



NEW MEDIA-BASED ENVIRONMENTAL CAMPAIGN: SEKUMPUL WASTE BANK (SEKUMPUL BANK SAMPAH) IN EMPOWERING THE COMMUNITY'S ECOMONY

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Abstract: *Department of Public Housing, Residential Areas and the Environment (DPRKPLH) Banjar Regency (2022) the amount of waste entering final disposal sites reached 290 tons per day, an increase of 60 tons compared to the previous year. The Sekumpul Waste Bank in Banjar Regency actively carries out environmental campaigns via social media Instagram about Reuse, Reduce and Recycle. The aim of this research is to analyze new media-based environmental campaigns for community economic empowerment at the Sekumpul waste bank. The method used in this research is a descriptive qualitative approach. Data collection techniques were interviews, literature studies and documentation with a total of 2 informants. The data analysis technique uses Manual Data Analysis Procedure (MDAP), namely daily notes, transcripts, coding, categories, themes and memos. The results show that the Sekumpul Waste Bank campaigns for waste management through Instagram posts, holding events and providing material on local radio broadcasts. It is hoped that this environmental campaign can increase community participation in managing waste wisely and with economic value.*

Keywords: *Environment Communication, New Media, Waste Bank.*

Abstrak: Dinas Perumahan Rakyat, Kawasan pemukiman dan Lingkungan Hidup (DPRKPLH) Kabupaten Banjar (2022) timbunan sampah yang masuk ke Tempat pembuangan Akhir mencapai 290 Ton perhari, mengalami peningkatan 60-ton dibanding tahun sebelumnya. Bank Sampah Sekumpul di Kabupaten Banjar aktif melakukan kampanye lingkungan hidup melalui media sosial instagram tentang *Reuse, Reduce* dan *Recycle* . Tujuan penelitian ini adalah menganalisa kampanye lingkungan berbasis media baru bagi pemberdayaan ekonomi masyarakat pada bank sampah sekumpul. Metode yang digunakan dalam penelitian ini adalah pendekatan kualitatif deskriptif. Teknik pengumpulan data yaitu wawancara, studi literatur dan dokumentasi dengan jumlah informan sebanyak 2 orang. Teknik analisa data menggunakan Manual Data Analysis Procedure (MDAP) yakni catatan harian, transkrip, koding, kategori, tema, dan memos. Hasil menunjukkan bahwa Bank Sampah Sekumpul mengkampanyekan

pengelolaan sampah melalui postingan instagram, menggelar event dan mengisi materi di siaran radio lokal. Kampanye lingkungan ini diharapkan dapat meningkatkan partisipasi masyarakat dalam mengelola sampah dengan bijak dan bernilai ekonomis.

Kata Kunci: Bank Sampah, Kampanye Lingkungan, New Media

1 | INTRODUCTION

Waste or trash is one of the significant environmental challenges faced by modern society today. Rapid population growth, rapid urbanization, and consumptive lifestyles have led to drastic increases in waste production worldwide. The increase in the amount of domestic and industrial waste has had a severe impact on the environment, human health, and the sustainability of natural resources (Faisal 2022; Ghulam 2023).

Waste management is an environmental issue that is more than how waste is managed by collecting all waste in one place. The combination of behaviour change with minimal waste makes waste part of the resource and creates jobs by carrying out waste management with economic value. Waste is becoming a new commodity in the financial growth sector. Based on 2022 data from the Public Housing, Settlement and Environment Office (DPRKPLH) of Banjar Regency, the accumulation of waste entering the landfill (TPA) reaches 290 tons daily. The volume of this waste increased by 60 tons compared to the previous year. Waste is one of the significant environmental challenges faced by modern society today. Rapid population growth, rapid urbanization, and consumptive lifestyles have led to drastic increases in waste production worldwide (Ariandi 2022; Hajam *et al.* 2023).

At the local level, the waste problem significantly impacts urban hygiene, public health, and ecotourism attraction. The increased amount of waste not managed correctly has also become a source of social conflict between communities (Mulyadin *et al.* 2018). The importance of overcoming the waste problem is not only limited to environmental aspects but also to economic and social aspects. Effective waste management can create new opportunities for sustainable economic development, such as recycling and waste-to-energy treatment.

Control of landfills, especially in landfills through step 3 R by *Reuse, Reduce, and Recycle*, is a solution to help reduce household waste production in the community. Waste conservation into resources requires a combination of joint management from various parties. One is through the presence of the Waste Bank; the waste bank is part of turning on behaviour to minimize waste. For example, in East Java Province there are 37 main waste banks and 5,182 unit waste banks (Ditjen PSLB3 2024), this means that the establishment of waste banks has changed the community's paradigm of waste from just waste

to a potential source of economic value. Through the waste bank, the public is invited to sort waste separately according to its type, such as plastic, paper or metal, to then exchange it for rewards in the form of money or goods. With this system, people become more aware of the importance of reducing, recycling, and utilizing waste efficiently, thereby creating a more sustainable cycle in waste management.

