

Environmental Civic Engagement in the Community Parit Tokaya Village through Rosella Waste Bank

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Abstract. The problem of this research is environmental problems, especially waste that cannot be handled properly. This is aims to determine the resolution of waste problems through forms of civic engagement in the environmental field in the Parit Tokaya Village community at the rosella waste bank. This research uses a case study method conducted at the rosella waste bank. The results of the research findings show that solving waste problems through forms of civic engagement in the environmental field in the community at the rosella waste bank is carried out through various activities. These activities include sending and collecting waste to the rosella waste bank, sorting waste, making crafts from used goods, campaigning for environmental care, and socialising about waste to the community and schools. The rosella waste bank succeeded in reducing waste problems by involving the Parit Tokaya Village community.

Keywords: Civic Engagement; Community; Environment; Waste; Waste Bank

INTRODUCTION

Waste is something that is less useful and valuable, or remnants that cannot be utilised anymore (Mc Dougall et al., 2016). In contrast to what is expressed by McDonough and Braungart in (Schienberg, 2010) revealed that waste has a value equivalent to food. Meanwhile, according to (Puteri, 2014) waste is everything that needs to be managed so that it has value and can be reused so that it is environmentally friendly. Over time, various problems arise due to waste, including reducing soil fertility, if disposed of carelessly, it can clog water absorption channels, sewers, and rivers so that it can cause flooding. If plastic waste is burned, it can release substances that are harmful to the human respiratory tract (Pramiati, 2016).

In order for waste not to pollute the environment and damage health, an innovation is needed to manage waste so as to reduce waste that is wasted directly in the landfill (Pratiwi, 2022). One of the innovations directed by the government is to build a waste bank. Based on the Regulation of the Minister of Environment and Forestry Number 14 of 2021, waste banks are facilities for managing waste with the 3R principles (*Reduce, Reuse, Recycle*), as a means of education, behaviour change in waste management, and implementation of a circular economy formed and managed by the community, business entities, and local governments. According to (Ariefahnoor et al., 2020) a waste bank is a place used to collect waste that has been sorted, then deposited to a place for making

waste crafts or to waste collectors. (Muntazah & Thereisa, 2012) argue that the waste bank programme is an environmental and community empowerment programme that is useful for increasing community knowledge and independence so as to reduce waste problems with existing potential.

Based on the researcher's observation, there is one waste bank in Pontianak City that involves the community in overcoming waste problems, namely the rosella waste bank. Rosella waste bank was established in 2013 as an innovation of Parit Tokaya Village in caring for the environment. Community involvement is a person's action for a sense of responsibility towards the community (Stamm, 2009). Citizen engagement in behavioural indicators is defined as individual actions to engage, act, and contribute to the improvement of society (Karlani, 2014). Based on knowledge, skills, combined with values, motivation and commitment for a better quality of life in society (Santinello et al., 2009). An essential part of civic engagement is a greater responsibility than self-interest, because with a sense of responsibility, people will be motivated to participate in developing the environment for the common good (Lawry, S., Laurison, D.L., Van Antwerpen, 2006). Community involvement in the environment through the rosella waste bank is one part of ecological citizenship. Ecological citizenship is a view that citizens are members of political entities who have the right to enjoy a healthy

life and realise it (Dobson, 2003). Through this involvement, the community strives to realise a healthy life through various activities carried out by the rosella waste bank.

One of the challenges that needs to be researched is the form of *civic engagement* in the environmental field in the community through the rosella waste bank. This research is important to find a solution to the waste problem that is currently not well addressed.

Various research results have been conducted, such as (Rahmadani, 2020) revealed that the waste bank programme involving the community has a positive impact, namely fostering public interest and awareness in maintaining environmental cleanliness to be free from waste. Fadjarajani also argues that community participation in waste banks can have an influence on the community paradigm. (Wulandari et al., 2017) also reported that waste bank activities have a positive impact on the synergy between the community and the government through community empowerment in waste management. This is also reinforced by research (Prasetyo et al., 2019) the involvement of residents in recycling and waste management through waste banks is a form of cohesion and citizen protection of the environment. The difference between this research and previous relevant research is that the author focuses on research on forms of *civic engagement* in the environmental field in the community through activities in the rosella

waste bank which aims to make people have awareness and concern about the importance of keeping the environment clean.

