

Communication about Waste Intervention Perspective Study on the Pandawara Community

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Abstract: Indonesians have a habit of throwing rubbish carelessly. Waste really pollutes the environment and affects the global climate, Indonesia is the third country contributing plastic waste in the world in 2020. The government does not care about environmental issues. This research aims to determine the influence of a group or community on behavior change in terms of developing a healthy environment in society. The waste problem in Indonesia is difficult to deal with, throwing rubbish carelessly is the culture in Indonesia, regulations regarding waste in Indonesia are not enforced sufficiently. According to the Ministry of Environment and Forestry, only 20% of Indonesian people care about waste. People are used to throwing rubbish carelessly, such as into rivers and beaches. Lack of knowledge about waste processing. The rules regarding waste are only normative. Researchers used descriptive qualitative research methods, as well as three paradigms in communicating change for development. First, Behavior Change Communication, Communication for Social Change, Advocacy Communication. Pandawara Group uses social media to influence society. With the Pandawara Group going viral, many people were inspired and took part in cleaning rivers and beaches. The local government participates in supporting Pandawara activities. Many people are interested in this movement, but this is only temporary, without strict sanctions and self-awareness, the behavior of littering continues to occur.

Abstrak: Masyarakat Indonesia mempunyai kebiasaan membuang sampah sembarangan. Sampah sangat mencemari lingkungan dan mempengaruhi iklim global, Indonesia menjadi negara ketiga penyumbang sampah plastik di dunia pada tahun 2020. Pemerintah tidak peduli dengan permasalahan lingkungan. Penelitian ini bertujuan untuk mengetahui pengaruh suatu kelompok atau komunitas terhadap perubahan perilaku dalam rangka pengembangan lingkungan sehat di masyarakat. Permasalahan sampah di Indonesia sulit untuk diatasi, membuang sampah sembarangan adalah budaya yang ada di Indonesia, peraturan mengenai sampah di Indonesia kurang ditegakkan. Menurut Kementerian Lingkungan Hidup dan Kehutanan, hanya 20% masyarakat Indonesia yang peduli terhadap sampah. Masyarakat sudah terbiasa membuang sampah sembarangan, seperti ke sungai dan pantai. Kurangnya pengetahuan tentang pengolahan sampah. Aturan mengenai sampah hanya bersifat normatif. Peneliti menggunakan metode penelitian deskriptif kualitatif, serta tiga paradigma dalam mengkomunikasikan perubahan untuk pembangunan. Pertama, Komunikasi Perubahan Perilaku, Komunikasi Perubahan Sosial, Komunikasi Advokasi. Grup Pandawara menggunakan media sosial untuk mempengaruhi masyarakat. Dengan viralnya Grup Pandawara, banyak orang yang terinspirasi dan turut serta membersihkan sungai dan pantai. Pemerintah daerah turut serta mendukung kegiatan Pandawara. Banyak masyarakat yang tertarik dengan gerakan ini, namun hanya bersifat sementara, tanpa adanya sanksi tegas dan kesadaran diri, perilaku membuang sampah sembarangan tetap saja terjadi.

INTRODUCTION

Indonesian people have habits bad at it throw away rubbish , as according to Marpaung behavior throw away rubbish haphazard still very high in society with percentage by 69%. Behavior throw away rubbish carelessness in society is influenced by several factors, namely unavailability of facilities and infrastructure, community knowledge and support and regulations from the government (Marpaung, 2022) . According to Tempo, Indonesia ranks third as the country with the largest contributor of plastic waste in the world in 2020, or equal to 67.8 million tons of plastic waste out of 185,753 tons of waste produced every day by Indonesia's 270 million people (Andryanto , 2021) . The Indonesian government also does not care about waste, there are no strict sanctions and socialization about the dangers of waste means that people continue to throw it away carelessly. Even though waste can have very broad impacts, ranging from polluted environments, floods, to disease infectious (Putra, 2023) .