Waste banks are an innovation that has proven its strategic role in efforts to preserve the environment and manage waste sustainably (Surahman 2017; ; Febiola 2021). The concept of a waste bank combines ecological and economic aspects, where local communities can exchange their waste for financial rewards (Ramayadi 2020). Thus, waste banks not only serve as waste collection points, but also to improve the economy of the community (Gushilda *et al.* 2022). Through active participation in waste bank programs, communities could tangibly contribute to environmental conservation while gaining significant economic benefits.

Indonesia in this mission has the goal of "Realizing Green Economic Growth for a Prosperous Indonesia" which is a road map for achieving transformative change over the next 35 years. One effort that can be made to realize these ideals is systematic waste management. Efforts to improve better waste management can stimulate significant green economic growth in the manufacturing industry and reduce environmental and social costs, (Bappenas 2015). Sekumpul Waste Bank in Banjar Regency actively conducts environmental campaigns through Instagram social media. Sekumpul Waste Bank invites the community to save waste that can be reprocessed, and the community can hold the money from the sale of trash.

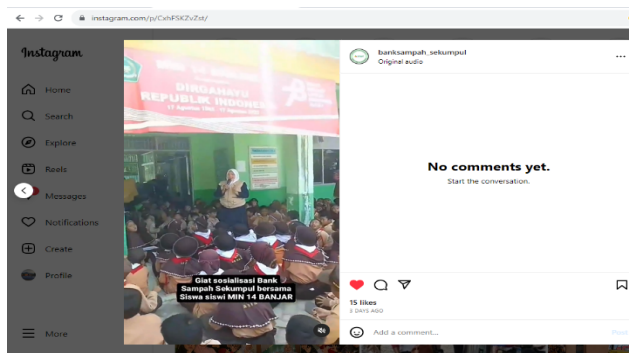


Figure 1 Socialization of Sekumpul Waste Bank in MIN 14 Banjar Regency
(Resercher Documentation, 2024)

In the context of waste banks, social media is a platform for sharing

everyday moments and an effective tool to raise public awareness of the importance of sustainable recycling and waste management practices. Through social media, waste banks can convey educational messages and even encourage active participation from the community in waste management programs (Yuningsih *et al.* 2022; Putri at Awza 2023). Social media allows waste banks to expand their reach of influence, create engaging campaigns, and build online communities that care about environmental issues.

Currently, there are 1,347 Instagram followers on the Sekumpul Waste Bank account. Various posts uploaded by this account are the daily activities of the Sekumpul Waste Bank in the form of socialization in schools in the Banjar Regency area, pick-up of waste savings to schools, expos, and broadcasts on local radio.

Environmental challenges increasingly require serious attention from various sectors of society. One important aspect that emerged in the discussion on conservation and sustainability is the role of communication in garnering community support and participation. Environmental communication is the key to understanding the public about the urgency of environmental protection, and in this context, the concept of waste banks plays a strategic role. Waste banks are a practical solution for managing waste and an effective communication medium to educate the public about the importance of sustainable waste management.

According to Rogers and Storey in Ruslan (2013), A campaign is a series of organized communication activities to create a particular impact on a large part of the target audience continuously over time. An environmental movement is a series of efforts designed to build awareness, rally support, and encourage positive actions in the context of environmental protection and preservation. The main goal of this campaign is to achieve changes in behaviour, policies, or practices that support the sustainability and balance of the ecosystem.

Through social media, we can disseminate existing waste bank programs as a means of promotion and as an essential tool to strengthen the interaction between waste banks and the community (Febiola 2021). This platform allows waste banks to communicate directly with their members, deliver the latest information, and respond to questions or input more quickly. Conversely, communities can provide feedback, share experiences, and even propose innovative ideas through social media, creating deeper engagement in sustainability efforts.

Johnson (2013) reveals the principles of Zero Waste Lifestyle through the 5R movement, namely Refuse, Reduce, Reuse, Recycle and Rot. a)

Refuse is the first step to managing waste by rejecting it. b) Reduce in the form of reducing the use of consumptive goods c) Reuse is done by reusing existing goods by repairing them d) Recycle, which is recycling items that have not been used e) Rot, which is reducing the generation of waste that will be disposed of in Landfills. Pezzullo (2016) environmental communication is a pragmatic and constitutive means of understanding the environment, such as man's relationship with nature. Environmental communication is a symbolic medium to construct ecological problems and negotiate differences in community responses to environmental issues.

