Communication Strategies Within DKI Jakarta Government's Policy Aim to Address Waste Management Challenges Effectively

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Abstract

Waste remains a recurring issue in DKI Jakarta. This study investigates how the government communicates information regarding waste management to shape public perception on waste issues through media platforms, utilizing content analysis from social media and other online news sources. Agenda setting theory is employed to understand how the government prioritizes waste problems and the level of public attention towards these issues. The research methodology adopts a qualitative descriptive approach using secondary data sources through document analysis. Data was collected from social media posts containing keywords related to waste and its management over the past two years. The study findings indicate that the government has conducted various public education campaigns aimed at enhancing public awareness of the importance of effective waste management.

Keywords: Environment; Government Policy; Waste Management

INTRODUCTION

Waste is defined as anything originating from human activities or natural resources that lacks economic value (Alamsyah and Muliawati, 2013). In Indonesia, waste is primarily generated from households (36%), markets and commerce (38%), and office areas and public facilities (26%) (KLHK, 2019). Effective waste management poses a significant challenge for Jakarta, a metropolitan city experiencing population growth and rapid urbanization. Indonesia produces approximately 175,000 tons of waste daily, with most of it not being managed adequately. The waste problem remains unresolved and persistent. Inadequate waste management adversely affects the environment and public health. A new waste management paradigm emphasizes efforts to reduce and handle waste, yet transporting waste from its source remains a persistent issue.

According to Putri and Setiawan (2019), accumulated garbage, particularly in urban areas, can heighten the risk of infectious diseases and mar the environment's aesthetics. Poorly managed waste leads to soil, water, and air pollution and can become a breeding ground for various diseases. Jakarta generates substantial volumes of waste daily that must

be managed effectively to maintain cleanliness, environmental health, and community well-being. With a growing population and rapid urbanization, efficient waste management is crucial for sustaining cleanliness, environmental health, and community welfare. Waste management involves the activities of collecting, transporting, and disposing of waste, aiming to protect public health and the environment (Notoatmodjo, 2003). To address this issue, the DKI Jakarta Provincial Government has implemented various strategies and policies to tackle the waste problem. One such strategy involves disseminating information related to waste management through social media platforms, which serve as vital communication tools attracting public attention. However, the effectiveness of these strategies requires thorough analysis to achieve desired outcomes. Despite implementation challenges, these steps demonstrate the government's commitment to sustainable waste management. Continuous evaluation and policy adjustments based on field results are essential to ensure program effectiveness and sustainability. The Indonesian government has enacted several waste management policies, including Law No. 18 of 2008 concerning Waste Management, which underscores the importance of reducing, reusing, and recycling waste. Additionally, the 2020 National Indonesia Clean Waste Movement policy and the National Regulations and Strategy for Management of Waste from Households and Household-Like Waste (Jakstranas) aim to mitigate waste accumulation and enhance community participation in waste management (Perpres, 2017).

Effective communication strategies are crucial for shaping public opinion and boosting community participation in waste management. Although the government has implemented various policies to address waste issues, their effectiveness largely depends on the communication strategies employed to inform and educate the public. This includes educating about waste reduction, proper processing, and the negative impacts of illegal waste disposal. Furthermore, efficiently transporting waste from its source to appropriate disposal or processing sites remains a significant challenge that necessitates effective communication between the government, service providers, and the community.

Agenda Setting Theory

The theory utilized in this research is agenda setting theory, articulated by Maxwell McComb and Donald L. Shaw. This theory demonstrates the process of creating a program or agenda, where media pressure on an event can lead the public to perceive the event as important. Agenda setting theory is recognized for its ability to influence the public through mass media.

It posits that the media significantly impacts society's views on certain issues. When the media emphasizes an issue or event, it influences the audience to consider that issue important. This theory is based on the idea that media exposure determines which issues will attract public attention. Agenda setting theory suggests that mass media is instrumental in determining an agenda, guiding the public on what issues to focus on. The function of agenda setting in the mass media is to classify and prioritize topics so the public can recognize them as important and worthy of discussion.

Stephen W. Littlejohn identifies three operational parts of agenda setting theory:

a. The media agenda must be organized; otherwise, this process will face obstacles when initially establishing the media agenda.

b. In several instances, the media agenda influences and is connected to the public agenda and issues of public interest. This raises questions about the extent of media power in shaping the public agenda and how the public responds to it.

c. The public agenda impacts the policy agenda, which involves creating public policies deemed important and influential for individuals.

Agenda setting theory is a concept where media coverage doesn't necessarily change public opinion but directs public thinking on what should be discussed. The strength of this theory lies in its enduring relevance over time. Various studies indicate that agenda setting theory remains applicable to contemporary issues globally. In mass media, agenda setting theory plays a role in selecting and highlighting specific topics, leading the public to regard these topics as important. This theory has two fundamental assumptions. First, the media not only reflects stories to the audience but also filters and shapes what we perceive. Second, the more attention the media gives to an issue, the more likely the public is to consider that issue important.

