



Received: 1 December 2023

Revised: 7 February 2024

Accepted: 7 February 2024

# THE COMMUNICATION STRATEGY OF THE VILLAGE HEAD IN WASTE MANAGEMENT IN INDONESIA

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(This article belongs to the Theme 1: Humanities and Social Sciences for Sustainable Development)

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## Abstract

The waste problem is still one of the important environmental problems in Indonesia. Waste production continues to increase from time to time. The main reason is that it is not managed well, amidst population growth and high consumption. Overcoming the waste problem cannot be done by the government alone, synergy and communication are needed so that all parties can be involved. This research aims to determine the communication strategy of sub-district heads in waste management efforts. The type of research used was descriptive qualitative by taking 4 informants who were selected using purposive sampling techniques so that the informants had knowledge and information about the problem being studied. The results of the research show that the more effective communication strategy carried out by sub-district heads is the strategy of redundancy or delivering messages repeatedly through outreach in the form of education and information. Apart from that, the communication strategy in waste management must identify communication targets, choose the right communication media, ensure the purpose of the communication message and the role of the communicator in communicating.

**Keywords:** Communication Strategy, Redundancy, Sub-District Heads, Waste Management

**Citation Information:** Razak, M., Septiani, I., Mustanir, A., Adnan, A., & B, S. (2024). The Communication Strategy of the Village Head in Waste Management in Indonesia. *Asian Interdisciplinary and Sustainability Review*, 13(1), 24-31. <https://doi.org/10.14456/aisr.2024.3>

## **Introduction**

To Waste is one of the problems that needs proper handling, because if not handled this waste problem will become a serious problem and harm humans. Waste is a problem that is often faced by every community. Many ways have been done by the government to handle it. (Romanda, 2022). Waste is a problem that needs proper handling, because if it is not handled this waste problem will become a serious problem and harm humans. Waste is a common problem that is often faced by society, including in Southeast Asian countries except Singapore. Community awareness of waste management is still low (Susilo et al., 2022). The government has taken many ways to deal with it, but people still don't want to care about it. People still don't care about the impacts that will be caused by scattered waste, therefore the government is anticipating this by building waste banks (Luas et al., 2020).

The Waste management systems on various scales, both large scale such as in large cities or industries and small scale such as in sub-districts or villages. It requires seriousness in handling and requires good and professional management. Waste management activities, such as in regions or villages, will involve the use and utilization of various waste infrastructure and facilities which include containerization, collection, transfer, transportation, processing and final disposal. The waste problem is closely related to the lifestyle and culture of the community itself. Therefore, waste management is not just a government matter, but its handling requires wider community participation. The amount of waste continues to increase every year in line with the increase in population and the quality of life of society or humans and is accompanied by advances in science and technology which also results in a shift in people's lifestyles which tend to be consumptive (Sellang et al., 2019).

The Waste management aims to turn waste into a resource. Good waste management will create a healthy environment because it avoids the spread of disease caused by media created from an unhealthy environment. Based on the results of observations made, it shows that residents in the village still have a low level of awareness of environmental cleanliness. This can be seen from the habit of throwing away rubbish, and residents' understanding of waste management as well as the limited facilities for collecting rubbish at temporary storage places (TSP, usually referred to in the community as TPS) to accommodate household waste produced every day. Citizens' awareness of environmental cleanliness. includes heteronomous awareness, which is built due to external motivation, for example socialization or guidance from the government. At this level, compliance and awareness are still low because it is easily changed by the atmosphere or surrounding circumstances, so an appropriate communication strategy is needed. Village communities are still at a heteronomous level because the motivation or drive to keep the environment clean still follows other people or the majority group (Ningrum, 2019). In view of this problem, it is necessary to have a government communication strategy to improve waste management in the surrounding area, including through redundancy (repetition), namely the government in conveying about waste management repeatedly to the community, canalizing, namely the government understands the needs of the community, informative, namely the government provides information to the community, persuasive is where the government reveals strategies in changing the behavior of people who litter, educative, which contains government appeals to the community to improve waste management, and the last is coercive is one of the government's actions in reinforcing waste management rules to the community.

