperoleh melalui pengamatan, dan wawancara mendalam. Hasil penelitian menggambarkan bahwa model komunikasi konvergensi pada program Bank sampah terdapat tiga pemangku kepentingan pendukungnya membawa tiga kepentingan, yaitu, yang melihat tema lingkungan sebagai sumber (penguasa), objek (pemerintah/ Dinas Lingkungan Hidup Tangerang Selatan) dan spirit (komunitas Bank sampah) yang akhirnya membentuk komunikasi konvergen, yaitu kesetaraan penyampaian dan penerimaan pesan sehingga menjadi saling pengertian, serta saling ketergantungan yang memposisikan Bank sampah sebagai ruang publik dalam membahas tema lingkungan, terutama masalah pengelolaan sampah.

Kata Kunci: komunikasi lingkungan, komunikasi konvergensi, pemangku kepentingan, bank sampah

INTRODUCTION

Based on the Minister of the Environment Regulation (Permen) Number 13 of 2012 article 1 number 2 which reads: "Waste bank is a place for sorting and collecting waste that can be recycled and / or reused which has economic value". The implementation of those regulations are social engineering in the form of policies from the local government in implementing the waste bank program (Suyanto *et.al*, 2015 ; Arief, 2013). Participation is also inseparable from the role of local government institutions and policies as the initial mover

Citation : Shahreza, Mirza, Sarwititi Sarwoprasodjo, Hadi Susilo Arifin, and Dwi Retno Hapsari. (2020). "Analysis of the Convergence Communication Model on Waste Bank Program Stakeholders in South Tangerang City, Indonesia". *Nyimak Journal of Communication*, 4(2): 249–265.

of waste bank activities (Cahyadi, Sriati, and Al-Fatih, 2017; Wahyono, 2018). Waste bank becomes community empowerment to create independence (Suryani, 2014), productivity such as recycled crafts (Wijaya, 2016) and organic fertilizers (Sulistiyani and Wulandari, 2017) which eventually gave rise to social entrepreneurship (Hasnam, Syarief, and Yusuf, 2017) and habits of sorting the waste (Nuraprilia, 2018) which in the end is managed to become economically valuable (Fitriasari and Nurjannah, 2016).

Several studies show that people are involved in waste bank activities due to motivation and demeanor factors (Selomo *et al.* 2016; Maryati *et al.* 2018). The community motivation to be involved is more due to individual internal factors, namely the hope and desire to live in a beautiful, clean and comfortable village environment (Kurniawan, Soemarno, and Purnomo 2015). The target of community participation is carried out with a waste bank social scenario (Purba, Meidiana, and Adrianto, 2014) which points to the source, namely household waste (Mujiburrahmad dan Firmansyah, 2014) which is expected to foster independence in managing waste through waste bank containers (Setiadi, 2015). The most basic obstacle to expedite the waste bank program is changing the mindset and habits of the community, especially in terms of sorting waste (Bachtiar, Hanafi, dan Rozikin, 2015).

The city of South Tangerang was chosen as the location for research because it has serious problems related to waste handling and management. Pile of waste in South Tangerang City 979 tons/day (assuming 0.56 kg/person/day) with a population of 1,747,906 people (BPS, Central Bureau of Statistic South Tangerang city, 2020). Limited human resources for technology-based waste processing. At the household level, organic and inorganic waste are still mixed. The level of community participation is still lacking in reducing waste that is difficult to decompose. Limited land, facilities and infrastructure for final waste processing. Some Temporary Processing Sites, Reuse, Reduce, and Recycle (TPS3R) have not been optimal in reducing waste entering TPA Cipeucang (BAPEDA, Regional Development Planning Agency South Tangerang city, 2020; DLH, The government of South Tangerang Environment Office, 2020).

Based on data from the government of South Tangerang Environment Office (South Tangerang DLH) as of April 21, 2019, 230 waste banks have been formed. The number of waste bank customers in South Tangerang are 7,910 people (Tabel 1). However, since it was initiated in 2012, the waste bank that has been actively reporting the results of weighing and storing waste every month is only about 50% of the total waste bank (South Tangerang DLH, 2020).

