



# Persuasive communication in the waste Bank program Bakti Artha in Karangjambe village

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## ABSTRACT

### Keywords

Persuasive communication  
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Waste management in Indonesia is divided into two, the first is the management of household waste and similar household waste and the second is specific waste management. Communication is a process of delivering messages from individuals to other individuals so as to generate information. In the field of environmental issues, persuasive communication acts as a tool to improve the environment. Persuasive communication plays a role in influencing human attitudes or behavior to solve environmental problems. According to Unilever, a waste bank is a collective dry waste management system that encourages the community to actively participate in it. This system will collect, sort and distribute waste with economic value to the market so that the community gets economic benefits from saving waste. The qualitative method used in this research employs a subjective strategy. Subjective exploration urges a clear methodology, specifically sharing a reflection of conditions and checking data in the field review. The results of this study show that the Yogyakarta City Environmental Service in applying the steps of communication techniques in the Waste Bank Program in Karangjambe Village, such as the association technique, integration technique, reward technique, arrangement technique, red-herring technique which plays a role in motivating Karangjambe villagers to participate in this waste bank program, thus ensuring the continuity and success of the program.

## 1. Introduction

In Indonesia, waste management is divided into two, one is the management of household waste and similar household waste and the other is specific waste management. Specific waste management is the responsibility of the government, while the management of household waste and similar household waste consists of waste reduction and waste handling, waste reduction which includes limiting waste generation, recycling waste, and reusing waste. In this case, the Environmental Agency (DLH) of Yogyakarta City has since 2009 developed a waste bank programme as one of the activities carried out by the Waste Recycling Sub Division. The series of activities consist of waste processing training, independent waste processing assistance, waste recycling product exhibition, and independent waste processing socialisation. Waste bank assisted by DLH Yogyakarta City 294 and the programme has not yet been systematically monitored and evaluated.

However, some of the factors that hinder the management of waste banks, such as the "Bakti artha" waste bank, are ignorance or lack of awareness from the community, who may not understand the importance of waste management and the benefits of recycling waste. In this case, the management of the waste bank needs to convey clear and convincing information about the benefits and positive impacts that will result if they participate. One of the efforts made to overcome these problems is to carry out an empowerment activity so that the community is willing and able to make changes in managing the waste they produce, namely with the Waste Bank programme carried out by the community and social assistants who provide facilities for people who participate in the waste bank

programme. Community empowerment through the waste bank is carried out through the stage of awareness and the formation of conscious behaviour, caring so that they feel they need skills to open their minds so that initiatives and innovative abilities are formed to lead to independence (Riyanto, 2008).

Communication is a process of delivering messages from individuals to other individuals so as to generate information. Communication is used as a tool for social interaction. Communication is divided into two ways, namely verbal and nonverbal communication. Communication is the most important part of our daily activities. In communication, there is persuasive communication, namely communication that is influencing the audience or communicant, so that it acts in accordance with what is expected by the communicator (Effendy, 1986).

In the field of environmental issues, persuasive communication acts as a tool to improve the environment. Persuasive communication plays a role in influencing human attitudes or behavior to solve environmental problems. The role of persuasive communication in development for the environment, for example, a form of persuasive communication used to overcome the underdevelopment of human and natural resources, in solving environmental problems faced by an area (Flor, Alexander G. & Cangara, 2018).

The waste bank program according to Unilever is a collective dry waste management system that encourages the community to actively participate in it. This system will accommodate, sort and distribute waste with economic value to the market so that the community gets economic benefits from saving waste. According to Narasihani, a waste bank is part of the concept of collecting dry and segregated waste and has management like banking (Utami, 2014).

Bank Sampah Bakti artha is one of the waste banks in Yogyakarta that focuses on community empowerment in the Bantul area. The purpose of Bakti Artha Waste Bank is to empower the community in the environmental and economic fields. Starting from providing an understanding to the community about the impact of waste in Yogyakarta if not managed, inviting people to sort waste, then making waste of economic value by selling several types of inorganic waste to the Bakti artha Garbage Bank (Tinggi et al., 2021).

In running this community empowerment program, Bakti artha Garbage Bank uses stages in it, one of which is building awareness of the Karangjambe Padukuhan Community. In building this community awareness, the Bakti artha Garbage Bank management has an indication of using Persuasive Communication techniques. The Qualitative method used in this research uses a subjective strategy. Subjective exploration urges a clear methodology, specifically sharing a reflection of conditions and checking data in the field review. To obtain an objective goal, subjective checking seeks to investigate and overcome side effects by describing problems or collecting different combinations of problems such as those introduced in the situation. Denzin and Lincoln say that subjective exploration is research that uses a logical basis with the aim of describing the oddities that are intertwined and tried to include various strategies such as meetings, assumptions and utilization of reports (Moleong Lexy J, 2005).