According to the Banten Province Environment and Forestry Service, waste management that is not well organized causes big problems. Piling or throwing rubbish carelessly in the open will cause soil pollution which also has an impact on groundwater channels. Apart from that, burning rubbish also pollutes the air, throwing rubbish into rivers causes water pollution, blockages of waterways and floods . (Sayuti, 2017) . As happened in the Cisadane River , Cipeucang TPA pollute the Cisadane River in 2020. Facilities processing rubbish which is not worthy resulting in leachate from heap smapah will flows into the river without going through the installation process overflow water treatment (IPAL) so that dirty wells around the Cipeucang landfill , and will carried away Cisadane River flow until threaten the quality of river water used by PDAM Tirta Benteng to be distributed to homes residents (Kusumaharani, 2021) . Problem Waste in Indonesia includes the increasing amount of waste produced by the community, lack of landfills, waste as a breeding ground for insects and rats, a source of soil, water and air pollution, a source of health and resulting in a habitat for dangerous bacteria and viruses. Overcoming the waste problem certainly requires community and government concern. The role of state institutions in waste management, starting from transportation, processing, waste disposal, utilization through waste recycling is very necessary. One of the factors that influences waste management involves socio-political aspects. State institutions related to waste management, both at the central and regional levels . (Hartiningsih , 2015) .

The government needs to hold outreach related to protecting the environment, one of which is by managing waste well. The public gets knowledge about protecting the environment. Article 5 of Law Number 18 of 2008 concerning Waste Management reads: *"The government and regional governments are tasked with ensuring the implementation of good and environmentally sound waste management in accordance with the objectives as intended in this Law* (Regulation, 2008) .

Furthermore, Article 6 concerning the Duties of the Government and regional governments as referred to in Article 5 consists of:

- a. Develop and increase public awareness in waste management;
- b. Carrying out research, developing technology for reducing and handling waste;
- c. Facilitate, develop and implement efforts to reduce, handle and utilize waste;
- d. Carry out waste management and facilitate the provision of waste management infrastructure and facilities;
- e. Encourage and facilitate the development of benefits from waste processing;
- f. Facilitate the application of locally developed specific technologies in local communities to reduce and handle waste; And
- g. Coordinate between government institutions, the community and the business world so that there is integration in waste management.

The law clearly explains that society and the government need to collaborate to deal with waste, and there are witnesses and strict regulations regarding violators.

Previous research entitled Environmental Communication in processing rubbish House stairs in Baturiti Village aims to find out analyze condition communication environment under management rubbish House stairs , studying socialization regulations related to management rubbish House stairs , and explore benefit communication environment in managing rubbish House ladder (Yuliasih, 2023) and Environmental Communication Research as an Effort to Prevent Disposal Garbage on Jalan Poros Barombong, Kanjilo Village Regency Gowa was carried out to elaborate in depth effort together between community and Kanjilo Village government in overcoming problem waste in the area (Jermias, 2023) , this research is more focused emphasizes the media intervention carried out via Instagram by Pandawara group to society around and also the government to care more about the environment, in this case waste . Pandavara background behind often caught floods when the rains of 2022 appear A community , namely the Pandawara Group which is concerned to rubbish . They do the cleaning in a few area then went viral via social media TikTok (Tiktok , 2022) .

The theory used in this research is the Theory of Communication and Change Strategy from Jan Servaes (Servaes, 2008) , there are three important elements that must be present in Communication and Change , namely: Communication of Change Behavior . This theory uses an approach socio-psychological and persuasive communication theory and leads to changes in individual behavior, starting from diffusion theory (Rogers, Everett M., 1983) mass media campaigns and social marketing also focus on social learning theory, play theory, negotiation theory. Adopting a particular innovation is a process of demonstrating, considering, and finally rejecting or accepting the practice of a particular innovation (Mosher, AT Krisnandhi, S. Samad, 1991) . Adoptions and decisions taken are related to individual behavior. According to Rogers, decision making regarding the introduction or adoption of a new innovation occurs through a five-stage process, namely awareness, interest, evaluation, trial, acceptance or rejection.