Table 1. Data on Waste Banks in South Tangerang City (From 2014 to April 2019)

No	District	Number of Waste Banks	WB. Active weighing	Activene ss (%)	Number of Customer s	Total Amount of Waste (Kg)	Total Savings (Rp)
1	Pamulang	88	47	53.41	3,455	735,283	1,077,407,354
2	Setu	26	7	26.92	1,219	200,260	318,783,154
3	Ciputat	30	17	56.67	732	741,599	190877483
4	Timur	34	14	41.18	1,407	489,396	545,571,031
5	Serpong	11	6	54.55	333	14,130	22,208,126
6	Serpong						
6	Utara Pondok	13	7	53.85	132	23,231	38581938
7	Aren	28	17	60.71	632	28,039	44,086,379
Total		230	115	50.00	7,910	2,231,939	2,237,515,465

Source : South Tangerang DLH (2019)

Based on April 2019 data, there are 230 waste banks that are the object of this research. This research has been started from April 2019 to December 2019. As a result of preliminary observation, participation tends to begin with the existence of communities and forums in the community such as cadres of the community such as cadres of Family Welfare Movement (PKK), recitation the assembly (*majelis taklim*), youth organizations (Karangtaruna), neighborhood associations (RT) and citizens associations (RW) meeting forums, and others. The South Tangerang City Government is targeting one waste bank in each RW with a total of 735 RWs (BPS South Tangerang city, 2018). However, until April 2019, from 2012-2019 (eight years) only 230 waste banks were formed or 31.29% of the target, and based on data in March 2019, only 115 waste banks (50%) actively reported weighing results every month (South Tangerang DLH, 2019). So only 31.29% and still less 505 waste banks in South Tangerang City.

The problem that arises from the process of the waste bank program is whether the existence of a waste bank can reduce the accumulation in the Cipeucang Final Disposal Site (TPA) which is full and mountainous (Sda.pu.go.id, 2020). Then research conducted by Aminudin and Manggolo (2017) shows that the waste bank program and the level of satisfaction have no effect on the family income of waste bank customers. So that the correlation between the waste bank program and the family income level of the waste bank customers in East Ciputat are very weak, namely at 0.001% and the correlation between the level of customer satisfaction of the waste bank customers and the family income level of the customers of the waste bank customers in East Ciputat District are also weak, which are 0.014%. In addition, there are also problems related to the sustainability of the program and the

regeneration of waste bank management, which are dominated by the age group 31 to 40 years (37%), 41 to 50 years (38%), > 50 (15%). While 17 to 30 years old are only 10% (results of the April 2019 pre-research survey). This figure illustrates that only a handful of young people are involved in the waste bank program (Shahreza, 2020).

The existence of a waste bank cannot be separated from the relations that occur between the stakeholders involved in it. The relations and interactions that occur are communication that will take place continuously between the actors involved in the waste bank program. Research with the theme of communication was also found in the keyword search for waste bank. A study on communicators that discusses the role of waste bank assistant in socialization and educating the public in efforts to establish a new waste bank. (Aryenti, 2012), environmental activist (Lestari, Soeaidy, and Said, 2013). Regarding the communication process, there is research related to the CSR program in the implementation of the waste bank program (Chrysantin, 2013), waste literacy through the waste bank (Antin dan Indah, 2017), and a waste bank as a communication strategy for environmental preservation (Risviana, 2014). The process of disseminating the idea of a waste bank is something new, the diffusion theory approach of innovation is also carried out in which there are stages that can be adopted and evaluated in the community (Sucahya and Surahman, 2017). So that the target of the waste bank program is public awareness to live healthy by preserving the environment. From the research on waste banks in terms of communication, none of them discussed in terms of environmental communication which focused on the relations between stakeholders in the waste bank program. So that the novelty of this research is to discuss environmental communication with an analysis approach of the convergence communication model between stakeholders in the waste bank program.