RESEARCH METHODS

The type of research used is qualitative research with a case study method. The data sources in this study are primary and secondary data. Informants totalled 14 people. The data collection techniques used are observation, interviews, and documentation (Sugiyono, 2022). Data analysis techniques are data reduction, data presentation, and conclusion drawing or verification. Data validation uses triangulation of sources and techniques.

The research stages carried out through two stages, namely, first, researchers prepared interview grids, observations, and documentation. Second, researchers conducted environmental observations around the rosella waste bank and interviews with informants, as well as documentation. The results of the data obtained from observations, interviews, and documentation were analysed through reduction, presentation, and conclusion drawing or data verification. The data that has been analysed is then interpreted and presented in the form of a narrative (Fadli, 2021).

DISCUSSION

Civic engagement in the environmental field in the Parit Tokaya Village community

through the rosella waste bank is realised through several activities, namely:

Delivering and collecting waste to the rosella waste bank

Household waste dominates the amount of waste sent to the rosella waste bank. Before sending waste to the rosella waste bank, the community is asked for their awareness to first sort the waste, between organic and inorganic waste (Rachmawati et al., 2019). Waste sent to the rosella waste bank is inorganic waste, while organic waste is processed into (Linda Noviana & Sukwika, 2020). To send waste to the rosella waste bank, there are two ways, namely by sending it directly or the waste bank manager picks up the waste at the community's house. Sending waste directly is done by people who live close to the rosella waste bank. For people who live far from the rosella waste bank, the waste bank staff will collect the waste using a *pick-up* motorbike.

Based on the results of observations and interviews conducted, researchers found that the community is actively involved in sending waste to the waste bank, while waste pick-up is carried out by officers twice a week. Community involvement in sending and picking up waste is a form of voluntary participation and service as part of individual duties and obligations (Adler & Goggin, 2005).

Sorting waste at rosella waste bank

The implementation of waste banks is basically one way to encourage people to sort waste (Asteria & Heruman, 2016). Sorting waste is an activity of classifying waste based on its type (Andina, 2019). Waste sorting activities are carried out so that waste is easy to recycle (Ristya, 2020). Sorting waste is carried out by the community at the rosella waste bank because there are some people who still do not have the awareness to sort waste from home. The community and the management of the rosella waste bank work together in sorting waste. Sincere cooperation will educate each individual so that they do not have an individualistic or selfish nature (Varensya et al., 2022). When sorting waste, waste bank administrators conduct socialisation about the types of waste and how to handle them. For plastic bottle waste, it is separated between plastic beverage brands and bottle caps, because beverage brands are difficult to recycle (Putra & Yuriandala, 2022). (Putra & Yuriandala, 2010) and the bottle cap has a different type of plastic from the bottle. Manual sorting technique is the easiest technique to be applied by anyone (Rizky & Gunawan, 2022). Waste sorting emphasises sorting inorganic waste that can be reused, recycled, and has economic value and tries to apply the 3R principles (*Reuse, Reduce, and Recycle*) in managing waste (Amalia & Putri, 2021).

Based on the results of observations and interviews, apart from involving the community, the rosella waste bank also provides opportunities for environmental care communities and student organisations to join in sorting waste. Community participation will influence people's behaviour so that they are more responsible for the environment (Cheng et al., 2019).

Making crafts from used items

Not all of the waste in the rosella waste bank is sold to collectors, some of the waste is made into crafts (Susanto et al., 2020). Waste will have economic value if it has a sufficient amount to be traded or further processed as economic goods, either as raw materials or recycled as trade commodities (Suryani, 2014). Economically valuable handicrafts are handicrafts made in the form of goods or products that have the best quantity with the selection of the minimum possible material (Agus et al., 2019). Making crafts from used goods is one form of applying the 3R (*Reduce, Reuse, Recycle*) (Darmawan, 2013). There are two types of crafts produced by the rosella waste bank, namely the craft of disposable objects and decorative objects (Fatoni et al., 2017). Crafts of disposable objects consist of piggy banks from used cans and flower vases from newspapers, while crafts of decorative objects include flowers from former *snack* packaging. The activity of making crafts is one form of community empowerment so that it

has creativity in processing waste (Roza, 2016).