2 | METHOD

The method used in this study is a descriptive qualitative approach. Data collection techniques are interviews, literature studies and documentation. The informants in this study are: Dewi Heldayati as Director of Sekumpul Waste Bank and Gusti Rahmah as Admin and Finance Manager of Sekumpul Waste Bank. Data analysis techniques using *Manual Data Analysis Procedure* (MDAP) i.e. diary, transcript, coding, categories, themes, and memos (Bungin 2021). The data analysis technique used in this research is analysis, descriptive qualitative. In this research, validity testing using triangulation is used, the researcher only uses triangulation methods, namely observation, interviews, and documentation. Observations were carried out to observe how waste banks can empower the community's economy.

3 | RESULTS AND DISCUSSION

Based on observations, interviews, and documentation, it is known that the Sekumpul Waste Bank of Banjar Regency campaigns for waste management through Instagram posts, holding events and filling in material on local radio broadcasts. This environmental campaign is expected to increase community participation in managing waste wisely and with economic value.

According to Flor (2004) environmental communication can be planned, designed and implemented as a communication campaign with specific audiences, messages, media, strategies and scheduling. Atkin (2012) states that the communication media used in communication campaigns can be: (1) interpersonal, (2) mass, and (3) digital (online or online). Meanwhile, the nature of messages in communication campaigns can be divided into five categories, namely (1) promotion, (2) prevention, (3) informative, (4)

persuasive, and (5) persuasive with incentives as attraction.

Sekumpul Waste Bank conducts environmental campaign activities to sort and save waste through planning, communication design and implementing it to a predetermined audience. Environmental campaign messages are tailored to their audience for easy understanding. The ecological campaign message uses a religious approach because the people of Martapura City are known to be sacred.

The environmental campaign media used by the Sekumpul Waste Bank management is in the form of face-to-face verbal, through local radio, print media in the form of brochures and Xbanners, as well as social media, namely Instagram and YouTube. The nature of the environmental campaign message implemented by the Sekumpul Waste Bank is in the form of promotion for the community to want to save disaggregated waste, informative related to what disaggregated waste is of economic value and how to process waste, and persuasive to form cleanliness-conscious behaviour in the minds of the community.



Figure 2 Instastory from Sekumpul Waste Bank account
Source: Instagram screenshot (Resercher Documentation, 2024)

Sekumpul Waste Bank was formed 12 years ago, namely in 2011, active since 2012, initially in the form of TPS 3 R, BLH was married because, seeing the condition of this TPS, there is a managed form such as the Waste Bank, named initially the Waste Bank Thanks to Tawakal. They serve people who want to become customers to save waste that has been sorted. Various types of disaggregated waste that can be saved are cardboard, paper, bottles, used cooking oil, and cans. The accumulated balance can be taken as money, groceries, electricity tokens or PDAM payments. Until 2023, 250 schools have become partners and 1500 customers from the community who are actively saving waste.

beneficial school assessment, so they also contacted us when to pick up savings".

Added by Gusti Rahmah stated that.

"We constantly update on social media, in the form of Instagram and YouTube, but the more active ones dominate Instagram. So, what we do today is every activity at the Sekumpul Waste Bank we immediately share every day. Coupled with the pick-up of waste savings, it adds to our activeness in sharing every move on Instagram".

The obstacle faced is in terms of editing, namely skill limitations. When there are interns, they help edit videos. Currently, photos and videos with ordinary captions according to templates invite people to save at the Sekumpul Waste Bank.

Limited access to advanced video editing software or a lack of technical knowledge can sometimes complicate the editing process. In addition, a lack of visual creativity can also limit the ability to create captivating and accessible content for the audience to understand. Other obstacles may include a lack of quality material, such as good video footage or images, which can affect the overall quality of the production. Lack of time to learn video editing skills and understand the target audience can complicate creating an effective campaign.

The form of an environmental campaign is in the form of printed brochures that are distributed to everyone who comes. The management has also been in Karang Intan, East Martapura, West Martapura and Gambut since early February after the National Waste Day. When withdrawing waste dues, the manager also distributed brochures to campaign for the Sekumpul Waste Bank.

Dewi Heldayati, as Director of Sekumpul Waste Bank, explained the obstacles experienced when carrying out environmental campaigns in the form of rejection from the community and the difficulty of changing hygiene-conscious behaviour. The Sekumpul Waste Bank management team continues to diligently educate the public until there is a change in cleaner environmental conditions. Namely, there is no visible litter under the stilt house.

Dewi Heldayati stated:

"We have various strategies to carry out environmental campaigns. In addition to socialization in the community, even that is not limited. At every opportunity we convey in Yasinan groups, meetings, and stalls, we always campaign related to waste sorting to reduce waste generation from home. Then we also go to school, and every time we have the opportunity for school, we talk about it. Mothers usually wait

for their children to socialize in schools, especially in PAUD. Then, follow the expo. Then, the daily thing that is certain through social media, Instagram, YouTube".

