

The Effectiveness of Garbage Sorting Campaigns for Villagers

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Article

Article History

Received : 2022/12/30
Reviewed : 2023/06/27
Accepted : 2023/06/30
Published : 2023/06/30

DOI:

doi.org/10.29313/ethos.v11i2.11128



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Volume : 11
No. : 2
Month : Juni
Year : 2023
Pages : 143-154

Abstract

In everyday life, humans need campaigns to make their activities successful. The campaign is intended to create harmony and understanding among the audience. Persuasive messages in campaigns can be packaged in various ways, and one of them is socialization. Socialization can be considered effective if it follows social patterns in the intended community. In this study, researchers examine the effectiveness of the campaign conducted by the Markisa PPK Ormawa Team of BEM Fikom Unisba on waste management. The Markisa Team was chosen because it was still new to waste management. In addition, the study program taken by the Markisa Team members is not aligned with the campaign being carried out. This study uses a quantitative research method with a descriptive approach and applies the Ostergaard Campaign Model. The research concludes that the Markisa PPK Ormawa BEM Fikom Unisba Team is credible; it is just that it has not achieved its goals yet, which can be seen from the responses of several villagers who still do not understand the campaign being delivered.

Keywords: Campaign, Waste Management, Village Community.

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Introduction

In everyday life, humans need campaigns to make their activities successful. The campaign is intended to create harmony and understanding among the audience. The campaign for the community is carried out through literacy, which can later change people's behavior in accordance with what is expected by the campaigner (Priliantini, Krisyanti, & Situmeang, 2020). In practice, the literacy provided to the community will also be adjusted to achieve the goals of the campaign.

Implementation of the campaign should involve a group since it cannot be carried out by individuals alone. Thus, it is necessary to form a team that conducts campaigns so that the implementation can run smoothly and meet the desired goals. This is then called a social campaign. Social campaigns are intended to solve various problems as well as provide justification for the social sector in society (Solicitor *et al.*, 2019). Indirectly, social campaigns become "answers" to existing problems in society without including other elements.

Campaigns usually contain persuasive messages that can be packaged in various ways, and one of them is socialization. Socialization can be considered effective if it follows social patterns in the intended community. Socialization is a process of interaction between one person and another. Through socialization, interaction will be more directed at how to act, think, and feel the right way according to the communicator so that it can produce effective social participation (Sekarningrum, Suprayogi, and Yunita, 2020).

In everyday life, everyone has to take out the trash. The larger the human population, the more waste is generated. If it is not managed properly, there will be an accumulation of waste which can result in environmental pollution. Law Number 18 of 2008 concerning Waste Management states that waste is a national problem that must be managed properly, comprehensively, and integrated so that it can benefit the Indonesian people, either economically, physically, or environmentally (Dobiki, 2018). It is because proper waste management can reduce diseases caused by waste accumulation and increase the level of community welfare.

As a country with a population of 273 million people, the volume of waste produced by Indonesia must be enormous. According to the data on the DPR RI website, in 2021, the volume of waste produced by the Indonesian state was 68.5 million tons. And, as of September 2022, the volume of waste had reached 70 million tons (COMMISSION IV DPR RI, 2022). The increase in Indonesia's waste volume comes not only from the increase in Indonesia's population but also from people's consumption patterns, which continue to develop and result in the volume of waste continuing to increase (Tamyiz *et al.*, 2018). Hence, it is crucial for Indonesia to manage its waste properly.

Similar to urban communities, village communities also generate waste every day. The difference is that rural communities have limited access to various facilities for waste management. This was also mentioned by Husodo *et al.* in their journal that the village community has a potential source of waste every day, which leads to the accumulation of waste (Husodo, Wulandari, Megantara, Shanida, Kuncoro, and Ratningsih, 2021). Coupled with this, the community still lacks knowledge about waste and its management (Sartika, Murniati, Karnisah, 2021).