Based on the results of observations and interviews, handicrafts from used goods will be included in the exhibition activities commemorating environmental day, national garbage day, and other environmental-themed activities. This exhibition activity is a form of education to the community that waste is not just thrown away but that waste can be utilised into craft products that have economic value.

Environmental awareness campaign

Environmental awareness campaigns are a form of concern in the environmental field by involving the public and several environmental care communities during *car free day*, because the community must be active and collaborative in addressing issues of concern (Ball & Wanitshka, 2014). Environmental concern is an indicator that a person expresses concern about environmental issues (Milfont & Duckitt, 2004). This campaign activity is a form of concern about the low level of public awareness in maintaining environmental cleanliness, resulting in environmental damage (Arifulin, 2021). When carrying out campaign activities, there are several pamphlets and banners about the importance of maintaining environmental cleanliness and managing waste (Restuaji et al., 2019). The community also uses loudspeakers so that the message to be

conveyed can be heard by the people at the *car free day*.

Based on the results of observations and interviews, at the time of the campaign, there were still many people who participated in *car free day* activities littering and did not know how to manage waste, so they often disposed of waste that was still mixed between organic and inorganic waste (Budiyanto et al., 2022). Campaigns are also carried out by inviting environmental ambassadors and communities or organisations that care about the environment in Pontianak City. (Nurdin & Suardi, 2020) revealed that organisations that have existed for a long time and originated from local communities, are one way to reduce problems in the community environment. Campaigns are one part of a form of persuasion communication that is closely related to efforts to change attitudes (Lanni, 2023).

Environmental awareness campaigns are also implemented through social media. The use of social media currently has a huge influence on conducting campaigns (Indrawan et al., 2020). Rosella waste bank has Instagram and Facebook accounts that always provide education and campaigns about waste utilisation, and various environmental care activities involving the community are also uploaded on these social media accounts.



Figure 1.1 Environmental awareness campaign.

In Figure 1.1, it can be seen that the community and the management of the rosella waste bank held a campaign by carrying pamphlets containing directions for sorting waste and maintaining environmental cleanliness.

Socialisation of waste to communities and schools

Based on the results of interviews, socialisation is carried out at least once a month in Parit Tokaya Village with the target being the entire community represented by one person per head of household, rosella waste bank customers. The socialization material presented is in the form of types of waste, how to process waste using the 3R principle (*Reduce, Reuse, Recycle*) (Subekti, 2010) and an invitation to send waste to the rosella waste bank. This is in accordance with the opinion of (Pancer, 2015) that at the system level, *civic engagement* focuses on social systems, such as family, community, environment, and worship.

Based on the observation, the socialisation activities carried out used the extension method. Meanwhile, the socialisation that was carried out in schools,

the management of the rosella waste bank visited schools from various levels, including kindergarten, elementary school, junior high school, and high school/vocational school. Socialisation activities in schools are carried out with the aim that students have an attitude of caring for the environment from an early age (Aini et al., 2021).

Socialisation activities aim to generate effective participation in waste management (Sekarningrum et al., 2020). A study conducted by (Affandy et al., 2015) reported that socialisation about waste management is very important, because it successfully helps the waste sorting program in the community. (Putu et al., 2021) argue that waste management training has an effect on reducing the volume of waste. This is because the community can implement the material obtained. In addition, research conducted by (Astina et al., 2020) shows that one of the factors that greatly influences people's behaviour is education. Low education about waste will lead to a lack of knowledge about waste management (Sari & Mulasari, 2017). So, socialisation plays a very important role in providing knowledge to the community about waste management.

CONCLUSION

The activities carried out by the rosella waste bank in building *civic engagement* in the environmental field in the Parit Tokaya Kelurahan community are sending and

collecting waste to the rosella Purnama waste bank, sorting waste by type, making crafts from used goods, campaigning for environmental care, and socialising about waste to the community and schools. Community engagement in the environmental field through the rosella waste bank is very useful to be applied in everyday life so that the environment can be free from waste problems.

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