Based on socio-anthropological and development theory (Freire, 1970), initially starting from awareness, dialogical communication and liberating pedagogy, empowerment focuses on communication rights and grassroots social movements and NGOs, with an institutional, social, societal and cultural perspective; also focuses on

globalization theory, political economic theory and cultural studies. Communication for social change, or what is known as *Communication for Social Change* (CSC), is a concept that explores various methods, information, communication processes and media that can be used to change attitudes, behavior and knowledge of individuals and communities. CSC has been developed since 2006 and has been recorded as making a significant contribution, both theoretically and practically, in influencing sustainable development. Communication practices for social change have been implemented in various countries, and in the 21st century, the use of information and communication technology has become an important element in the media for social change itself.

Kotler and Zaltman created marketing communication techniques for social change (Kotler, 1971) designed to achieve success in social change. The social marketing concept targets two main groups: first, individuals or groups who can benefit from behavior change; second, policy makers who have the ability to establish regulations that encourage widespread changes in societal behavior. In the context of social marketing, social change can occur if it is community-oriented, based on the exchange of social values and ideas between campaign organizers and target groups, and carried out continuous communication over a long period of time. Advocacy Communication

Communication Advocacy involves organized efforts to influence the political climate, policy and program decisions, public perceptions of social norms, funding decisions and community support and empowerment on specific issues (UNFPA, 2002) .

Advocacy is a strategic action that aims to develop public policies that benefit society or prevent the implementation of policies that have the potential to harm society. This advocacy is a strategic and coordinated effort carried out by individuals and community groups with the aim of including certain issues on the policy agenda. In addition, advocacy activities play a role in monitoring decision makers to find the right solutions and building support for the implementation of public policies.

Advocacy communication is built on the understanding that communication is a sociocultural process of symbolic exchange. Advocacy discourse plays a role in conveying the idea that communication can reflect shared consensus. In advocacy services, advocacy communication is very necessary. Communication is used to facilitate advocacy in identifying and understanding a problem and potential solutions for the parties involved. Advocacy views communication as a tool to change individual psychology or behavior.

An effective communication planning model for advocacy includes six stages or components: (1) Analysis, (2) Strategy, (3) Mobilization, (4) Action, (5) Evaluation, and (6) Sustainability. These stages must be fulfilled for advocacy activities to be successful.

This research uses a descriptive method qualitative. Qualitative Method is a research procedure with descriptive data produced in the form of words writing or oral from people And behavior Which can observed. Qualitative approach. As Lexy J. Moleong explains, qualitative research methods used are interviews, observations and use of documents (Moleong, 2012) . In this research, the subject is the Pandawara Group, a group of young environmental lovers who went viral via TikTok, with their content about

cleaning rivers and beaches. The object of this research is changes in behavior of the Pandeglang community, as well as the local regional government. Data collection methods use interviews and content analysis documentation. This research was conducted April to July 2023.

RESULTS AND DISCUSSION

The Pandawara Group consists of five young people: Agung Permana, Muhammad Ikhsan, Gilang Rahma, Rafly Pasha, and Rifki Sa'dulah. They are friends from the same area in South Bandung. The name Pandawara Group is inspired by the story of the Mahabarata, which tells of five brothers known as the Pandawa Five, reflecting the number of members of this group. Their activities to clean gutters and rivers started from personal experience as victims of floods which always hit their house during the rainy season. Anxiety about flooding motivates them to prevent it by reducing rubbish that clogs waterways.

They realized that flooding was caused by two main factors: the high volume of water and the large amount of rubbish that blocked the flow of water in rivers and ditches. Based on their observations, the piles of rubbish that clog the river flow are caused by the behavior of residents who are not wise in disposing of rubbish. Therefore, they decided to clean up the rubbish, starting from the gutter around their residence to various areas in Bandung.

The Pandawara Group's actions became known after they created river clean-up content on social media in October 2022. Their TikTok account, @pandawaragroup, received widespread attention from netizens. They have cleaned 80 rivers and waterways in Bandung. In their action, they used boots, gloves and large plastic bags to collect rubbish. For them, cleaning up trash is not something disgusting, but rather a responsibility. They hope that this action will continue and inspire other young people to care about the environment. This community has grown from a private initiative to a community movement.