Realizing that waste has become a vital problem, it requires comprehensive management from upstream to downstream with the ultimate goal of providing economic and health benefits for the community. Based on that, it can be said that waste management is important, plus there are already regulations governing waste management in Indonesia. Therefore, there must be a party that regulates waste management for village communities that have not been properly educated. The Markisa PPK Ormawa BEM Fikom Unisba Team is here to answer the question.

Accordingly, this study is conducted on the campaign carried out by the Ormawa PPK Markisa Team of BEM Fikom Unisba on waste processing in Dayeuhkolot Village, Sagalaherang District, Subang Regency, West Java. The campaign carried out by the Markisa PPK Ormawa BEM Fikom Unisba Team is outreach by considering social patterns in the community of RT 01 Dayeuhkolot Village, Sagalaherang District, Subang Regency, West Java, with the main point of the campaign on waste management.

Carrying out a campaign, of course, requires a predetermined period of time. The aim is that the implementation of this campaign will not be long-winded and drag out the available time. In addition, the campaign also requires a sizable audience so that the final results can reach various existing communities. As explained by Rogers and Storey (Kusmana, 2020), a campaign is a series of communication activities that are organized and have the aim of creating a certain effect on a large audience with ongoing implementation over a certain period of time.

In this study, the Markisa PPK Ormawa BEM Fikom Unisba Team conducted a campaign related to waste management in the community of RT 01 Dayeuhkolot Village, Sagalaherang District, Subang

Regency. The team took up the issue of waste management since, in RT 01 Dayeuhkolot Village, good waste management had not yet been implemented. The community was not properly educated, as they could not merely distinguish organic and non-organic waste. That way, there was a buildup of garbage in the environment of RT 01 Dayeuhkolot Village, Sagalaherang District, Subang Regency.

The waste management program in Dayeuhkolot Village, Sagalaherang District, Subang Regency, West Java is expected to be a solution for the accumulation of waste that occurs in the area. In line with the topic highlighted in this study, the Markisa PPK Ormawa team carried out the campaign through socialization on the importance of good waste management. This topic drew the attention of researchers because the Markisa PPK Ormawa BEM Fikom Unisba Team, who came from the Faculty of Communication Sciences, Bandung Islamic University, could be said to have "deviated" from their study program. The Markisa Team certainly did not really 'understand' waste management compared to those students who formally studied it.

Venus stated that the ability of campaign organizers to design strategies by utilizing available resources has an important role in determining the success of a campaign (Khadijah and Yulianti, 2021). Therefore, the party conducting the campaign must understand the contents of the campaign very well, have high credibility, and come from a field that has already been mastered. Meanwhile, this did not happen in the Ormawa PPK Markisa Team of BEM Fikom Unisba. The team, which is still unfamiliar with waste management, must adapt to the conditions of the community and understand more about the campaign material that will be carried out. This mismatch between the study program and the campaign being carried out drew the attention of researchers to see further whether the Markisa PPK Ormawa BEM Fikom Unisba Team had conducted the campaign well even in limited circumstances.

Previous research related to waste management campaigns is written by Ruchiyat, Romadhan, and Pradana, entitled "Strategy for the Environmental Campaign of the Surabaya Main Waste Bank (BSIS) in Growing Awareness of Selling Waste Management in the Surabaya Community". The difference between this research and previous research lies in the research object, method, and theory used. The research conducted by Ruchiyat, Romadhan, and Pradana explained the environmental campaign strategy of the Surabaya Main Garbage Bank (BSIS) in raising awareness of waste management as a selling point. Meanwhile, this research uses qualitative methods and does not include the theory used.

Whereas, other previous research that discusses the waste management campaign was conducted by Khadijah and Yulianti and is entitled "#Budayabebere Campaign Program on Community Participation in Disposing of Their Own Trash". It explains the influence of the Beberes culture campaign program established by KFC on community participation in disposing of their waste. That research used the same quantitative method as this research, but the previous used an explanatory approach and did not explain the theory being used.