This study aims to analyze the convergence communication model among stakeholders in the waste bank program in South Tangerang City. So it is hoped that this research has benefits in terms of: 1) Making practical contributions to stakeholders related to waste management in order to reach a stage of mutual understanding, where there is a mutual understanding between stakeholders in their respective roles dealing with environmental problems and the waste bank program solution; 2) Academically contributing to the study of environmental communication in the communication process on waste handling and management, especially in waste banks and community programs.

METHOD

This research uses a constructivist paradigm, and information will also be extracted from various data sources or analytical units using purposive techniques and snow ball sampling, namely: 1) Informants (interviewees), covering all stakeholders related to the waste bank program, starting from 3 people in the South Tangerang DLH government, District officials (Kecamatan), Sub District officials (Kelurahan), citizens Association (RW) and neighborhood Association (RT) totaling 7 people; There are 13 people from waste bank assistants appointed by South Tangerang DLH, Regional Coordinators (Korwil), District Coordinators (Korcams), who are members of into the Association of South Tangerang waste banks (PERBAS) with a total of 10 people, Management and customers of the waste bank totaling 15 people ; 2) waste collector, and 10 residents around the waste bank location; so a total of 57 informants. 2) Archives and documents, that is activity records / data, number of customers, and other supporting documents; 3) Field notes of observations in places related to events and activities. 4) Questionnaires distribution with 103 respondents as supporting quantitative data.

Data analysis in this research is by coding verbatim data collected from interviews, observations, Focus Group Discussion (FGD), and documents. Coding is the activity of making code. Code in the form of words or phrases that researchers use to identify, describe, and summarize sentences, paragraphs, or collections of text (Corbin and Strauss 2008). Code is also a label given as a significance for informations compiled in research (Miles, Huberman, and Saldana, 2014). Stages taken during the research were analysis and coding to produce categories. The code will show and link the original data and ongoing revisions to test category development. New categories may appear until the research is complete. Then coding creates new categories that will be integrated when new understandings are made, here the coder (researcher) performs data analysis and participates in data interpretation (Richards, 2015).

RESULTS AND DISCUSSION

The existence of waste bank in the city of South Tangerang has existed since 2012 by H. Benny Harkanto in Ciputat District, to be precise in RW.6 under the name Bank Sampah Karya Bhakti, and in RW.7 under the name Bank Sampah DKM Al-Hikmah. Furthermore, there is also a waste bank formed by the Melati Bersih Foundation in 2010 which started in the Pamulang District and eventually spread to all Districts in South Tangerang City with a characteristic name of Bank Sampah Melati Bersih (BMSB), with 25 BSMB recorded in South Tangerang City and eventually spread to several cities, such as Jakarta, Bogor, Depok,

Tangerang, and until 2018 134 waste banks were established. Furthermore, since 2014, the City Government, through the Dinas Kebersihan Pertamanan dan Pemakaman, which eventually turned into Dinas Lingkungan Hidup (DLH) in 2016, made the waste bank a program under the Waste Sector, especially in the Seksi Kemitraan dan Pemberdayaan Masyarakat. Based on data collection per July 2020, the growth of waste banks since 2010 (Figure 1).