Dewi Heldayati hopes that more people will participate as customers at the Sekumpul Waste Bank, and later, the Sekumpul Waste Bank can become an industry that can process all disaggregated waste from customers. Currently, the Sekumpul Waste Bank can only process used tires into Waste bins, while collectors accommodate other disaggregated waste such as cardboard, paper and bottles.

Relevant to the community service team that conducts environmental campaign efforts in the Gunung Gede Pangrango National Park area, West Java. This campaign is carried out by providing large bags that are environmentally friendly and loaned to climbers under the supervision of the Gunung Gede Pangrango National Park (TNGGP) team. The bag can be used for trash can during climbing and will be returned to TNGGP management. (Azeharie *et al.* 2022).

Research results Fadli (2023) It was explained that Instagram @greenpeaceid aims to provide advocacy, information, and education about the environmental damage that occurs in Indonesia. The Instagram account @greenpeaceid, an Instagram account for environmental issues in Indonesia with the most followers, has a vital role as a medium of advocacy, information, education, and campaigns related to the environment effectively and is trusted by the public as a campaign media in protecting the environment.

The economic improvement of communities associated with waste banks occurs through several mechanisms. First, by providing financial incentives for each waste depositor, waste banks encourage active community participation in waste management. Thus, waste, previously considered an expense, becomes a potential source of income. Second, waste banks often create new job opportunities in daily operations and waste-handling activities, such as recycling. This provides local jobs that can improve the standard of living of the surrounding community.

Table 1. Campaign methods through social media about waste banks for community development.

No	Description	Purpose	Target Audiens	Social Media	Hashtags
1	"Green Savings" Campaign: Waste Banks for All	Educating the public about waste banks	All walks of life	Instagram, Facebook, Twitter	Green #Tabunga n#BankSampah #GoGreen

No	Description	Purpose	Target Audiens	Social Media	Hashtags
2	"Trash into treasure": Turning Waste into Treasure	Motivate people to actively participate	Students, students, environmental communities	Instagram, TikTok, YouTube	#TrashtoTreasure #SampahJadidHarta
3	"Saving the future": Green Savings for the Future	Encourage regular use of waste banks	Parents, families, residential communities	Facebook, Twitter, Instagram	#tabungmasadepan #TabungandHijau #SustainableLifeGreen
4	"Green Hero": Become an Environmental Hero	Motivate volunteers to join	Community volunteers, environmental activists	Instagram, Twitter, Facebook	#pahlawan #LingkunganBersih
5	"Smart Society": Build a Waste-Smart Society	Encourage active communities to share information	Villagers, farmer groups, local communities	WhatsApp, Facebook, Instagram	#masayarakatcerdas #CerdasSampah

Source: processed by researchers, 2024

The table above explains that environmental campaigns through social media can be optimized with various platforms. Description: A brief description of the objectives and focus of the movement to be implemented, objectives: Goals to be achieved through the campaign, target audience: the group or individual the direction of the campaign, social media: the platform that will be used to spread the movement, hashtags: hashtags used to increase the visibility of the campaign on social media. Be sure to adapt this campaign according to the specific characteristics and needs of the targeted community. In addition, monitor interactions and responses from audiences to continuously improve campaign effectiveness. A lack of video editing skills for waste bank campaigns can seriously hinder the delivery of messages effectively. One of the obstacles that arises is the difficulty in designing engaging and informative videos; therefore, overcoming these obstacles through learning, upskilling, and utilizing available resources can help produce more robust video content and support waste bank campaigns more effectively.

The impact of Information Technology currently felt is the presence of social media as part of people's lives. The more advanced ICT becomes, the easier it will be for everyone to interact. The benefit provided by social media

is easy access to information and developments on the latest issues, (Alif *et al.* 2023).

In addition to direct economic benefits, waste banks also create environmental awareness among the public. By integrating waste management activities into their daily mindset, people become more concerned about the impact of waste on the environment. This increased awareness can stimulate sustainable behaviour in other aspects of everyday life, such as prudent consumption and selection of eco-friendly products.

Thus, waste banks are not only a progressive step in waste management but also an innovative model that can potentially sustainably improve the community's economy while making a real contribution to preserving the environment.

4 | CONCLUSION

Sekumpul waste bank actively campaigns for wise and economically valuable waste management. The new media-based environmental campaign media used are Instagram, Tiktok, Facebook, Twitter, and YouTube. The form of environmental campaigns is through expos, socialization, speakers in radio broadcasts and the formation of waste management groups. The nature of the environmental campaign message applied by Bank Sampah Sekumpul is informative, promotional, and persuasive. The obstacles in this new media-based environmental campaign are limited management skills in editing content on Instagram and audiences who refuse during socialization.

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