

PERSUASIVE COMMUNICATION STRATEGY OF BANDAR LAMPUNG CITY ENVIRONMENTAL OFFICE IN WASTE MANAGEMENT

(Study in New Village Three Northern Lengths Year 2023)

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ABSTRAC Waste generation continues to increase rapidly along with population growth and changes in people's diets and lifestyles, thus affecting the amount of waste produced, the type of waste and the characteristics of different waste. One of them to minimize the impact of increasingly accumulated waste can be done through inviting the community to participate in maintaining the cleanliness of the environment through persuasive communication strategies to the community. The purpose of this study was to find out the persuasive communication strategy of the Environmental Office in waste management, a study in Kampung Baru Tiga Kelurahan Panjang Utara. This research uses qualitative methods. Data were collected obtained from interviews, observations and field notes. The result of this study is that Waste Management has not been carried out properly due to low public awareness and concern about proper waste management. To increase public awareness and public concern for the environment and waste management, the Environmental Office and Village Apparatus have conducted education to the community in the form of socialization, counseling, and advertisements about waste management to be useful including compost and ecobricks. Handling waste problems needs to increase public awareness of the importance of environmental cleanliness by the Environmental Agency as the main agency responsible for waste management must establish good relations with the community so that the waste management program is in accordance with its goals.

Keywords: *Persuasive Communication Strategies, Waste Management, Community Awareness and Concern.*

I. Pendahuluan

1.1. Background

Indonesia currently has a population of 280.73 million people in 2023 according to the Ministry of Home

Affairs' Population and Civil Registration (Dukcapil) data, making Indonesia the 4th most populous country in the world according to *World Population Magazine*. This situation certainly has consequences,

namely the large population of people doing activities that generate waste. In Indonesia, waste is a national problem that needs to be addressed as soon as possible because it causes negative impacts, namely disease outbreaks, floods, and landslides. In Indonesia, the problem of waste generation has become one of the significant environmental challenges and results in the amount of waste reaching millions of tons from year to year. This increase is caused by various factors, including rapid population growth, high urbanization, changes in people's consumption patterns and lack of awareness of the importance of good waste management are the main triggers for the increase in waste generation in Indonesia. The following table shows the percentage of waste generation in Indonesia in 2021-2023:

Table 1 Percentage of Waste Generation in Indonesia in 2021-2023

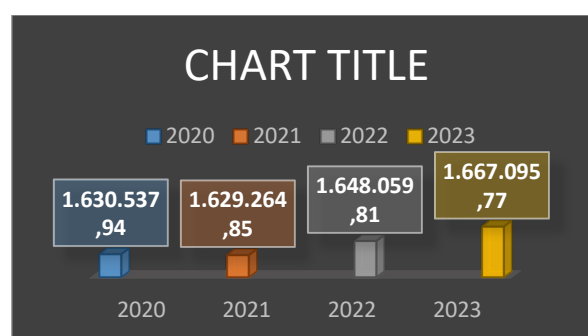
Year	Amount of Waste	Percentage of Waste Accumulation

2021	13.663.187,34	27,23%
2022	18.467.130,69	36,80%
2023	18.047.237,29	35,97%

Data Source National Waste Management Information System Year 2021-2023

The table above shows that the increase in waste volume in Indonesia is quite alarming, including in Lampung Province. Lampung, which is a province at the end of Sumatra Island, is the gateway to the island of Sumatra. Lampung Province consists of 2 cities and 13 regencies that have an increasing amount of waste generation from 2020-2023. Can be seen in the graph data below, namely:

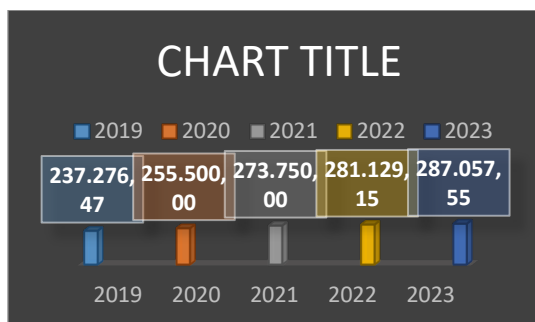
Data Graph 1.2 Waste in Lampung Province in 2020-2023