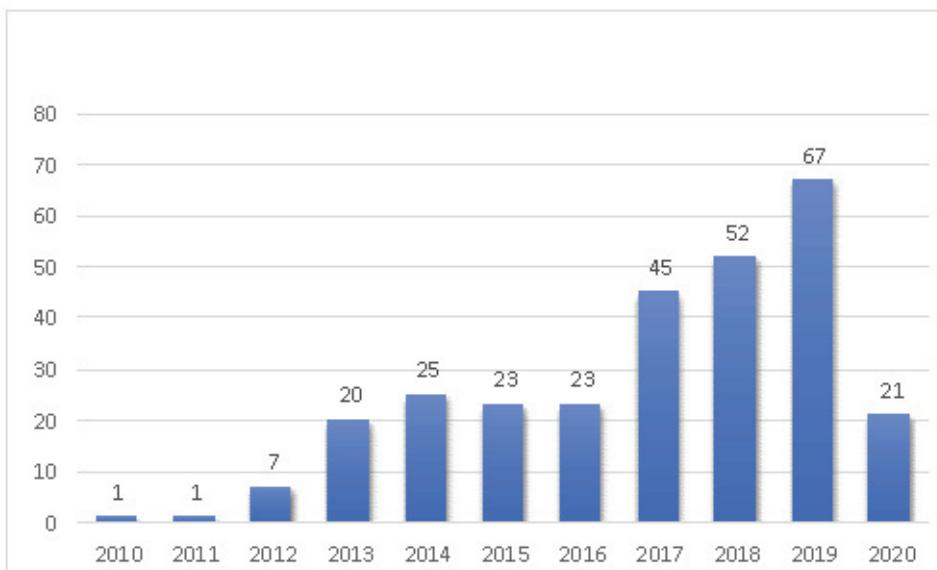


Figure 1. Graph of Waste Bank Growth in South Tangerang City

Source: survey results N = 285 waste banks in July 2020 (Shahreza, 2020)

The total waste banks until July 2020 are 285 units. Figure 1 illustrate the growth of the waste bank, from 2017 to 2019 there was an increase in the graph. This was because the South Tangerang environmental office (DLH) has begun assigning waste bank assistants who are recruited from potential waste bank administrator from each District.

Based on the initiative data to establish a Waste Bank, the government's appeal are 15% (South Tangerang DLH: 12, District: 1, Sub-district: 2, a total of 15 waste banks). Meanwhile, 85% are community initiatives, such as community participation in community organizations such as PKK cadres, Integrated Healthcare Centre (Posyandu), religious groups (recitation), NGOs, schools, agencies and RT / RW. Local government intervention is to issue a mayoral regulation to run a waste bank program using the city budget to facilitate the community-based waste bank movement (Kubota, Horita, & Tasaki, 2020). This also applies in the city of South Tangerang with the launching of the *1 RW 1 waste bank program* and over time community participation follows the process of socialization starting from the District, Sub-district, Citizens Association (RW) and Neighborhood Association (RT) levels

(Diany, 2014). Development programs in the environmental sector require a higher and broader set of interventions in a more comprehensive and holistic paradigm of environmental communication, so that they can be adopted operationally and substantively (Flor & Cangara, 2018).

The relation that occur in communication between stakeholders can be described with three perspectives on environmental themes, in this case the identified waste management problems with the core stakeholders, that is the Government (South Tangerang DLH), private parties (Collectors), and Community participation in the form of a waste bank community (Figure 2). Those environmental theme when associated with three perspectives on nature depicted in the form of discourse communities are: 1) nature as an object; 2) nature as a resource; and 3) nature as spirit displayed in a straight continuum. Those who see nature as an object to be studied are traditional science (Killingsworth and Palmer, 2012). Thus traditional science is an anthropocentrism that places the human position as the center while nature is the object. Traditional science has the opposite view of nature to the deep ecologists at the end of the continuum. As has been explained, deep ecology is in line with ecocentrism, a view that sees everything in nature, both biotic, abiotic and human, is in an interdependent system.