From these two previous studies, it can be seen that research on the waste management campaign conducted by the Markisa PPK Ormawa BEM Fikom Unisba Team has not yet been carried out in the community. The previous research did not use the Oostergaard Campaign Model, but this study did. Hence, these differences can educate readers to find out how the waste management campaign carried out by the Markisa PPK Ormawa Team BEM Fikom Unisba is seen from the perspective of the Oostergaard Campaign Model.

This study uses the Oostergaard Campaign Model to explain how the campaign on waste is carried out effectively by the Markisa PPK Ormawa Team BEM Fikom Unisba towards the community in RT 01 Dayeuhkolot Village, Sagalaherang District, Subang Regency. The effectiveness of the campaign will be assessed using a number of measuring tools, such as campaign actors, message

content, message channels, and technical implementation of the campaign, through questionnaires distributed to residents of RT 01 Dayeuhkolot Village, Sagalaherang District, Subang Regency. By assessing the effectiveness of the campaign, researchers can conclude whether it was successful or not through affective, cognitive, and conative aspects.

Based on the background above, the hypothesis in this study is as follows:

1. H^0 : There is effectiveness in the waste segregation campaign for villagers.
2. H^1 : There is no effectiveness in the waste segregation campaign for villagers.

Research Method

This study uses a quantitative research method with a descriptive approach. Quantitative research methods always come from real phenomena that occur in society, so that the results obtained from quantitative research can be measured concretely. The research approach used is descriptive.

Quantitative research, according to (Sugiyono, 2022), is a research method that is carried out based on concrete and measurable phenomena that aim to test predetermined hypotheses. The descriptive method is a research method on a group of people, conditions, objects, systems of thought, or a thought in the future (Nasir, 2002). Thus, it can be concluded that this descriptive quantitative research aims to see, review, and describe in numbers the object being studied as it is and then draw conclusions according to the phenomena seen during research.

Quantitative descriptive consists of a variable part that is used to explain more deeply the phenomena that occur in the field. Research with descriptive quantitative methods usually uses the word "how" to develop existing information (Priyono, 2016). In this study, the research variable used was campaign effectiveness which, according to Ostergaard's Campaign Model, consisted of four measurement tools: campaign actors, message content, message channels, and campaign implementation techniques.

Campaigns should start with identifying the problem as the first step, where the source of the problem must have a cause and effect. The next step is campaign management, which includes planning, implementing, and evaluating by identifying audience characteristics to determine message content, campaign actors, communication channels, and campaign implementation techniques. The final step is an evaluation of the implemented program.

Quantitative research in general requires a population to obtain research data. The population in this study was the people of RT 01 Dayeuhkolot Village, Sagalaherang District, Subang Regency. The population was taken due to the similarity of social and cultural backgrounds in the community of RT 01 Dayeuhkolot Village, Sagalaherang District, Subang Regency. Not only that, supportive settlements and the economic needs that can be met with good waste management results strengthen the researchers' reasons for selecting the community of RT 01 Dayeuhkolot Village, Sagalaherang District, Subang Regency, as the population of this study.

The data collection technique for this study was non-probability purposive sampling. This technique is used because there are special criteria for the sample (Priyono, 2016). The criteria in question are the people of RT 01 Dayeuhkolot Village who have not received assistance regarding waste management from the government. To fulfill the research data, the researcher used a questionnaire that will be distributed according to the sample that has been selected, namely the people of RT 01 Dayeuhkolot Village, Sagalaherang District, Subang Regency who have not received assistance related to waste management from the government.

