



Five Step Communication Planning Strategy in Building Community Awareness about Household Waste Management

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Abstract

The increasing number of inhabited housing encourages the volume of waste to increase due to increased household consumption. Likewise, on Jalan ANUGRAH GANG JELITA, RT 10, MAKMUR JAYA VILLAGE, SATU DISTRICT, TANAH BUMBU REGENCY, WHERE THIS PHENOMENON ALSO HAPPENED. The management of household waste by the surrounding community is still relatively low. The results of preliminary observations and interviews show that there is still a low level of public awareness of disposing of waste in official landfills and the low role of the community in supporting government programs related to household waste management. This study aims to build awareness and concern for the community in the prosperous village of Satui sub-district, Tanah Spice district in managing household waste. Communication strategy is carried out using a five-step communication planning model. The results of this study indicate that changes in personal communication behavior are more influential than mass communication. Mass communication can be used to increase knowledge, but behavior change is more influential when personal communication is used. In addition, the community has also begun to realize the importance of maintaining cleanliness and managing household waste, such as separating waste by type and disposing of waste in official disposal sites.

Keywords: *Communication Strategy; Communication Planning; Household waste*

A. Introduction

Communication is an activity that is always carried out by humans in conveying messages. So it is important to apply a communication planning model in implementing clean and healthy environmental management. While communication planning is useful for overcoming obstacles or barriers that exist when communicating and has other uses to carry out programs that want to be run to achieve a desired goal (Hafied Cangara, 2014: 47).

The environment is everything that is around humans that affect survival. Environmental problems are things that need to be considered considering the environment is very closely related to human life and other living things (Daryanto & Suprihatin, 2013). Environmental management is one of the targets in sustainable development. The importance of environmental management is an effort to preserve the environment, use natural resources, and minimize environmental damage (Purnaweni, 2014).

One of the most common environmental problems is waste management. Like the phenomenon on Jl. Anugrah Gang Jelly, the prosperous village of Satui sub-district, experienced flooding for the first time in November 2021. The cause was not only heavy rain, damaged environment, or coal mines, but also garbage that was not managed properly. Therefore, the waste problem should receive more attention by the government and the community, along with population growth which continues to increase. As stated by the Minister of Environment and Forestry Siti Nurbaya Bakar that the amount of waste heap in Indonesia is approximately 67.8 million tons in 2020 and will continue to increase as the population grows (Azzahra, 2020).

The problem of waste is of particular concern to the government. One of the government's roles related to waste problems is by issuing laws and regulations regarding waste and cleanliness. The government has issued Law No. 18 of 2008 regarding waste management. This is based on several considerations, including population growth and changes in people's consumption patterns which lead to an increase in the volume and type of waste. So far, waste management has not been in accordance with environmentally sound waste management methods, resulting in negative impacts on public health and the environment. Waste has also become a national problem so that in its management it is necessary to receive comprehensive and integrated treatment from upstream to downstream.

Although garbage is a special concern, the fact is that in the field the regulations do not run properly. Therefore, it is necessary to have a communication planning strategy to the residents so that this goal is achieved. One model of communication planning that suits this problem is to use a five-step communication approach.

Communication strategy is an important part in building public awareness to manage waste. So on Jl. Anugrah Gang jelly, this prosperous and prosperous village can become a village with a livable environment, fresh air, clean of garbage and can maximize the waste that can be recycled. Without the communication strategy itself, the message to be conveyed cannot be accepted by the audience. This means that the goals to be achieved so far will not be realized.

This study aims to find empirical data about the five-step model of communication planning strategies in managing household waste in the prosperous jaya village. While the benefits that can be provided are as information and reference material for other parties who have an interest in similar studies.

B. Method

In this study, the authors used descriptive research with a qualitative approach. The focus of research in this study is to apply a five-step communication approach model to foster public awareness in managing household waste.

The consideration of researchers using this qualitative research is to understand what is hidden behind real phenomena (Iskandar, 2009: 51). Efforts to obtain valid, reliable and objective data about the prevailing phenomena are expected to be easier because researchers can determine the type of data they want. Through observations, documentation, photos, pictures, interviews and informal conversations with trusted sources (informants), the observed phenomena can be described more fully,

completely and as they are. The research location is on Jalan Anugrah Gang Jelita, RT 10, Prosperous Jaya Village, Satui District, Tanah Spice Regency.

Data analysis in this study was carried out descriptively qualitatively and interpretively. Systematically arrange interview guidelines and field notes, then process the data. The data is processed using the Miles and Huberman model, namely through three steps, the first is to reduce the data, the second is to present the data, and then draw or verify conclusions (Emzir, 2010: 129). The research implementation time starts from June to July 2022.

C. Results and Discussion

Management of household waste and similar household waste, according to Law no. 18 of 2008 concerning Waste Management, consisting of waste reduction and waste management. Waste reduction includes activities to limit waste generation, recycle waste, and reuse waste. One of the activities of handling waste is sorting in the form of grouping and separating waste according to the type, amount, and nature of the waste. The implementation of waste management according to Government Regulation number 81 of 2012 concerning Management of Household Waste and Waste Similar to Household Waste includes waste reduction and waste management that must be carried out by everyone.