Through the communication strategy carried out by the government to the community, it is hoped that it will provide education or persuasion to better understand and begin to realize not to pollute the environment by littering. Communication strategies, for example in the form of redundancy, are a communication model that is conveyed repeatedly during the initial stages of waste processing, namely reminding the public to collect waste at a predetermined place in accordance with the planning and management system in order to achieve a certain goal in

operational practice. The importance of a communication strategy is a factor that supports the success of what you want to convey or something that becomes a direction for the better. Policies and programs owned by the government must be realized properly so that they can reach and be known by the public (Syaputra & Sariwaty S, 2021).

Therefore, the government must develop a strategy so that these goals can be achieved as desired. Communication strategy in the form of; It is hoped that this redundancy, canalizing, informative and educational work can increase community participation in building a healthy environment, being involved in supporting waste processing systems, so that it can help reduce the increasing waste problem. The communication strategy provided must be educational and persuasive with the aim of providing understanding and inviting the public to be more aware of the waste around them. Based on the background of the problem stated above, the aim of the research is to determine the village head's communication strategy in waste management in the village.

## **Literature Review**

Strategy is defined as a process of determining top management plans that focus on the organization's long-term goals, accompanied by developing methods or efforts on how these goals can be achieved (Razak et al., 2022). Another opinion according to Onong Uchjana Effendy and PT Remaja Rosdakarya (2005), strategy is planning and management to achieve a goal that can only be achieved through operational tactics. The definition of communication according to Harold Lasswell (Wikipedia, 2023) is (A good way to describe communication is by answering the following questions) Who says what in which channel to whom with what influence? or Who says what by what channel to whom with what influence? Based on Lasswell's definition, it can be concluded that there are five elements of communication that depend on each other, namely source, message, channel or media, recipient, effect. Communication is a process or means of delivery from a communicator to a communicator with the aim of understanding, strengthening or influencing the communicator's attitudes, opinions and behavior in accordance with what the communicator desires. Communication is a process of exchanging opinions between one human being and another human being, both individually and in groups. Humans as social creatures are always connected and need each other, and cannot be separated from life. Furthermore, communication is a process that is reciprocal and influences each other through the messages conveyed and requires media as a communication tool. Moreover, current developments in technology have also increased the effectiveness of communication (Sellang et al., 2019) (Razak et al., 2021). Communication is a reciprocal process and mutual influence through the messages conveyed and requires media as a communication tool (Sahil et al., 2016).

Communication strategies are closely related to the goals to be achieved by taking into account existing problems and then planning how to resolve these problems in accordance with the expected results or goals to be achieved (Meifilina, 2021). A communication strategy should include everything necessary to know how to communicate with the target audience. A communication strategy defines the target audience, the various actions that must be taken, states how the target audience will benefit based on their point of view, and how a larger target audience can be reached more effectively (Effendy & Rosdakarya, 2005). Communication strategy is essentially planning and management to achieve a goal. However, to achieve this goal, the strategy does not only function as a road map that only shows the direction, but must also show how to operate. Communication strategies with the community can be carried out face to face and in groups (Alkhajar et al., 2023). Several techniques that can be used in communication strategies, namely: redundancy, canalizing, informative, educational (Mariana, 2019). Effendy stated that communication strategy is a combination of communication planning and communication management to achieve predetermined goals. To achieve

communication effectiveness, strategies need to be formulated: identifying communication targets, choosing communication media, assessing communication objectives, the role of the communicator in communication.

Handling waste management is not only a government matter, but the problem of dealing with it requires the wider community to take part in this matter. The amount of waste continues to increase almost every year, this is in line with the increase in population and the quality of life of society or humans and also includes advances in science and technology which can also result in a shift in people's lifestyles. tend to be consumerist (Syaputra & Sariwaty S, 2021). Waste management is regulated in Law Number 18 of 2008 and Government Regulation Number 81 of 2012, carried out with two main focuses, namely reducing and handling waste. Waste reduction is carried out starting from the waste source to final management. Waste reduction is realized through the active involvement of the community and waste managers. Reduction can be done using the 3R process (Reuse, Recycle and Reduce). The 3R process is considered the most suitable for reducing waste because it is able to reduce waste accumulation. Meanwhile, for waste handling, it is a technical matter in managing waste starting from storage, collection, transportation and final processing (Razak et al., 2020).