Result & Discussion

Campaign Actor

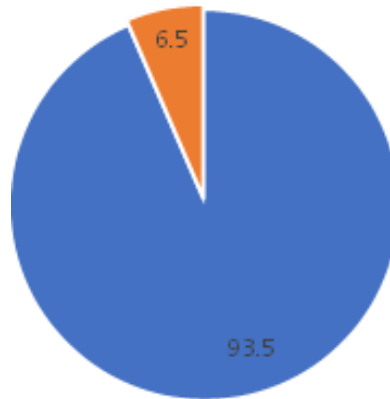


Figure 1. Campaign Actor

In carrying out a campaign, the majority of the audience will see who the campaign actors are—are they credible? Are they trustworthy? Are they close with the audience or not? Therefore, the researchers questioned the credibility of the actors in the waste management campaign delivered to the people of RT 01 Dayeuhkolot Village, Sagalaherang District, Subang Regency. The campaign actor in question is the Ormawa PPK Markisa Team of BEM Fikom Unisba. From the questionnaire that the researchers distributed, 60 respondents, or 96.8%, agreed that the actors in the solid waste management campaign were quite credible. Meanwhile, 2 respondents, or as much as 3.2%, felt that the Ormawa BEM Fikom Unisba PPK Markisa Team was not yet credible enough to become campaign actors.

From the responses of existing samples, it can be seen that campaign actors are credible and trusted by the research sample. Campaign actors have an important role in the campaign because before the process begins, the public will first see who the campaign actors are. If the people who are targeted by the campaign feel the closeness with campaign actors, then the campaign process will be easier to carry out.

Campaign actors are the first line of defense in campaign management. It is because the first thing people see is who the campaign actors are, not the contents of the campaign message. The achievement of campaign objectives must penetrate several aspects, such as cognitive, affective, and conative. Before there is a change in these aspects, the public must trust and get close to the campaign actors. A good campaign actor is one who has credibility so that the target party can trust him.

This study shows that the Ormawa PPK Markisa Team of BEM Fikom Unisba is quite credible. Although the program study taken by the Ormawa PPK Markisa Team of BEM Fikom Unisba was different from the campaign theme, it did not diminish their credibility in delivering the campaign content. They succeeded in proving that students from the Faculty of Communication Sciences can also explain good waste management to village communities. Through the method of socialization and getting closer to the people of RT 01 Dayeuhkolot Village, Sagalaherang District, Subang Regency, the Markisa PPK Ormawa BEM Fikom Unisba Team felt close to them, so they received good responses from people of RT 01 who considered that the Markisa Team was credible enough.

The trust from the RT 01 community in the Markisa PPK Ormawa BEM Fikom Unisba Team made this campaign program easier for changes to occur in the community. The community tends to look at the campaign actors first. That way, there is an affective closeness between the campaign organizers and the audience. Unknowingly, it will be easier for the audience to receive the material that will be provided during the campaign.

Message Content

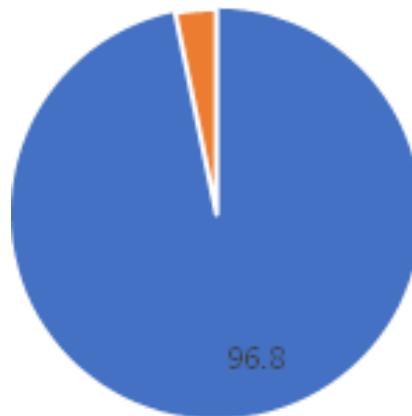


Figure 2. Message Content

When looking at the Oostergaard Campaign Model, another measuring point for campaign management is the content of campaign messages. The contents of the message must be designed as well as possible so that the campaign process can be in accordance with predetermined goals. The content of this message must arouse the cognitive, affective, and conative faculties of the intended audience so that changes can occur. That way, the campaign process can be declared almost successful.

58 out of 62 respondents confirmed they understood the contents of the campaign message conveyed by the Markisa PPK Ormawa Team of BEM Fikom Unisba on a waste management. Meanwhile, 4 respondents, or 6.5%, said they did not understand the contents of the campaign message. From the respondents who stated that they understood the contents of the campaign messages, the researchers provided follow-up questions regarding things that had to be improved in conveying the contents of the campaign messages.