There are still no local residents who have started to manage household waste. Some of the garbage is burned, some is thrown carelessly, and some is dumped on the side of the highway. Where household waste is not an official TPS provided by the local government.

During the establishment of the village, especially in the area of Jalan Anugrah Gang Jelita, the RT 10 area, it never experienced flooding. The first flood occurred in November 2021 during the rainy season. One of the causes is household waste that is not managed properly.

On the other hand, this garbage is not always useless. But there are types of waste that can be recycled. Therefore, local residents need to be given information about proper waste management. For example, organic waste that is easily biodegradable can be used as fertilizer, while inorganic waste can be recycled so that it has value, for example plastic bottles, cardboard, used cans, and others.

| Garbage Components | Types of Recyclable Components |
|---------------------------|--|
| Paper trash | Newspaper, cardboard, cardboard, high quality paper (HVS), mixed paper, cement paper |
| Plastic waste | PETE (1), HDPE (2), PVC (3), LDPE (4), PP (5) |
| Glass trash | Brown tinted glass, tinted glass, green tinted glass |

| Garbage Components | Types of Recyclable Components |
|-------------------------|---|
| Non ferrous metal waste | Canned aluminum, copper, zinc in a state without contaminants |

Source: Ruslinda, 2011

The objectives of waste management include: 1) Protecting human health and environmental sustainability 2) Conservation of resources including materials, energy, and space 3) Treating waste before it is disposed of to the landfill and minimizing the impact caused by waste disposal (Brunner and Rechberger, 2016).

1. Communication Planning Strategy

In the book of planning and communication strategies by Hafie Cangara (2014), there is one model of communication planning, namely the five-step planning model. Called the Five-Step Communication Planning Model because this model consists of five steps, namely research, planning, implementation, measurement and reporting. The following are the steps in data collection:

a. Study

Researchers conducted research first to residents of households on Jalan Anugrah Gang Jelita. The data obtained is that the residents around the waste are not managed properly, their waste is thrown away or piled on the side of the Idham Chalid highway (in front of the sub-district office), some are burned. Interviews or pre-tests were conducted to obtain information about household waste management knowledge.



b. Planning

The planning in question is communication planning. So a strategy is needed regarding the selection of sources, messages, media, targets and the expected effects.

Source : researcher himself as source/communicator

Message: about waste management household

The following message was conveyed:





Media : Whatsapp, brochure/banner
 Target : Residents of the surrounding household
 Jalan Anugrah Alley Indah, Makmur Jaya Village.
 Effect : Can manage waste household well.

c. Implementation

Following are the questions/statements of interviews with the target residents:

Knowledge

- 1) Do you know how to treat waste that meets the requirements (HOUSEHOLD WASTE)?
 - a) Unmanaged waste has a negative impact on the environment.

Attitude

- 2) Should garbage disposal be separated according to its type?
 - b) There is a need for education on environmental hygiene and household waste management.

Behavior

- 3) Is there any particular treatment before the waste is disposed of?
 - c) I sell waste that is still fit for use to collectors.

d. Measurement

Measurements are carried out to determine the final results of the activities that have been carried out. For example, whether the exposure power of the media used has reached the target target, whether the message conveyed can be understood by the recipient, and what actions have been taken by the audience after receiving and understanding the information conveyed.

Namely (1) the material presented is clear and easy to follow; as much as 63% stated the material was very clear and easy to follow, 34% stated it was clear and easy to follow and 3% stated it was quite clear and easy to follow; (2) the material obtained was useful (according to expectations and needs), as many as 67% said the material was very useful, 30% said the material was useful and 3% said it was quite useful; (3) this activity is in accordance with the needs and right on target, 70% said the activity was very appropriate and on target, 28% said it was appropriate and right on target and 2% said it was quite appropriate and on target. (4) Commitment to implement household waste management 63 % of commitments want to implement, 30% want to carry out only if they remember, 7% do not answer.



e. Reporting

Reporting is the last act of communication planning activities that have been implemented. Reports should be made in writing. If the results are positive and successful, it can be used as a basis for the next program.

After receiving materials or information about waste management, local residents have started to manage their waste properly.

As many as 65% of household residents have carried out waste management properly, abandoned ways of littering, selling household waste that can be recycled, buyers of garbage around the area every week come to pick it up. 33% of residents around the management of household waste are directly disposed of in the trash, without being managed so they do not get additional income, but the environment is still kept free of environmental waste. As many as 2% are not known to manage household waste. Because he rarely stays at home.



D. Conclusion

In general, the residents around Jalan Anugrah Gang Jelita RT 10 Makmur Jaya Village understand and care about their environment in managing household waste. After being given information or materials about household waste management. 65% of participants have done it and manage household waste as expected. 33% of household waste management is still carried out as in the beginning, namely only throwing garbage in its place and burning garbage. without any action of economic value.

The suggestion is that in the future, so that the environment is more optimal in managing household waste, then provide an order for organic and inorganic waste on the side of the road. To make it easier for household residents to sort their waste. In addition, it is hoped that this research will be useful for all, especially those who are concerned with environmental waste management.

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