Law Number 18 of 2008 concerning waste management in article 20, explains that waste reduction can be done through activities to limit waste generation, recycle waste and/or reuse waste. The concept of 3R-based waste management is intended as an effort to reduce waste from the source, reduce environmental pollution, and is expected to provide benefits to society in terms of changing people's behavior from previously preferring to "throw away" waste to the behavior of "managing" waste. The general understanding of 3R waste management is a concept that emphasizes 3 things, namely Reduce, Reuse and Recycle. This concept aims to reduce the amount of waste produced and minimize its negative impact on the environment. By implementing the 3R concept, it is hoped that it will increase public awareness about the importance of reducing waste and increasing environmental awareness.

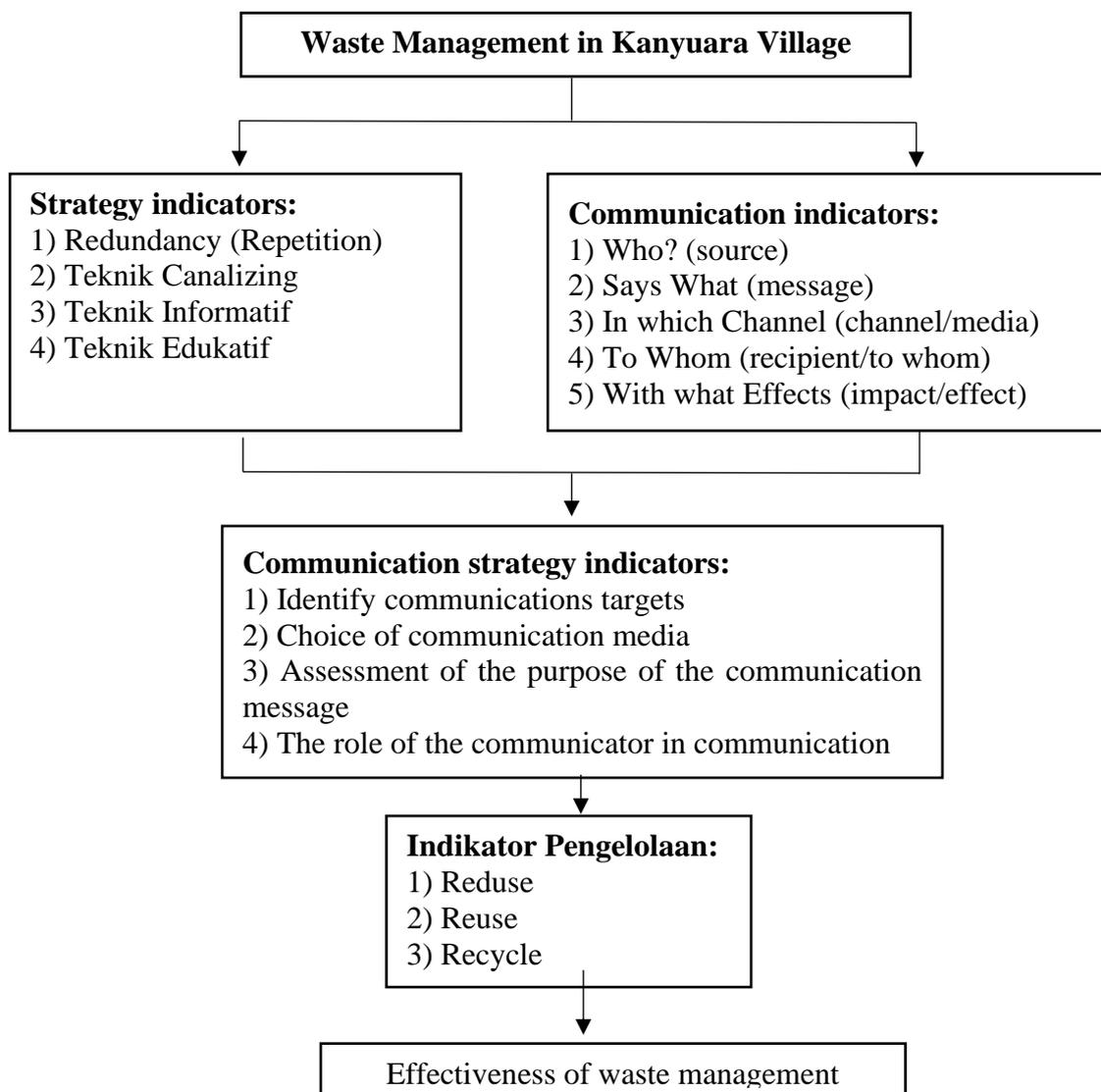
## **Research Methodology**

This type of research is Qualitative research, by Creswell is a method of methods to explore and understand the meaning that a number of individuals or groups of people ascribe to social or humanitarian problems. This research uses a descriptive qualitative approach. According to Sugiono, qualitative research is research that places the researcher as the main instrument, data collection is done in combination and data analysis is inductive ( Sugiyono, 2014; Ahmad, 2015). In a case study type approach, data collection methods can be carried out from various sources in various ways, such as observation, interviews, or study of certain documents/works/products related to the case. In qualitative research to obtain in-depth information about the research focus, researchers use the Snow Ball sampling research technique. Snow Ball