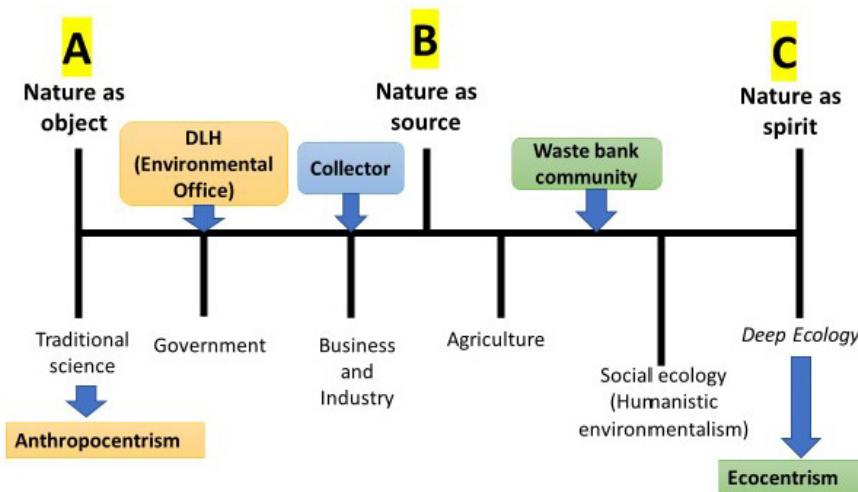


Figure 2. Continuum in environmental perspective

Source: Killingsworth & Palmer (2012)

Killingsworth and Palmer (2012) suggests that everyone can experience all these perspectives on nature at one time or another, but for everyone one perspective will always seem to dominate the others. Business and industry view nature as a resource that will be used for economic purposes and to make an advantages (profit). Seeing nature as a re-

source does not mean that one cannot see nature as an object or as spirit, but eventually one view will be stronger than another (McManus, 1996). Based on the continuum line, the position of the waste bank community is between points B and C, precisely at the sub point between agriculture and the social environment (society), this is due to the activities of the waste bank community which segregate inorganic and organic waste. Inorganic waste is weighed and converted through collectors into customer savings, on the other hand organic waste is managed by composting and turning it into organic fertilizer. Later on, it is used for urban agriculture.

Furthermore, Killingsworth and Palmer (2012) describe that the continuum line is folded from the right end (C) down and forms a horseshoe configuration which represents environmental communication where the horseshoe diagram illustrate the interactions between industry, government, traditional science, social ecology (human), and deep ecology. We can begin to see an environmental perspective holistically and not as three groups of individuals with three different value systems. Using Killingsworth and Palmer's (2012) depiction, we can view society as a large system with various values, methods, and reasons for communicating.

The perspective diagram in Figure 3 illustrates four concepts: hegemony, contention, tension, and direction of appeal (rejection). The three discourse communities on the axis of traditional science, government, and business / industry are the groups that have the most power and most common support or hegemon (McManus 1996). Relations that occur in cyclical conditions *Cooperation-Competition-Disputes-Conflicts (CCDC)*.

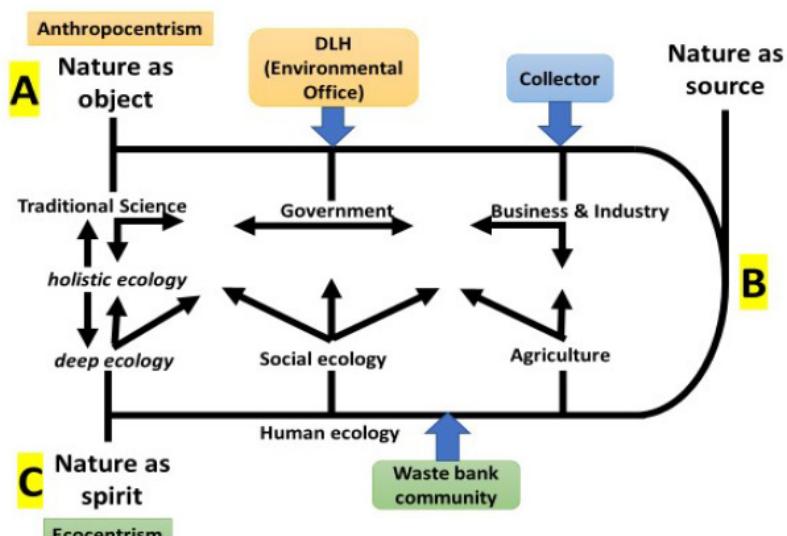
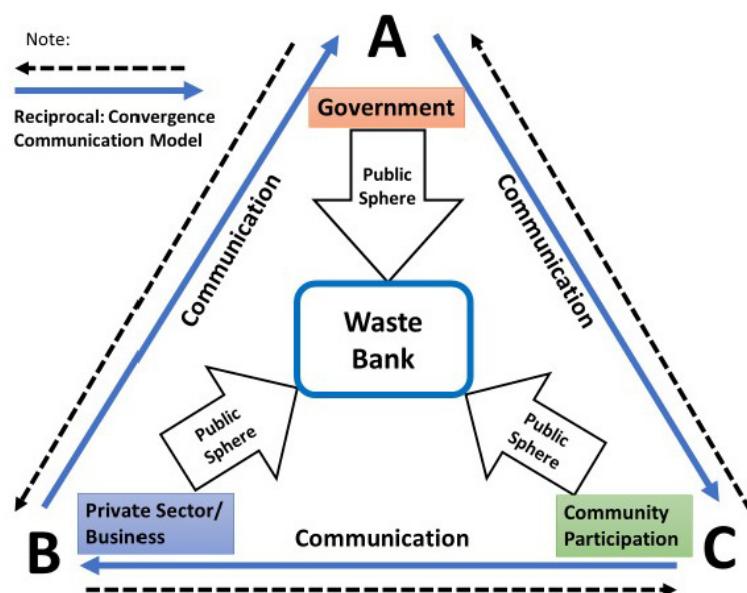