Of the 58 respondents who understood the contents of the campaign message, only 24 answered with various arguments. Four respondents stated that the delivery of the contents of the campaign was good enough and did not need to be improved. Six respondents said that socialization should be carried out regularly. Three respondents felt that the interaction between the campaign team and the community was lacking. 7 respondents stated that what needs to be improved is direct practice regarding waste management. ▽

One respondent stated that for further socialization, there should be invited parties who are experts in waste management. Two respondents stated that the use of language when conducting campaigns must be considered. One respondent stated that there should be regular monitoring by the Ormawa PPK Markisa Team of BEM Fikom Unisba so that waste management can run as expected.

In carrying out campaigns, the contents of messages that have been designed must be balanced with other actions, such as practice and monitoring. The aim is that campaigns, especially social campaigns, can be implemented properly. This action is an alternative so that the audience understands more about the campaign material being delivered. Unfortunately, this was not done by the Ormawa BEM Fikom Unisba Markisa PPK Team.

Data in the field showed the Ormawa BEM Fikom Unisba PPK Markisa Team only delivered campaign material without any follow-up action. The designed message content should include practice and monitoring during the campaign period. By following-up action on the material that has been given and monitoring it in the form of routine interactions with the local community, the community will understand it better and the material that was previously given can be practiced properly.

In addition to the follow-up actions, the campaign organizers should also pay attention to what is being used, both in conveying the contents of the campaign and when interacting with the community. There is one proverb in Sundanese that says "Babaturan hade ku basa" or "Hade goreng ku basa" (good or bad are determined by language), meaning that the good and bad behavior of a person can be seen from the language he/she uses.

The good and the bad here do not mean that the Ormawa PPK Markisa Team, as the organizer of the campaign, was impolite. Instead, it means that they must mingle with the community, especially in using their language. If the people of RT 01 Dayeuhkolot Village, Sagalaherang District, Subang Regency speak Sundanese, then the Markisa PPK Ormawa Team should also speak Sundanese when carrying out their campaign. If it is difficult to use Sundanese, then use simple words of Bahasa Indonesia, not scientific vocabulary which makes people confused.

Whether or not the people of RT 01 Dayeuhkolot Village, Sagalaherang District, Subang Regency understood the campaign being carried out, they agreed that they understood the material presented. However, there were some crucial things that still needed to be fixed. Every point felt by the people of RT 01 Dayeuhkolot Village, Sagalaherang District, Subang Regency should not be underestimated because if the campaign is to be optimally achieved, the Markisa PPK Ormawa BEM Fikom Unisba Team must implement the suggestions that have been stated.

Message Channel

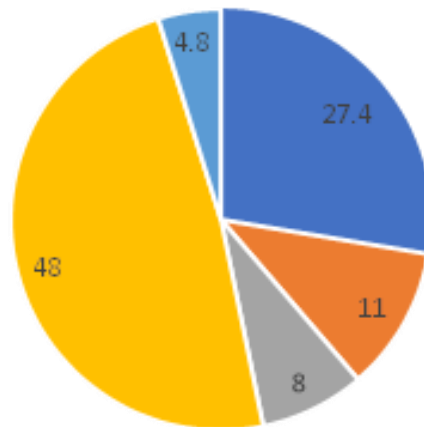


Figure 3. Message Channel

Another benchmark mentioned in the Oostergaard Campaign Model is the message channel. The message channel here means that the campaign is carried out through what kind of communication medium? Is it done directly, with or without any supporting media? or using supporting media. Seeing that the Markisa PPK Ormawa BEM Fikom Unisba Team carried out a campaign through direct interaction and the formation of a WhatsApp group, the researcher wanted to see further whether the supporting media used were effective or not. It needs to be underlined here that the Markisa PPK Ormawa BEM Fikom Unisba Team prioritizes communication through the WhatsApp group when monitoring the community of RT 01 Dayeuhkolot Village, Sagalaherang District, Subang Regency. This was done to overcome the obstacle of the long distance between the Bandung Islamic University campus and the point where the campaign was carried out.