By leveraging agenda setting theory and effective communication strategies through social media, governments can enhance their efforts to address waste problems and foster community awareness and sustainable action. The government's communication strategy via social media aims not only to disseminate information but also to engage the public in active participation. The government can encourage the public to share experiences, ideas, and solutions related to waste management, fostering a sense of shared responsibility in tackling waste issues. By consistently uploading educational content about waste management, the government can influence public priorities, raising awareness and prompting action.

Consequently, waste-related issues can gain prominence in public consciousness and receive greater attention.

Communication Strategy

According to Arifin (1994: 10), a communication strategy consists of a series of decisions based on specific conditions regarding actions to achieve particular objectives. Therefore, formulating a communication strategy involves considering current and future conditions and situations, both in terms of space and time, to achieve effectiveness. In communication, strategies are essential to ensure that conveyed messages effectively reach their intended goals. Hence, having an appropriate communication strategy is crucial for realizing effective communication. Communication strategies serve as a guide in planning and managing communications. A communication strategy is a combination of planning and communication management aimed at achieving specific goals. To meet these goals, the strategy must demonstrate how it will be implemented tactically, meaning the approach can adapt based on the situation and circumstances. Prof. Dr. Alo Liliweri (2011:56) explains communication strategy as follows: A strategy that formulates, clarifies, and promotes communication objectives clearly, prepared in a well-defined statement. The strategy aims to create consistency in communication based on the decisions made. Strategy is distinct from tactics; a communication strategy outlines concrete steps in a series of communication processes using specific techniques to achieve communication goals, while tactics are chosen communication actions based on a previously determined strategy. The ultimate goal of a communication strategy is to serve as a tool to achieve communication objectives.

Government Policy

According to Irfan Islamy (1999), the term "policy" derives from the English word "policy," distinct from "wisdom" and "virtue," which imply actions requiring deeper consideration. "Policy" refers to actions following established rules. Both discretion and policy involve actor-directed actions, with the government choosing solutions to societal problems to achieve specific goals. Several experts define policy as follows: Lasswell and Kaplan describe policy as a program to achieve goals, values, and directed action. Gianttaya defines policy as strategies and tactics aimed at achieving a goal. Friedrich views policy as a series of actions proposed by individuals, groups, or governments in a specific environmental context, considering obstacles and opportunities to achieve particular goals. Anderson defines policy as a series of actions intended to address specific problems, followed and implemented by individuals or

groups to achieve certain goals.

Government Definition

The term "government" etymologically derives from the word "command," meaning giving instructions to do something. Broadly, government refers to the highest authority controlling a country or region, such as a cabinet. Consequently, governance encompasses the activity or process of governing and managing an entity, including methods of issuing orders and regulations. Finer identifies two distinct concepts of government and governance. S. Pamudji, in his book on government leadership in Indonesia, explains that government broadly refers to regulatory activities conducted by legislative, executive, and judicial institutions to achieve state goals. In a narrower sense, government is defined as regulatory activities carried out by executive institutions and their staff to meet state objectives. In a political context, the term "executive" refers to one branch of government, while in an administrative context, executives are responsible for implementing duties and act as intermediaries between administrators and employees in executing orders and policies.

Dealing with Piles of Trash

According to Law Number 18 of 2018, waste refers to the remnants of daily human activities and/or natural processes in solid form. Waste can also be interpreted as items deemed unusable by the previous owner. The accumulation of waste can disrupt the surrounding environment and cause diseases. Waste buildup can occur for various reasons, one being when waste volume exceeds the capacity of final disposal sites (TPA). Effective waste management is essential to address this issue. Dealing with waste piles begins with sorting waste by type. Waste is categorized into three types: a. Organic Waste: Originating from living organisms, organic waste includes wet organic waste like food scraps, vegetables, and fruit peels, and dry organic waste like paper, wood, tree branches, and dry leaves, b. Inorganic Waste: Comprising materials like plastic or metal, inorganic waste can be renewed or recycled. This type of waste decomposes slowly and cannot naturally be broken down by microorganisms, leading to long-term accumulation if not properly managed, c. B3 Waste (Hazardous and Toxic Materials): Categorized as toxic and dangerous to humans, B3 waste often contains substances like mercury from used spray paint or perfume cans, though it may also include other hazardous toxins.

To reduce waste accumulation, it is crucial to implement the three principles of waste management, known as 3R, (a.) Reduce: Limit the use of consumable items that generate

waste. Consumables are typically inexpensive but quickly degrade, requiring frequent disposal or replacement. Examples include food, clothing, toiletries, and household items, (b.) Reuse: Opt for items that can be used multiple times, avoiding single-use products. For instance, replace single-use plastic items with reusable materials like cloth or paper. Plastic-based products decompose slowly, lasting for years and causing environmental damage, (c.) Recycle: Seek items that can be reprocessed into new, useful products. Recycling involves breaking down unused items and reforming them into new items, reducing waste and protecting the environment from waste accumulation.

METHOD

The research method employed to analyze information from sources like social media or online news is content analysis. This process entails collecting, examining, and interpreting the content of various documents or media found on social media or online news platforms. The steps in content analysis involve categorizing information and deriving findings or conclusions from the collected data.

