

ENVIRONMENTAL COMMUNICATION THROUGH EDUCATIONAL SOCIALIZATION WASTE RECYCLING BY SAMPAH BERSINAR BANK BANDUNG WEST JAVA INDONESIA

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ABSTRACT

The aim of the research is to study environmental communication through the socialization of waste recycling education by the Bersinar Sampah Bank in managing household waste in West Java. Qualitative research method: descriptive study. The research results show that the principles used are Reduce, Reuse and Recycle. A strategy is formulated, by determining the location of the socialization point, trying to get an invitation to participate in the socialization. Using a persuasive approach to influential figures, being involved in community activities, selling the benefits of waste disposal activities. The communication technique used is persuasive communication, trying to change people's mindsets and attitudes towards disposing of and managing household waste. The research conclusion is that environmental communication through socialization and education on waste recycling has been effective and efficient, with the construction of hundreds of waste bank units, with thousands of customers spread throughout West Java.

Keywords: Environmental communication, socialization of education, waste recycling, household waste management.

INTRODUCTION

The waste issue in the Greater Bandung area became the focus of the local government at the beginning of 2023, as quoted from the website waste4change.com. The issue at the Sarimukti Final Processing Site (TPA) also contributed to the poor conditions related to waste problems and delays in garbage collection schedules. This landfill is located in the Cipatat District, West Bandung Regency. Sarimukti landfill is capable of accommodating up to 1,600 tons of waste per day, including waste generated by the residents of Bandung City. Moreover, disruptions in waste delivery also occur due to road damage at the Sarimukti landfill, resulting in delays in the delivery process. Several heavy machinery have been damaged as a result of the poor road conditions, ultimately hindering waste disposal activities and daily operations. Quoted from Rosmidah Hasibuan's [1] research with the title 'Analysis of the Impact of Household Waste/Trash on Environmental Pollution', it says: The impact of household waste can affect environmental pollution, such as decreasing air quality, which will affect the level of health for other people, as regulated in the Regulations. Household No. 81 of 2012 concerning Household Waste Management [2]

Therefore, it is crucial to address the waste issue with appropriate measures. Without proper intervention, this problem could escalate into a serious situation with detrimental impacts on humans. The issue related to waste is also presents a social problem that exists in almost every region of Indonesia, yet it has not been fully resolved. Coupled with changes in consumption patterns and population growth, results in an increase in the amount of waste generated every day.

Quoting data released by the Ministry of Environment and Forestry (KLHK), the amount of waste generated in Indonesia reached 19.55 million tons in 2022. This means that approximately 53,579 tons of waste are generated every day by around 270 million inhabitants. This large amount of waste, if not managed properly, can have detrimental impacts on the environment and public health. Looking at the provinces, in 2022, the largest amount of waste was generated by Central Java, reaching 4.25 million tons. This was followed by DKI Jakarta with a total waste of 3.11 million tons, East Java with 1.77 million tons, and West Java with 1.11 million tons. In terms of the composition of waste sources, the majority of waste generated at the national level in 2022 came from the household sector, accounting for approximately 39.93%. This was followed by the commercial sector at 20.64%, markets at 16.19%, residential areas at 7.12%, public facilities at 6.78%, offices at 6.06%, and others at 3.28%. [3]

Community participation in environmental management is a basic need for all people who are physically in a changing living environment, meaning that the quality of the environment continues to decline. Community participation is something that is absolute in the framework of creating a healthy living environment. According to Lulu-Sabardi [4] in his research entitled The Role of Community Participation in environmental management, there is a mistake regarding community participation in environmental issues, by viewing community participation solely as conveying information (public information), counseling, even as a public relations tool so that these activities can be achieved. running without a hitch. Therefore, community participation is not only used as a means to achieve goals, but is also used as an end (participation is an end itself).

In Writing Bruce Braun [5] Recent writing has analysed these shifting geographies of global nature variously. for many writers the key concern has been making these geographies visible and understanding the practise and processes that compose them from technological innovations, trade agreements and the local-local practices of environmental groups, to the lively materiality of the non human stuff of nature,

Thus, researches agree there is a need for active participation from community groups. The concept of waste banks is relevant and can be a solution because it represents a waste management system that prioritizes community participation with a focus on efforts to reduce and categorize types of waste. This is in line with Sampah Bersinar Bank, which has achieved 11,000 registered customers and 782 Waste Bank Units (WBUs) covering Bandung City, Bandung Regency, West Bandung Regency, and Cimahi City. Bersinar Waste Bank has also successfully conducted education at 1,500 points and managed a total of 2,134,782.9 kilograms of waste from the period of 2020 until now.