Of the 62 respondents, 17 felt that the WhatsApp group created for the continuation of the waste management campaign program was effective. 9 respondents stated the reasons why the WhatsApp group was effective. Two respondents stated that with the WhatsApp group, they felt they were being

monitored properly by the Markisa PPK Ormawa BEM Fikom Unisba Team. 7 respondents felt that with this group, the information being disseminated was very fast, informative, and communicative.

7 respondents felt that the message channel used was quite effective, with one respondent arguing that the WhatsApp group used was already communicative. Meanwhile, 7 other respondents felt that the WhatsApp group used as a campaign channel was less effective, and 3 respondents felt there was no WhatsApp group activity. Two respondents felt that the communication was less intense, and two other respondents did not have any reason.

Nearly half of all respondents felt that the WhatsApp group used as a message channel for waste management campaigns was ineffective. This was in line with the opinions of 6 respondents who stated that there was no communication whatsoever on the WhatsApp group. 12 other respondents stated that there was no activity whatsoever in the WhatsApp group. The other 12 did not state any reason for the ineffectiveness of the WhatsApp group that was created. Meanwhile, the rest of three respondents did not have a WhatsApp account, so they did not know what was happening in the WhatsApp group.

Table 1.
Message Channel

Dimension	Description
The use of WhatsApp groups has been effective	17
The use of WhatsApp groups is quite effective	7
The use of WhatsApp groups is less effective	5
Ineffective use of WhatsApp	30
Not having a Whatsapp account	3

Source: Result of Data Analysis

It can be seen that the use of message channels by the Markisa PPK Ormawa Team is still not optimal. The WhatsApp group which was originally used as a medium for monitoring was not carried out properly. Thus, the public only relied on campaign materials that had been provided beforehand without any monitoring.

As the organizer of the campaign, the Markisa PPK Ormawa Team should know what communication medium is suitable for use in the community of RT 01 Dayeuhkolot Village, Sagalaherang District, Subang Regency. That way, they can adjust to the audience. If the communication medium that has been designed is suitable for the audience, the implementation of the campaign can be properly carried out. It will be redundant if the communication medium used by the campaign organizer is not in accordance with the audience.

If the communication medium chosen is not in accordance with the audience, there will be difficulties in conveying messages and other supporting actions because the audience does not understand the message channels used by the campaign organizers. In other words, the campaign cannot be carried out properly because the message channel chosen is not suitable for the audience.

Technical Implementation of the Campaign

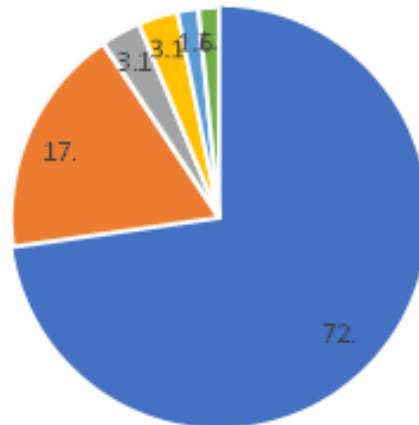


Figure 4. Technical Implementation of the Campaign

The last measuring point in organizing a campaign according to the Oostergaard Campaign Model is the technicality of campaign implementation. There are various types of campaign implementation techniques. It can be in the form of socialization alone or combined with other campaign implementation techniques, such as practice, monitoring, or inviting expert speakers. Therefore, the researchers asked the people of RT 01 Dayeuhkolot Village, Sagalaharang District, Subang Regency, regarding the effectiveness of the technical campaign from the Markisa PPK Ormawa BEM Fikom Unisba Team.