RESULTS AND DISCUSSION

Based on data gathered through observation and content analysis, the government has conducted various public education campaigns to raise awareness about the importance of effective waste management. In 2024, the provincial government's Instagram account featured several posts about waste, explaining the technology used for waste filtering. Floating Tash Barier (the float), a system created to catch floating rubbish in rivers. This tool collects plastic waste and debris floating in rivers. Rotary Screen (the filter), Garbage filter equipment installed in polders in Jakarta. The function of the rotary screen is to filter waste that passes through channels or rivers, so that it does not enter water structures such as pumps and sluice gates. Skimmer Boat (the lifter), special ship for transporting aquatic waste with a 45degree tilt specification, making it easier to filter rubbish floating on the surface of the river. Excavator (the taker), This heavy equipment functions to quickly pick up large amounts of waste from water bodies.

In Picture 2 describe the provincial government also shared a statement regarding energy from RDF waste and its benefits. RDF or Refuse Derived Fuel is an alternative fuel made from combustible components from urban solid waste. This fuel also reduces pollution and saves our natural resources. Refused Derived Fuel (RDF) is an alternative form of implementing the Waste to Energy (WTE) concept which uses waste to be used as alternative

fuel. RDF has the potential to reduce waste volume and is used as co-combustion (co-firing), namely an alternative fuel in the power generation industry and cement industry. However, the power generation industry in question uses solid fuel and could be a target for RDF users. The source of RDF fuel usually comes from urban solid waste.

The DKI Provincial Government also shared statement posts such as stop burning rubbish because burning rubbish will inhale toxic substances 350x higher than cigarette smoke, because burned rubbish emits dangerous toxins and makes the ozone layer thin, let's care about our surroundings and start caring about the environment. The contents of the comments on posts shared by the provincial government form public opinion that some people do not know how waste processing flows, whether PPSU should be obliged to take waste from people's homes, and there are also those who think that there are still neighbors who burn waste even though some neighbors there were sick people and babies. Apart from that, there are also those who argue that "in the village area there are no cleaning staff. Is there a solution if you don't destroy the rubbish and if you bury it in the ground the ground is wet and full of mud, then what's up with the gates, the air pollution is very widespread and the smell can be reach the radius?". Overall, the comments expressed concerns about inadequate waste management systems and their negative impact on the environment and people's quality of life. Comments that convey several opinions and concerns regarding waste management in villages and its impact on the environment imply that more efficient and sustainable waste management solutions are needed, both in villages and final disposal sites.

Picture 1. Waste Filter Technology in Jakarta

Source: Instagram

Picture 2. Energy from Waste

Source: Provincil Government Instagram

Picture 4. Analysis of Provinical

Source: Website Provincal Government

Quoted from the provincial government website, waste generation in DKI Jakarta: 3.1 million tons/year. Waste reduction in DKI Jakarta: 809,219 tons/year or 26%. Waste bank data. Number of units: 3,356, Number of customers: 144,422 people, Total reduction: 713,103.73 kg, Waste Transported per Day According to Type Organic: 3,761.90, Inorganic: 3,759.84, Toxic and hazardous materials: 31,688. Various methods are used to reduce waste. The DKI Jakarta Provincial Government is building a waste-derived fuel (RDF) facility to convert waste into alternative fuel at the Integrated Waste Processing Site (TPST) in Bantargebang, Bekasi, Java. In this case, almost 2000 tons of waste per day is converted into substitute raw materials (RDF) needed by the manufacturing sector. However, the above

efforts are not appropriate. Apart from that, the DKI Jakarta Provincial Government has also established Reuse, Reduce, Recycle (TPS3R) Waste Processing Sites in several districts in Jakarta. In 2023, the DKI Jakarta Provincial Government has completed the construction of the TPS3R task force. This year eight more TPS3R units will be built. The target is that the DKI Jakarta Provincial Government will build 3R TPS in 44 sub-districts in stages. Currently there are three 3R TPS units that have been inaugurated by the Acting Governor of DKI Jakarta, Heru Budi Hartono, namely TPS 3R Ciracas, East Jakarta, TPS 3R Rawasari, Central Jakarta and TPS3R Pejaten Barat, in South Jakarta.

CONCLUSION

The communication strategy implemented by the DKI Jakarta Provincial Government to reduce waste has significantly increased public awareness and participation. Through structured communication, utilizing various media and information channels, and delivering clear and consistent messages, the government has successfully created a more sustainable environment and reduced the risk of flooding in the Ciliwung River area. This study highlights several effective communication strategies, such as:

- Utilizing social media to disseminate information about the importance of effective waste management

- Collaborating with local community organizations in service programs to enhance the sense of ownership and commitment

- Organizing workshops and counseling sessions to educate the community on recycling and waste processing techniques.

Overall, the communication strategy implemented by the DKI Jakarta Government in addressing waste management has yielded positive results. This success was achieved through an approach that involved education, participation, technology, and robust regulations.

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