Source Data of Lampung Provincial Environmental Service 2020-2023

The graph data shows the increase in waste generation in Lampung Province from 2020-2023, there is an increase in the amount of waste generation in Lampung Province. In 2020, the amount of waste generation reached 1,630,537.94 with a percentage of 20.61%. In 2021, there was a decrease to 1,629,264.85, the percentage remained stable at 20.60%. However, there is a significant increase in the following years. The Lampung Provincial Environmental Service recorded that domestic waste production in the Lampung region reached 4,515 tons per day, but 3 landfills have exceeded capacity (*overload*), the 3 landfills are located in Bandar Lampung (Bakung Landfill), Metro City (Karang Rejo Landfill), and Central Lampung Regency. Bakung landfill as a final disposal site in Bandar Lampung City, which is currently not accommodated. Specifically in Bandar Lampung City, there is 1 landfill, namely Bakung Landfill, which has a limited area of 14.2 hectares which should be intended to accommodate 230 tons of waste per day, ending up with a pile of waste that is getting bigger every day.

Data Graph 1.3 Waste generation in Bandar Lampung City 2019-2023.



Source of data from the Environmental Service of Bandar Lampung City in 2019-2023

The graph data shows the increase in waste generation in Bandar Lampung City from 2019-2023, in 2019 the amount of waste generation reached 237,276.47 with a percentage of 3.00% of the total waste generated in Bandar Lampung City.

Table 3 Percentage of Waste in Bandar Lampung City 2019-2023

Year	Total Waste	Percentage of Waste
2019	237.276,47	3,00%
2020	255.500,00	3,23%
2021	273.750,00	3,46%
2022	281.129,15	3,55%
2023	287.057,55	3,63%

*Source of data from the Environmental
Service of Bandar Lampung City in
2019-2023*

In the table above, waste generation will continue to increase as the population increases every year, so that the need for household goods increases, therefore the Bandar Lampung City Environmental Service invites people to be aware of cleanliness, not littering. One way to minimize the impact of accumulating waste can be done by inviting people to participate in maintaining environmental cleanliness through socialization, counseling and advertising about waste management. When conducting socialization and counseling strategies can be done through persuasive communication strategies towards the community. Persuasive communication is a subtle invitation or persuasion to someone. By means of socialization, counseling, seminars, advertising and da'wah (Wahyu Ilaihi, 2013). The Bandar Lampung City Environment Agency advertises on social media such as Instagram @dlhkotabdl once a month. Ads that are designed persuasively and informatively can be an

effective tool to convey messages to the public about the importance of maintaining environmental cleanliness, improving the quality of life through good and correct waste management, and the dangers of throwing garbage out of place.

Based on observations, it appears that most people are still unaware of the importance of waste management. This is reflected in a less responsive attitude towards environmental cleanliness and waste handling. Some of the contributing factors are the lack of proper education and information, ignorance of the negative impacts of littering, and lack of awareness of the responsibility to protect the environment. The persuasive communication strategy of the Bandar Lampung City Environmental Agency is also not optimal, as seen from the behavior of the community that is still not in line with expectations. Many residents continue to litter, especially in Kampung Baru Tiga, Panjang Utara Urban Village, which has challenges in terms of low education and economic levels. In addition, most residents work as laborers,

which also affects their awareness and concern for the environment.

According to data from the Central Statistics Agency of Bandar Lampung City in 2022, Panjang Utara Village, covering an area of 224.5 hectares, includes Kampung Baru Tiga, which consists of four neighborhood units (RT). The study focuses on the community in RT 02 of Kampung Baru Tiga, with approximately 158 households in 2023. This focus was chosen because a large portion of the community in this area still lacks an understanding of proper waste management, with many residents not disposing of waste in designated areas and exhibiting inadequate cleanliness practices. A persuasive communication strategy for waste management within communities often poses a challenge for government programs. This is due to the difficulty in changing people's behavior regarding cleanliness and the challenges in achieving active community involvement and participation. Factors such as a lack of understanding or awareness among a large portion of the community also contribute to this issue.