In achieving the goals set by Sampah Bersinar Bank, environmental communication becomes crucial in illustrating the methods used by the bank in implementing the planning steps of the program aimed at disseminating information about waste management. Based on the explanations provided, this research aims to uncover how educational socialization of waste recycling contributes to household waste management efforts.

Without Communications, Environmental management will face many quite crucial problems. Furthermore, environmental communication does not have to be media-oriented, but communications must generate greater community participant. In fact, it must be able to empower Community members not to remain silent as passive recipients, but can also become active sources in information. Because the Function and role of environmental Communication is the main factor in supporting natural balance. (G.Floor & Cangara, 2018:4) [6]

Mei Chen, Xin Qian & Longjiang Zhang in their article write that, Public Participant in environmental management is Critically important in the development of a healthy environmental governance system. However, public participant has not been well institutionalized in china and Public's role in environmental management is limited, [7] as is the case in West Java, Indonesia.

J Burger, Harrison and P. Filius, [8] in their research entitled Environmental Communication and The Culture Politics of Environmental Citizenship, identified that communication dialectics are still found regarding conflicts that occur between the government and environmental activists in Indonesia, including West Java. Activists have not been disciplined in implementing government policies regarding dirty and damaged environments which have been proposed as clean and healthy environments. The transactional communication tradition emphasizes shared meanings, points of view and frames of reference to build a common basis among environmental actors regarding the importance of managing community areas and the importance of creating effective environmental communication. The findings show that differences in views and frames of reference in preserving nature give rise to conflicts and communication barriers. Furthermore, the research results concluded that environmental policy conflicts can be reduced by negotiation, a non-litigation approach, dialogue and intensive communication, as well as open and interactive decision making. Determination of environmental policy needs to involve stakeholders and non-government actors in a formal collective and consultative process. Prosperous collaboration will be able to encourage synergistic and multidirectional communication. [9]

Based on the Explanation that has been presented, this research aims to reveal how to disseminate waste Recycling education in efforts to manage household waste. Furthermore, the problem formulations of this research is divided into two, namely macro and micro formulation. The formulation of the macro problem is "How is environmental Communication through the socialization of waste recycling education by the Bersinar Sampah Bank in efforts to manage household waste in the City of Bandung, Wes jabar Indoensian? While the micro problem formulation include question Communication Techniques.

The problem statement for this research is divided into two parts, namely macro and micro problem statements. The macro problem statement is "how does Environmental Communication through educational socialization of waste recycling by Sampah Bersinar Bank contribute to household waste management efforts in Bandung City?" while the micro problem statement includes questions regarding principles, strategies, approaches, and communication techniques.

The objective of this research is to explore, analyze, and deeply explain Environmental Communication through educational socialization of waste recycling by Sampah Bersinar Bank in Household Waste Management in Bandung City.

The usefulness of this research encompasses both theoretical and practical aspects. Theoretically, this study can contribute to the advancement of communication science in general and more specifically in the field related to environmental communication. Meanwhile, practically, this research can provide insights for researchers, academics, communities, and waste banks regarding the enhancement of public awareness regarding household waste management efforts.

LITERATURE REVIEW

Organizational Communication encompasses all forms of communication interactions that occur within an organization and between different organizations. According to Wiryanto as cited in Romli (2011: 2), organizational communication refers to the process of sending and receiving messages that occur within both formal and informal groups within an organization. Organizational communication takes place between individuals or groups that are part of the organization itself. The purpose of this communication is to flow information between different parts of the organization or to convey information from the organization to external parties through individuals representing the organization.

Studies of communication organizations by David Dozier and Larissa and James Grunig of the University of Maryland found that communication effectiveness or excellence was heavily influenced by shared expectations between senior management and those charged with communicating for the organization. Other factors included the core knowledge of the communicators and the level of participation allowed by corporate culture. The more knowledgeable the communicator in communication tactics and strategy, and the more participatory the culture, the better was the chance of effective communication. (David et. al in Lundgren & McMakin, 2018: 48)

G. Flor and Cangara (2018: 3) reveal that environmental communication involves the deliberate sharing of information, whether it be knowledge to enhance understanding of environmental issues or policies related to environmental protection and management. Environmental communication does not have to be focused solely on media or media-oriented approaches. Moreover, communication should encourage active participation from the community. In this regard, communication should have the ability to empower individuals within the community to not only be passive recipients but also active sources of information.