Figure 3. The horseshoe perspective configuration

Source: Killingsworth dan Palmer (2012)

Environmental communication is a study that discusses human interaction with the natural environment. In its implementation, environmental communication is a symbolic action because events or facts that occur in nature are messages in the form of symbols related to the impact of human activities, including the problem of waste that has heavily polluted the environment both on land and in the oceans. Communication becomes a symbolic action that mediates human beliefs, attitudes and behavior towards the environment so that based on the environmental communication model (Cox and Pezzullo, 2015) there must be a public space for conversations, discourses, and the involvement of other people or groups and institutions related to the waste problem. So that the public space is mediated through the waste bank program by forming a waste bank community from elements of society.



**Figure 4. Convergence Communication Model in Circular Economic Activities
Waste Bank Community in South Tangerang City**

The description of Figure 4 explains the interdependence relations of the discourse community that views nature with their respective perspectives, namely: 1) A = Nature as an object, 2) B = Nature as a source, 3) C = Nature as spirit. Category A community is a structure that looks at the environment objectively because of the duties and authorities as well as policy makers and policy implementers, such as the central government, regional governments that have technical policies, to the structure under it, in this case the South Tangerang DLH, District , Sub-district, Citizens Association (RW) and Neighborhood Association (RT).

Category B communities consist of communities that view nature as a source, they get a living (income) or are profit oriented from their involvement with environmental problems, ranging from scavengers, waste collectors, recycling industry, companies, producers who produce waste, and other private parties such as conventional banks which are related to waste management issues.

Category C communities ranging from tribal communities that still live in the open / forest, indigenous peoples who still adhere to their ancestral values, environmentalists, volunteers, and environmental activists, NGO, environmental cadres such as PKK and Posyandu cadres, community leaders, social foundations, housewives, retirees who have a lot of time in their neighborhood, religious groups who care about the environment (majlis taklim, church activists) where they come with a calling and volunteering in dealing with environmental problems.

These three categories have different interests in relation to waste management issues, so that sometimes there is tension when one interest is blocked by another. South Tangerang DLH or City Government (A) moves depending on regulations, especially from the regional budget (APBD) and support to the waste bank community is by providing facilities and infrastructure such as scales and net, savings books, banners, and additional composting tools for organic waste management, the results of which are organic fertilizer. The findings in the field show that the waste bank activities also attracted the interest of academics from both schools and colleges. Such as the Adiwiyata Program, which is a school that is also responsible for efforts to save the environment & sustainable development (Qurrotaini & Al-Bahij, 2017). Meanwhile, from tertiary institutions related to Student Study Service (Kuliah Kerja Nyata: KKN) activities, research and community service (Winata, Fitriawaty, Hasanah, & Octavianti, 2019).