Based on the responses from respondents regarding the technical implementation of the right campaign, direct practice ranks number one in running the campaign well. As many as 45 respondents, or more than half of the respondents, felt the people of RT 01 Dayeuhkolot Village, Sagalaharang District, Subang Regency needed further action by providing material in the form of direct practice. This statement adds to the evidence that the material presented by the Ormawa BEM Fikom Unisba Markisa PPK Team was only being understood and was not properly applied.

Table 2.
Technical Implementation of the Campaign

Dimension	Description
Hands-on practice	45
Increase socialization	11
Sorting out material that suits the community	2
Provision of waste segregation bins	2
Regular monitoring	1
Procedures in the campaign in stages	1

Not only must there be direct or hands-on practice, but the provision of materials must also be routine so that people can understand more about campaign materials. Socialization should be carried out more than once if there is a wish to change the behavior of the intended community by involving other aspects, such as language, the credibility of the material and speakers, the closeness between the campaign organizers and the community, and the intensity of both parties to meet or just greet. In other

words, if a social campaign is to go according to plan, the organizers of the campaign must mingle and be close to the target audience. All will be in vain if there is no closeness between the two parties.

Less than optimal campaign implementation techniques will lead to less than optimal campaign results as well. Auch results could also be due to the lack of understanding of the campaign material presented as the technical implementation of the campaign was not appropriate. Even less than optimal campaign results can be caused by campaign organizers not maximizing the existing medium. In fact, it can also happen because the organizers of the campaign did not have good planning for the campaign.

If you look further, there is continuity between the existing measuring instruments. The four measuring tools contained in campaign management must be used as well as possible to be able to change the behavior of the target community. Unfortunately, the campaign program of the PPK Ormawa BEM Fikom Unisba was not successful. Even though the community understood the contents of the campaign, they could not apply it because there were several things that the Markisa PPK Ormawa BEM Fikom Unisba Team, as organizers of the campaign, did not fulfil.

Conclusions

A campaign is not just about delivering material; there are also other elements to it. In order for a campaign to change the cognitive, affective, and conative perspectives of each individual, optimal campaign management is required. It can't just rely on campaign actors who are trusted and have a close relationship with their audience; other elements must also be fulfilled so that the campaign can change the audience's perception.

Seeing the results of this study, it can be said that the campaign conducted by the Markisa PPK Ormawa Team BEM Fikom Unisba is still not effective. As evidenced by the results of a questionnaire distributed by researchers to the community of RT 01 Dayeuhkolot Village, Sagalaherang District, Subang Regency, of the measuring tools used by researchers, only one is really fulfilled, namely campaign actors and message content. Other measuring tools, namely message channels and campaign implementation techniques, are still far from perfect. The message channels used were not optimal, and the technical implementation of the campaign was still inadequate, which was the main reason for the ineffectiveness of this campaign.

The aims and objectives of the campaign carried out by the Markisa PPK Ormawa Team BEM Fikom Unisba are good. This team wants a change in waste segregation in the community of RT 01 Dayeuhkolot Village, Sagalaherang District, Subang Regency. Unfortunately, the execution of the campaign was not carried out properly, so this campaign was not effective. There are many things that the Markisa PPK Ormawa BEM Fikom Unisba team has to fix in order to maximize this campaign.

The researcher suggested the Markisa PPK Ormawa BEM Fikom Unisba Team to maximize social media (WhatsApp) in disseminating information because it was found that the use of Whatsapp was less effective in carrying out activities. In addition, interaction with the community of RT 01 Dayeuhkolot Village, Sagalaherang District, Subang Regency, must be more massive so there is closeness between the campaign organizer team and the intended party. Adjustment of the language used must also be considered so that the campaign can be effective.

Acknowledgment

The authors would like to thank the Markisa PPK Ormawa Team BEM Fikom Unisba who let the authors to observe their campaign for the community of RT 01 Dayeuhkolot Village, Sagalaherang District, Subang Regency. Also, we would thank all parties involved in this article.

Conflict Of Interest

The authors declare that there is no conflict of interest in this article.

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