The positive actions of the Pandawara Group have inspired other youth groups who then imitate their activities. This is evident from the emergence of new accounts carrying out similar activities. Apart from getting a positive response from domestic netizens, their actions also attracted the attention of well-known foreign YouTubers, The Beast. Pandawara Group has now officially become the TikTok Local Heroes Year on TikTok 2022. Considering their conscious and selfless actions in saving the environment, they deserve to be named Today's Environmental Heroes.



Figure 1. Pandawara Group on Pandeglang Bay Beach

Source: *Instagram Pandawara Group (Pandawara, 2023)*

Recently, the Pandawara Group caused an uproar among the Indonesian people with the headline they made on Instagram, that the dirtiest beach in Indonesia is in Pandeglang, Banten. This certainly makes many parties in the area impressed and interested in taking part. According to Kamila (Kamila: 2023), Instagram is one of the social media with a fairly high level of engagement in Indonesia, namely Instagram. Even though it is still below YouTube and WhatsApp based on statistical data from a news portal, this social media shows stability in its popularity in use in Indonesia. Instagram is also often used for social campaigns using the various features available on this platform. At the clean-up action on Labuan Bay Beach, all elements of society, from elementary, middle, high school to university students, were present. Local communities, surrounding communities and even people outside Pandeglang, such as from Tangerang, Cilegon, Serang, Rangkasbitung, Bogor were present to participate in cleaning up the rubbish. Not wanting to be outdone, of course the local government received an appeal from superiors to take part in this activity. This action will be carried out for two days, 22 – 23 May 2023.

After the clean-up action was carried out, Labuan Bay Beach became clean, but it didn't last long, because according to interviews, there were still residents who threw rubbish there.

"The effect is that, thank God, people are becoming more concerned about waste. There are only a few individuals who are still throwing rubbish carelessly. "Well, yesterday's pandawara agenda was only 2 days, whereas from the relevant services it was for 2 weeks. Yesterday there were still a few plastic bags, some of them weren't too many before the pandawara came, so that's enough to give a positive value," (explained Zuy in an interview with the author on July 4 2023), one of the environmental activists in Labuan.

If this is left unchecked, Labuan Bay Beach will again be filled with rubbish, which of course will pollute the environment.

The waste problem in Indonesia is difficult to handle because littering is a negative culture in Indonesia and, regulations regarding waste in Indonesia are poorly enforced. According to the Ministry of Environment and Forestry, only 20% of Indonesian people care about waste. In 2020, Indonesia was said to be the second country contributing the most plastic waste in the world. People are used to throwing rubbish carelessly, such as into rivers and beaches. Lack of knowledge about waste processing. The rules regarding waste are only normative. The clean-up action announced by Pandawara had quite a positive impact, as said by Suci, one of the activists and residents of Labuan.

Having a pandawara regarding people's sensitivity about waste is very positive. Plus, from the start we weren't moved to clean up the rubbish, in the end everyone came down to cleaning up the rubbish. At first picking up rubbish was considered trivial, now it's really cool to pick up rubbish, so the effect is really positive for society.

Pandawara Group uses social media to influence society. With the Pandawara Group going viral, many people were inspired and took part in cleaning rivers and beaches. The local government participates in supporting Pandawara activities. According to Anggareni, in an effort to change people's behavior, it is very important to understand the situation in order to overcome obstacles and find ways to invite the audience to participate so that broadcast programs can be designed appropriately (Anggraeni, 2020) . In contrast to Gerbner, mass media, especially television, is a non-selective medium (Gerbner, 1979) . As such they do not have a direct influence on attitudes and behaviour, but they function as instruments of 'enculturation'. Even though many people take part in this activity, there are still people who continue to throw rubbish on the beach again. According to Zuy, one of the local residents, when he visited there was still rubbish, although not as much as before.

In accordance with the communication process for changing behavior, when the pandawara shared a video about the location that was going to be cleaned, the pandawara made quite strong *headlines* , such as "The dirtiest beach in Indonesia", with a video of the beach filled with rubbish for years, this immediately made people aware and interested, check the condition of the beach, then carry out a clean-up action and in the end there are those who care about protecting the environment, but there are also those who don't care and think that the clean-up action is just momentum.