1.2.Literature review

1.2.1. Communication strategy

Strategies can be understood as steps planned to achieve goals using certain media (Cangara, 2017). Defines communication strategy as a design made to change human behavior on a larger scale through the transfer of new ideas. Communication strategy is a guide to communication *planning* with *communication* management to achieve the goals set. This communication strategy must be able to show how its operations should practically be carried out, in the sense that the *approach* can be different at any time depending on the situation and conditions (Effendy, 2017).

The term communication comes from the Latin *communis* which means building togetherness between two or more people. Communication also comes from the word *communico* which means to share. Communication is an interaction between two or more people in the process of delivering messages, be it in the form of ideas, ideas, thoughts and feelings in order to be understood and get reciprocity (Maswan, 2017). According to R. Wayne Pace, Brent D. Peterson and M. Dallas Burnett in there are 4

objectives of the communication strategy, namely (Darus, 2021) :

1. To Secure Understanding: to ensure that the communicant understands the message he receives.
2. To Establish Acceptance: if the communicant has received the message then that acceptance must be fostered. This is so that the message is based on the truth by the recipient.
3. To Motivate Action: activities are motivated. After the communicant understands and is aware of the message given by the communicator, the message must motivate the communicant to act or behave.
4. The Goals Which the Communicator Sought To Achieve is to achieve the goals that the communicator wants to achieve from the communication process.

1.2.2. Komunikasi Persuasif

According (Wahyu Ilaihi, 2013) to there are several forms of persuasive communication, namely:

1. Socialization, is a form of persuasive communication that aims to convey values in society from generation to generation. Socialization itself is divided into 2, namely primary and secondary. First, primary socialization is shown to the family, and second secondary socialization is shown to the community that we can find within the scope of society.
2. Counseling, is one form of persuasive communication. In general, this counseling is similar to education, only it is non-formal. Counseling has specific topics and targets in each activity.
3. Seminar, the theme presented is usually specific in discussing the topic to be presented. In the context of the audience attending the seminar, basically people have more interest in the topics discussed and so that in the seminar there is communication between the speaker and the audience.
4. Advertising, is a form of persuasive communication. In general, advertisements are used

as part of the promotion of a product. Advertising is usually used for marketing activities that aim to attract many people by utilizing goods or services.

5. Da'wah, is a form of persuasive communication. Da'wah is an appeal or invitation to good. Da'wah offers a flexible understanding of the meaning of the messages put forward. When sending messages referenced from ajara, preachers do not impose their will. This means that the preacher still provides room for interpretation of the teachings conveyed to his audience.

1.3. Research Methods

The type of research method used in this research is in-depth research in order to increase the researcher's understanding of the phenomenon under study, especially when the phenomenon has not been studied before. (Morissan, 2017), With a research focus on the Persuasive Communication Strategy of The Department of Environment of Bandar Lampung City Service in Waste Management towards the Community in

RT 02 Kampung Baru Tiga (Kabarti), Panjang Utara Village in 2023. Data sources in this study, namely:

1. Prime data: data collected directly by researchers from the first source, primary data obtained through direct observation at the scene, interview results and attached documents.
2. 2Secondary Data; is data that is not obtained directly from literature, books, journals, or previous research. Secondary sources are defined as indirect sources, because researchers obtain the data through other people or through documents (Sugiyono, 2018).

II. Research Results

The Department of Environment of Bandar Lampung City, which is tasked with being one of the ways to beautify cities and parks, has a responsibility to the community and the environment, persuasive communication strategies implemented by the Department of Environment of Bandar Lampung City, including to be able to improve and achieve the goal of beautifying cities and

parks in accordance with its performance SOP (Standard Operating Procedure). Meanwhile, to achieve this, it is required to be able to convey information or communicate with all staff and field officers so that what is carried out can be achieved in accordance with the expectations of all parties.

2.1.Persuasive Communication Strategy The Department of Environment of Bandar Lampung City

Dinas Lingkungan Hidup adalah sebuah lembaga pemerintah yang bertanggung jawab untuk merancang dan melaksanakan kebijakan serta program-program terkait pengelolaan sampah yang bertujuan mengurangi jumlah sampah yang dihasilkan, meningkatkan pemilahan sampah, pemantauan, dan perlindungan lingkungan hidup di suatu wilayah atau kota. Tugas utamanya meliputi pengawasan terhadap kebijakan dan kebersihan lingkungan, penegakan hukum terkait pelanggaran lingkungan, pengelolaan limbah, serta sosialisasi, penyuluhan atau edukasi kepada masyarakat tentang praktik-praktik pengelolaan sampah yang berkelanjutan.