The establishment of a waste bank also gets legality through a Decree (SK) issued by the Sub-district. Furthermore, from the collector / private side (B) and also the recycling industry has economic or business interests. While the position of the waste bank community (C) is more likely to be voluntary community participation because there is no incentive from the South Tangerang City Government to the waste bank management who is the driving force for the waste bank program activity, but only a margin of 10 to 15 percent of the weighing results which are usually only for operational and administrative costs. The relations between the three discourse communities A-B-C will be sustainable and continuously if there is a harmonization of interests, meaning that all interests are accommodated in the waste bank program.

Based on the informant Head of Partnership and Community Empowerment (Ahmad Rivai), South Tangerang DLH provides support in the form of preparing weighing facilities, scales, savings books, banners, free of charge when the community wants to build a waste bank under the condition that the management team has been formed and ready to socialize with the community. Waste bank is a policy in the form of strategic communication based on social engineering principles that supports sustainable development, combining social, economic and environmental interests (Hoesen, 2019).

Continuous activity creates a circular communication flow or is called convergent communication (Flor and Cangara 2018) in accordance with the circular economy process, there are 3R-based activities (reduce, reuse, recycle) involving producers, consumers, government, the private sector (collectors), and recycling companies. The process forms a closed circle so that the waste residue is minimal when it reaches the final disposal site (TPA). The flow of communication based on Figure 4 explains the existence of a circular communication process between the discourse community. The flow starts from A à B à C returns to A and repeat it self (dotted line), and the flow from A à C à B returns to A and repeats continuously in a closed circle.

There are two types of circular economic activities, namely sorting organic and inorganic waste. Organic waste will occur in a composting process which eventually produces organic fertilizer which can be sold directly and encourages the formation of urban agriculture. Inorganic waste is usually sold directly to the collectors, then the money goes into the savings of the waste bank customers. Collectors sell them to recycling companies. The running of this program really depends on the participation of the community, because in principle, a waste bank is a method of waste management by reducing and handling waste so that it can be of economic value with similar treatment to banking activities (saving activities). Other activities, the waste bank community has also made waste recycling crafts, such as the creation of bags, flowers, tablecloths, ecobricks, and others, to the processing of urban agricultural products, i.e the *Berlian* waste bank in Pamulang District which established a cooperative. Environmental communication can be in the form of campaigns, educating to empathize, mobilizing the public to play an active role so that the waste bank program can run.

The construction of a waste bank into an environmental communication message is based on several regulations that have been enforced by the government as an environmental communicator, namely by issuing: 1) Law of the Republic of Indonesia Number 18 of 2008 concerning Waste Management, 2) Government Regulation No. 81 of 2012, Concerning Management of Household Waste and Waste Similar to Household Waste, 3) The Minister

of Environment Regulation (Permen LH) No. 13 of 2012 concerning Guidelines for the Implementation of Reduce, Reuse and Recycle through waste banks. 4) Derivative in the form of the South Tangerang City Regional Regulation (PERDA) No.3 of 2013 concerning Waste Management.

Environmental communication has unique characteristics because environmental problems are systemic problems, so it will definitely explain the relation and interaction between actors/ communicators/ communicants involved (stakeholders) in an interdependent relationship. The environmental communication model introduced by Killingsworth and Palmer (2012) illustrates the existence of three configurations of discourse communities that are interconnected with relationship lines in tensions of interest based on the discourse, that is a community that views nature as spirit (A), nature as a source (B), and nature as object (C). Communication is a way to manage this tension so that it becomes a synergy, collaborative action in overcoming environmental problems, in this case the waste problem with the waste bank program. As described in the environmental communication theory from Killingsworth and Palmer (2012), there will be a tension of interest between stakeholders regarding the waste bank program, that is the Government, in this case South Tangerang DLH, the waste bank community, and collectors. Convergent Communication, where it is necessary to always return to the stage of mutual understanding, because there are often differences in interests such as price issues, delays due to an imbalance in the number of collectors and the growth of waste banks, this sometimes becomes a conflict between the waste bank community and collectors.