The virality of several dirty areas in Indonesia through Pandawara Group *posts is certainly quite touching* , society, communities and even the local government. Like in the Labuan Bay Beach area, there have actually been beach clean-up activities many times. Starting from the local community, then there were activities from Susi Pudjiastuti when she was Minister of Fisheries of the Republic of Indonesia, then activities from the Regent of Pandeglang. Still, local people are not too affected and continue to throw rubbish on the beach. According to Panos, participatory and person-centered communication is now mainstream, that arguments create artificial boundaries, and that good approaches focus on the right mix of different paradigms (Panos, 2001) .

This rubbish generally comes from household activities, tourism, and shipments from the surrounding area. Garbage on Labuan Bay Beach has actually become a national concern, but there have been no concrete steps taken by local government agencies. The virality of the Pandawara video moved the public but not as a whole. From this it is known that the Pandawara Group has had quite an influence on changes in people's behavior and social behavior. The public was more moved by the Pandawara Group's *posts* than the Minister and Regent.

People's habit of throwing rubbish carelessly is also due to the lack of strict sanctions. The location of the TPS (Trash Disposal Site) is far away, and it is known that the Bojong Canar TPS has exceeded capacity, then it was only expanded after action from Pandawara. Based on Zuy's explanation:

As far as I know, there has been socialization there from the government or local agencies, in fact, as far as I know, there are already 3R TPS facilities, but they are not used and the DLH fleet is very minimal for transporting waste .

The government only expanded after there was action and it was highlighted by the media. According to Storck, when activated very well, social media will positively influence government performance in tracking public opinion and mood (Storck, 2011) . In fact, local environmentalist communities have carried out many activities such as making ecobricks from rubbish, then selling them, people who hand over rubbish can exchange it for basic necessities. However, because this community runs independently and the purchasing power of *ecobricks* in the area is very low, they do not last long. Then the government also provided outreach and facilities for TPS 3R, but not continuously. So people continue to throw rubbish on the beach. With this area going viral, it has certainly become the spotlight of many parties, this has become homework for the Pandeglang regional government to enforce the law, especially since the Labuan Bay Beach area is a tourist and sea fish auction area.

By going viral, this has an influence on the local community and also provides information to outside people who have never visited the area, providing knowledge about waste so that they care more. Changes in a person's behavior according to the SOR (Stimulus Organism Response) Theory, Hosland states that changes in behavior are similar to a learning process which consists of several stages: 1) The stimulus given to the organism can be accepted or rejected. If the stimulus is rejected, it means the stimulus is ineffective. However, if accepted, this shows that there is attention from the individual and the stimulus is effective, resulting in a change in knowledge. 2) If the stimulus is received , the individual will understand the stimulus and then process it become willingness For act (attitude). 3) Finally , with support facilities and encouragement from environment , the stimulus will influence action individual , so happen change behavior (Hosland, et al in Notoatmodjo, 1953) . In terms of This Pandavara give knowledge about importance healthy environment with No throw away rubbish , instant many people were moved but it turns out That only temporary so that can said that No There is change in a way comprehensive from things done by the pandawara group at Labuan Bay Beach .

Although Already famous as the dirtiest beach first in Indonesia p This still No change habit society , them Still often throw away rubbish to Labuan Bay Market location , because access For throw away rubbish easy and not exists penalty . It is not only the local people who throw away rubbish but also from various surrounding areas. According to sources interviewed by researchers, there are still people who throw away rubbish and the area becomes dirty again. Naturally need Strict sanctions for people who throw rubbish. This matter will Keep going repetitive .

CONCLUSION

The waste problem in Indonesia is a problem for all elements of society. Pandawara Group is a community of young people who care about the environment and utilize social media, with positive content and interesting *headlines* . With the viral Pandawara Group, people care more environment although not comprehensive . Pandawara group as a community wants to collaborate with the community and government for community development. Pandawara Group's success in educating and mobilizing the community to work together to protect the environment can be seen from the people who take part in the activities. Government Can collaborate with Pandawara Group to educate society in love environment . However its success Pandawara Group cannot reach all groups society to care there is a need collaboration between society and government in handling rubbish , awareness yourself to care more about the issue environment , and the need for it regulations and actions Be strict with residents who don't take care environment .

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