Sampling is a sampling technique that starts small, then gets bigger (Sugiyono, 2014). Researchers first determine only one or two people, but because they need to complete the data to the maximum, other people are sought who can provide data or sources of information. Data collection in research is intended to obtain materials, information, facts and reliable information (Barlian, 2016). Data collection techniques are the most strategic step in research, because the main purpose of research is to get data. The dimension of the instruments and observation rubrics (Sugiyono, 2014).

## **Research Results**

The purpose of this research is to find out the form of communication strategy used by a sub-district head (usually called a lurah) in Kanyuara to deal with the problem of garbage in the region. This research uses descriptive qualitative research methods with the determination of informants using purposive sampling method, as for the data collection techniques used in this

research, namely, observation, interviews with (Head of the Environmental Division of Sidenreng Rappang Regency, Head of Kanyuara Village, Kanyuara Village Staff, Kanyuara Village Community), as well as literature review, analyzed using Nvivo 12 Plus which is software for analyzing qualitative data that allows researchers to organize research designs and collect data and information with the aim of improving the quality of research that describes the results of research in the form of diagrams based on the results of interviews that have been conducted.



**Figure 1** Focus Framework Diagram

### **Conclusion and Discussion**

The results of data processing with Nvivo show the relationship between the four indicators of strategy and the four indicators of communication shown in Figure 2.