Melalui kerjasama dengan pihak terkait. Dinas Lingkungan Hidup berupaya untuk menciptakan lingkungan yang bersih dan sehat untuk masyarakat.

2.2.Strategi Komunikasi Persuasif

Communication strategy is a guide for communication planning and communication management aimed at achieving the established objectives. This strategy must be able to demonstrate how its operations should be carried out practically, understanding that the approach may vary depending on the situation and conditions at hand.

One of the communication strategies carried out by the Bandar Lampung City Environment Department in waste management is the persuasion approach, which means “inviting the public or someone by giving arguments that have good prospects of convincing or subtle persuasion”. The objectives of persuasive communication include attitude change, behavior change, and social change, such as persuading / seducing the community / residents in Kampung Baru Tiga, Panjang Utara District, Bandar Lampung to live healthy

in a beautiful environment, but there are still community members who have not fully participated.

a) Socialization Based on interviews, the implementation of socialization carried out by the Department of Environment of Bandar Lampung City is one of persuasive communication to the community, especially North Panjang Village which aims to provide positive values from generation to generation. The content is in accordance with what was said by sister Tia as a community member “I personally have attended the socialization held by the Department of Environment of Bandar Lampung City which introduces the purpose of the program and provides an overview of the importance of waste management and protecting the environment to create big changes to build a greener and more empowered change in the place where we live, because I myself don't really understand waste management if it's about the waste bank, I want the money to be given in cash only or once a week, so that I can enjoy it.”. Hopefully the

government understands our situation”. The relationship with the purpose of this research is to invite the community, especially in the Panjang Utara Urban Village area, to be aware of cleanliness, not to litter and to participate in maintaining environmental cleanliness by carrying out training, although there are still community members who are not fully aware.

b) Counseling, Based on interviews, outreach activities are a form of persuasive communication conducted by the Department of Environment of Bandar Lampung City to educate the public about waste management. These activities aim to convey information, provide education, and guide the community to better understand waste issues. Ms. Ervina, SH, MH, explained that outreach is carried out by providing concrete steps to initiate proper waste management through the 3R concept (Reuse, Reduce, Recycle). In relation to the objectives of this research, waste management outreach plays an essential role in enhancing the understanding of the

community, which may not yet fully recognize the importance of waste management and its benefits. One such benefit is transforming waste into artwork using the Ecobricks concept, which involves compacting plastic waste into plastic bottles tightly filled with non-biological waste.

- c) Advertising: In general, advertisements combined with promotional methods are effective in conveying messages to the public. Through social media, the community can access various information, including waste management initiatives, share experiences, and express their creative ideas. By leveraging information and communication technology, the Department of Environment of Bandar Lampung City can enhance its effectiveness in preserving and maintaining environmental cleanliness. This aligns with what Ms. Ervina, SH, MH, stated, that through social media, the public can actively engage in waste management initiatives. They can obtain practical guidance,

share experiences, and express their creative ideas, thus creating an environmentally-conscious online community. Additionally, social media provides easy access to up-to-date information regarding technology, best practices, and waste management policies. In relation to the objectives of this research, the outreach on waste management to the wider community, particularly in the Panjang Utara area, has utilized information technology by creating advertisements about waste management that are easily accessible through social media.

2.3.Waste Management

Management is defined as a series of jobs or efforts carried out by a group of people to carry out a series of tasks to achieve certain goals. Management uses environmentally friendly waste management methods and techniques, with the hope of having a positive impact on the preservation of environmental functions, settlements, forests, rice fields, rivers and oceans.

2.3.1 Teknik Pengumpulan

Based on the results of interviews with informants, it was obtained that the Bandar Lampung City Environmental Service provides waste containers such as wheelbarrows and three-wheeled motorbikes, which are collected by janitors who actively collect sufficient waste. The collection stage is a temporary waste storage area. The waste is distinguished by type in different places, namely organic waste (wet waste) and inorganic waste (dry waste). The relationship with the purpose of this research is to provide waste management counseling to the wider community, especially in the Panjang Utara Urban Village area where there are community members who are not too familiar with waste management.