Meanwhile, South Tangerang DLH is in a static position due to the power of under regulation and from the Regional Revenue and Expenditure Budget (APBD), then collectors have stable motivation due to business interests or profit orientation, as explained by the collector informant (Turmanto) who handled the most 96 waste banks in South Tangerang City. Collectors really benefit from the existence of a waste bank that continues to grow in the city of South Tangerang, this is as explained by the informant, such as the waste collected is sorted and clean, and there is also a definite schedule for waste collection and a stable volume of 96 waste banks handled by the collectors, Turmanto. As new waste banks grow, collectors also adapt by adding to their fleets of vehicles, workers and land to accommodate the waste they buy. While the position of the waste bank community can still be said to be tentative because it still relies on the spirit of volunteerism, especially the role of the management as a driving force and participation of the community (customers), therefore convergence communication has an important role as explained by the informant Wakidi, Chairman of the South Tangerang Waste Bank Association (PERBAS), who explained that the position of environmental activists, in this case the waste bank management, had to under-

stand a lot, meaning that the conditions were dynamic, flexible, to anyone, either to officials or to collectors, as well as to waste bank customers.

Based on Killingword and Palmer (2012), everyone, either individually or in their respective communities (A, B, C), can have various motives. The findings in the field show that conflicts can occur between individuals and individuals, as well as between community discourses, such as: A - B, A - C, and C - B, outside of standard relations there are internal group conflicts, such as: A – A (City Government Policy disputes that are not supported by the District down to RW and RT ranks), B – B (Rivalry between collectors in competing for waste banks), C – C (competition between waste activists because of ego-centric, characteristics, and interests). Relation that occur potentially in context: *Cooperation-Competition-Disputes-Conflicts (CCDC)*.

This condition (CCDC) can take the form of a closed circular cycle, where the tension condition will adapt to a convergence (concentrated) condition with an interest in the problem of waste management, where there will be mutual understanding, in the sense that it can be a condition of reaching an agreement, or understanding each other to disagree. For example, the relationship findings that occur are : 1) The collaboration (A - B) of Benda Baru Sub-district, which has an agreement with one collector (Turmanto) who takes all the waste banks in Benda Baru Sub-district, Collaboration between waste banks and institutions, such as the private sector, and education, which channel Corporate Social Responsibility (CSR) funds and community service; 2) Competition occurs horizontally and internally in the discourse group as described in the following patterns: B - B and C - C; 3) Disputes and conflicts can occur in all three relationships, both between discourse groups and internal discourse groups. Whatever the condition of the program, if the carrying capacity is still sufficient by all or some of the discourse groups (A, B, C), the sustainability of the waste bank program will still last. These are some findings about the patterns “The balance of communication process relations between the three discourse groups due to convergence / concentration of a theme or an issue, in this case the environmental theme (waste management) in the waste bank program.”

CONCLUSION

The analysis of the convergence communication model on the stakeholders of the waste bank program in South Tangerang City has a relation of interdependence among the core stakeholder relations in the form of a triadic relationship. The three core stakeholders are summed up into three discourse communities, namely: 1) A, nature as an object is the South Tangerang DLH, 2) B, nature as a source is the collector, and 3) C, nature as spirit is the

waste bank community. The convergence communication model among the supporting stakeholders brings together different but interdependent roles in a closed system, so that it will form a convergent communication where there is an effort to mutually understand and adjust their respective roles when there is a tense relationship between the three discourse communities. This research also shows that convergence communication is a process of centralizing or unifying activities because of one theme, namely waste management through a waste bank, so that different perspectives or motives can be tied into a knot of activities that are interdependent with one another.

SUGGESTION

First suggestions in the study, to the government as a regulator and facilitator of waste banks, both national and local, to conduct regular evaluations of the waste bank program. Because during the search for data and information online and official institutions both at the Ministry of Environment and Forestry (KLHK), and the government of South Tangerang Environment Office (DLH), no evaluation results have been found related to the problems of the waste bank program such as activeness, dynamics and development. Second, the waste bank activity is a forum or space for environmental education in the community, so it is necessary to increase the management capacity and development of creative and productive activities to attract more public participation.

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