Based on the background description, the researcher is interested in conducting research on "PERSUASIVE COMMUNICATION IN THE BAKTI ARTHA GARBAGE BANK PROGRAMME IN KARANGJAMBE VILLAGE". This research uses qualitative methods, in this research using a subjective exploration strategy urging a clear methodology, specifically sharing a reflection of conditions and checking data in the field review. In obtaining objective goals, subjective checking seeks to investigate and overcome side effects by describing problems or collecting combinations of different problems such as those introduced in the atmosphere. Denzin and Lincoln say that subjective exploration is research that uses a logical foundation with the aim of describing the oddities that are intertwined and tried to include various strategies such as meetings, assumptions and utilization of reports (Moleong Lexy J, 2005). Meanwhile, this research aims to find out the concrete obstacles that hinder the persuasive communication process between Karangjambe hamlet and the community in the context of the Waste Bank "Bakti Artha" programme. With these objectives, this research is expected to provide a better understanding of how the Environmental Agency of Yogyakarta City can use persuasive communication to increase community participation in the Waste Bank "Bakti artha" programme in Karangjambe hamlet (Maulidya et al., 2021).

## 2. Method

The Qualitative method used in this research uses a subjective strategy. Subjective exploration calls for a clear methodology, specifically sharing a reflection of conditions and checking data in the field review (Ivana & Islam, 2022). To obtain an objective goal, subjective checking seeks to investigate and overcome side effects by describing problems or collecting combinations of different problems such as those introduced in the atmosphere (Wahyudi & Adhani, 2021). Denzin and Lincoln say that subjective exploration is research that uses a logical basis with the aim of describing the oddities that are intertwined and tried to include various strategies such as meetings, assumptions and the use of reports (Moleong Lexy J, 2005).

## 3. Result and Discussion

Community empowerment through this waste bank is carried out through the stage of awareness and formation of conscious behaviour, caring so that they feel they need skills to open their minds so that initiatives and innovative abilities are formed to lead to independence (Bambang, 2008). The programme implemented by the Bakti artha Waste Bank begins with the collection process then goes into the sorting stage after which it is handed over to the Collector, then the proceeds from the sale of the waste submitted to the collector go into the Bakti artha waste bank treasury which later the proceeds from the sale will be used for the benefit of Karangjambe village. the existence of the Bakti artha Waste Bank, the community is not only aware of the importance of protecting the environment and sorting waste, but also the community gets economic benefits by selling non-organic waste to the Waste Bank.

Mrs. Ari Widya, as the head of the village head, as well as the head of the PKK and the head of the Bakti Artha Waste Bank Programme in Karangjambe Village, said that at first the surrounding community did not know what waste segregation was? What are the benefits for the environment and for them? Then what does the Waste Bank do for the environment? What are the benefits of being a member of the Waste Bank and so on. For this reason, at the beginning of the community awareness stage, the management held meetings with the surrounding community, especially mothers, to introduce the Waste Bank, as well as showing the importance of sorting waste and inviting them together to sort waste with the help of representatives of the Yogyakarta City Environmental Service.

But in the process, there are several factors that become obstacles in the programme run by Bakti Artha Waste Bank, namely ignorance or lack of awareness from the community, perhaps not understanding the importance of waste management and the benefits of recycling waste. In this case, the waste bank management needs to convey clear information and educate more about the benefits and positive impacts that will be generated if they participate.

## 4. Conclusion

From this research, it can be concluded that the Bakti Artha Waste Bank management conducts persuasive communication to local residents at all stages of their community empowerment. The first stage, during awareness, uses a lot of persuasive communication techniques of rewards, arrangement techniques. The second stage, the ability transformation stage uses more varied persuasive communication techniques, namely the reward technique, association technique, and red herring technique. The third stage, the stage of increasing intellectual abilities and skills, uses a lot of reward techniques. The findings of this study, (1) every persuasive communication technique applied is always tied to the dynamics or context of community communication at that time, when socialization uses the reward technique, the arrangement technique, when disagreeing with customers using the red herring technique, and so on, (2) the reward technique is the dominant persuasive communication technique used by the Waste Bank management in Bakti artha because the context of the community is a middle to lower class society who prefers to follow something if there are benefits, especially economic benefits. Also, the threat technique can be one of the techniques that is effective enough to arouse the fear of empowerment targets when they do not protect the environment (Defilah & Roem, 2022).

The resulting recommendations include, (1) it is necessary for every community empowerment when wanting to use persuasive techniques to first understand the communication partners and the context to be conveyed, (2) Reward and threat techniques (fear arousing) can be a technique used when the target of empowerment is the middle to lower class community, (3) it is necessary to strive for the use of other persuasive communication techniques in community empowerment, especially when dealing with community characteristics that are different from the Karangjambe community (Budiono, 2022).

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