2.3.2 Teknik Pengangkutan.

Based on the interview, the transportation stage is the collection of waste from the temporary waste storage area to be taken to the final disposal site (TPA). This is in accordance with what was said by Mr. Alwi Hakim, SE. As the Head of UPT (Technical Implementation Unit) of North Panjang Subdistrict that “the application of transportation techniques by UPT which is committed to

creating a clean environment, we use 2 types of vehicles such as Dump Truck and Arm Roll to transport waste from temporary disposal sites (TPS) to final disposal sites (TPA), transportation is carried out 2 times a day and coordinates the transportation of hazardous waste by ensuring that this process is carried out safely, complying with regulations and involving related parties.” This transportation technique is a solid foundation for the safety of the environment. This transportation technique is a solid foundation for providing efficient and sustainable waste management services in the community” In this study, the Department of Environment of Bandar Lampung City in implementing the waste management strategy shows regular and consistent efforts in maintaining environmental cleanliness. coordinate well in the transportation of hazardous waste, ensure that this process is carried out safely and in compliance with applicable regulations, and the involvement of related parties is also a focus in maintaining the safety of waste management.

2.3.3 Teknik Pemilahan.

Based on interviews, the sorting stage is a process of waste handling activities from the source by utilizing the effective use of resources. This is in accordance with what was conveyed by Mrs. Ervina, SH, MH, that “Waste sorting techniques in waste management in the community play a central role. The Department of Environment of Bandar Lampung City in collaboration with related agencies made an in-depth analysis of the characteristics of waste generated by the community to encourage active community participation in sorting waste with a focus on positive behavior change. Waste that has been recycled is turned into valuable items such as flower pots, sofas, trash cans, and so on. In relation to the results of this study, waste segregation is considered a key policy in the vision to create a clean environment. This effort aims to establish a framework that supports waste segregation at all levels of society.

2.3.4 Teknik Pemusnahan

Based on interviews, waste destruction carried out by the Bandar Lampung City Environmental Service uses one of the Sanitary landfill techniques, which is a waste management

or pre-destruction system by disposing of waste in a sunken location, compacting it and then filling it with soil, in accordance with what was said by Mr. Awali Hakim, SE: that the Department of Environment of Bandar Lampung City, is committed to presenting waste disposal solutions that are in line with the principles of sustainability and operational efficiency, through the application of composing disposal techniques (how organic substances are decomposed by decomposing germs under certain conditions) and dumping (waste is simply left on the ground in the field, ravine, or trash can), we strive to not only reduce the volume of waste in efficient landfills, and emphasize recycling, we hope to create a clean environment for the community.

III. Conclusion

Based on the results of research that the author has conducted on the Persuasive Communication Strategy of the Department of Environment of Bandar Lampung City in waste management. Studies in Kampung Baru Tiga, Panjang Utara Village, researchers can draw conclusions that:



1. Communication strategies with a persuasive approach have been implemented by the Department of Environment of Bandar Lampung City, but there are still most people who are not fully aware. Although efforts have been made to communicate the importance of protecting the environment through various means such as socialization, counseling and advertising. There are still challenges in changing the behavior of most people as a whole.
2. The habit of changing the attitude and behavior of people who litter is still an obstacle for the Department of Environment of Bandar Lampung City even though waste management counseling has been carried out to the wider community, especially in the North Panjang Village area.
3. To carry out a communication strategy in socialization with counseling has been carried out by the Department of Environment of Bandar Lampung City through a persuasive communication approach to the community with socialization, counseling and advertising activities that utilize information technology on social media.
4. Good waste management helps reduce the risk of natural disasters caused by waste accumulation. Waste sorting techniques carried out by the Bandar Lampung City Environment Department in collaboration with related agencies make an in-depth analysis of the characteristics of waste generated by the community to encourage active community participation in sorting waste with a focus on positive behavior change. Waste that has been recycled is turned into valuable items such as flower pots, sofas, trash cans, and so on.

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