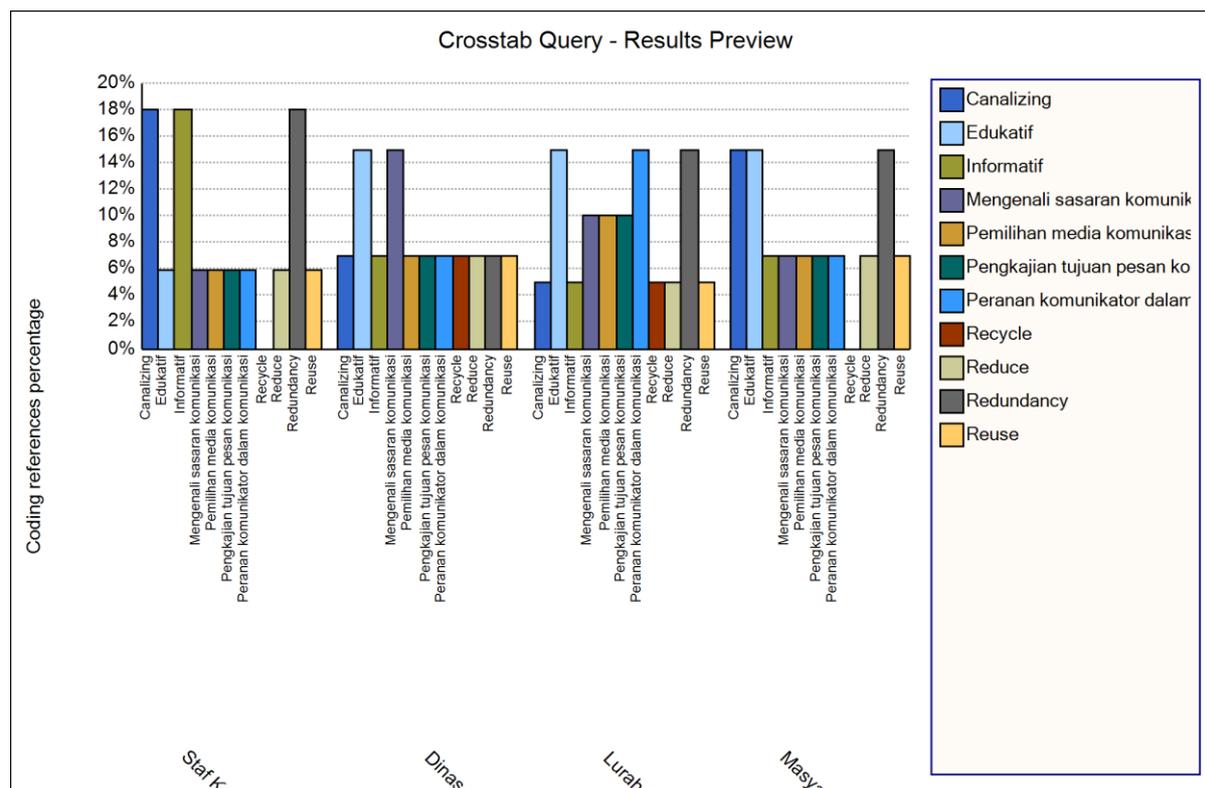


Figure 2 Visualization Diagram of Interview Results

Of the eleven indicators consisting of 4 strategy indicators (redundancy, canalizing, educative, and informative) and 4 communication strategy indicators (Recognizing communication targets, Selection of communication media, Assessment of communication message objectives, the role of communicators in communication and management indicators (reduce, reuse and recycle). It is clear that the lurah's communication strategy in waste management puts forward the redundancy indicator of 14.52% in the sense that the lurah puts forward repeated delivery actions to the community as a form of communication strategy then supported by other indicators (educative 12.9%, canalizing 11.29%, informative 9.68%). In terms of communication strategies in conveying about waste management by recognizing the target of communication and the role of communicators in communication gets a percentage result of 9.68%, while in the selection of communication media and the assessment of the purpose of communication messages to the community occupies a percentage result of 8.06%. Then to increase public awareness related to reusing waste in terms of reducing waste can be proven by the percentage result of 6.45% of the process of reusing and reducing waste (reduce and reuse) while for the percentage of recycle in the sense of public awareness in recycling waste has a very low percentage result of 3.23%, in the sense that the level of public awareness in recycling waste is still very minimal and needs to be increased again.

The research results show that communication strategies using redundancy are still more effective than canalizing, informative and deductive. The community still needs repeated assistance and outreach, especially in increasing public awareness to care about the environment. 3r-based waste management (Reuse, Recycle and Reduce) can only work if it is carried out repeatedly (redundancy) and carried out in collaboration with other parties, this is in line with the results of Siti Jahro's previous research in 2018 in Jogosari Village and Pleret Village, Pasuruan Regency, that Waste management requires collaboration from various parties.

Observing the research results for canalizing, informative and educative indicators, the value is almost the same, so to improve waste management in villages, this pattern needs to be combined and carried out repeatedly (redundantly) to the community.

In conclusion, the communication strategies in waste management in Kanyuara sub-district use more redundancy strategies or delivery and community development carried out in an iterative manner compared to canalizing, informative and educative strategies. Healthy environmental awareness and involvement in waste management can be realized if carried out continuously. Sub-district governments can carry out continuous outreach about waste management to residents from house to house, at schools, at mosques and be active on social media, using print media such as banners and posters.

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**Data Availability Statement:** The raw data supporting the conclusions of this article will be made available by the authors, without undue reservation.

**Conflicts of Interest:** The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

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