Environmental communication is a crucial component in the process of socialization. Therefore, the socialization process within society becomes more feasible with the involvement of environmental communication. The process and stages of socialization involving the delivery of educational messages cannot be separated from environmental communication. (G. Flor & Cangara, 2018: 3). On the other hand, Adomßent & Godemann (2011) pointed out that environmental communication is not necessarily delivered by the media, but can also originate from individuals and institutions because environmental communication involves all types of communication. (Adomßent & Godemann in Saifudin, 2016: 20)

Socialization can be defined as a learning process experienced by individuals or groups, aimed at understanding life patterns, social norms, and values that enable them to develop into individuals accepted by their group. This is in line with the perspective of Soerjono Soekanto, who adds that socialization is a social process in which individuals develop attitudes that align with the behavior of people within their group (Setiadi & Kolip, 2011: 156).

Education refers to deliberate efforts to influence others, whether individuals, groups, or communities, with the aim of encouraging individuals to take actions in line with the expectations of the educators (Notoadmojo in Handhyka, 2018).

According to Permadi's perspective in Rosmiati (2019: 20), recycling is one of the methods of solid waste management that consists of several steps, such as separation, collection, processing, distribution, and the production of recycled products or materials. Recycling is a core element in modern waste management. The waste recycling process involves a series of actions such as collection, separation, and processing with the aim of reintroducing the waste to society in the form of the same product or a new product, both in terms of type and function (Permadi in Rosmiati, 2019: 20).

A Waste Bank is a system used in waste management with an approach similar to banking systems. In this system, the community can deposit sorted waste at the Waste Bank, and in return, the Waste Bank will provide an account number and passbook similar to banking. Similar to banking, Waste Banks also have positions such as Director and Teller (Suwerda in Rizaldi, 2019).

The Minister of Environment Regulation No. 13 of 2012 explains the guidelines for implementing the reduce, reuse, and recycle (3R) principles through Waste Banks. According to this regulation, Waste Banks are places that manage waste using the 3R system, which focuses on reducing waste generation through the approaches of reduce, reuse, and recycle. In the context of waste management, the success of recycling efforts depends heavily on the implementation of waste sorting and separation from the source to the final stage. Sorting efforts are highly emphasized and should be prioritized as they are crucial steps that need to be implemented. The challenge lies in how to engage the community in this process. The recommended sorting involves 7 categories, starting from the source, which is at the household level or at the early stage before waste becomes mixed or contaminated with other types of waste (Damanhuri and Padmi in Rosmiati, 2019: 22).

Based on the description above, the researcher chooses the definition of environmental communication according to Alexander G. Flor and Hafied Cangara (2018: 3), which primarily focuses on Principles, Strategies, Approaches, and Communication Techniques, as follows:

1. Principles

It serves as a guideline or reference for Sampah Bersinar Bank in conducting waste management education socialization activities to the community, ensuring they are directed and efficient.

2. Strategies

It is a comprehensive plan designed to ensure that the main objectives of Sampah Bersinar Bank can be achieved through proper implementation, with tactics formulated in every program or activity related to waste management education socialization to the community.

3. Approaches

It is an attitude or viewpoint about something. In the process of waste management education socialization, the approach taken by Sampah Bersinar Bank to the community is associated with interdependent strategies.

4. Communication Techniques

It is a skill used by Sampah Bersinar Bank in delivering waste management education socialization to the community.

METHODOLOGY

This research employs a qualitative research method, which is an approach based on postpositivism or interpretivism philosophy. This method is used to investigate naturalistic object situations, where the researcher plays a primary role as the main instrument. Data collection is conducted using triangulation, which combines observation, interviews, and documentation. The data generated tends to be qualitative, and data analysis is done inductively/qualitatively. The results of qualitative research aim to understand meaning, explore uniqueness, construct phenomena, and formulate hypotheses (Sugiyono, 2023: 10).

The researcher utilizes purposive sampling technique, where informants are chosen as sources of information with experience in the research topic being studied and possess knowledge about the required information. Purposive sampling involves selecting samples based on specific considerations that are deemed to provide maximum data (Suharsimi, 2013: 33). Additionally, purposive sampling is a technique for sampling data sources based on specific considerations. The consideration is individuals who have expertise in the information relevant to the research object (Sugiyono, 2023: 24).

Based on the data collection technique using purposive sampling, the researcher selects key informants with criteria who understand the issues the researcher faces according to the capabilities in seeking sources or answers regarding Environmental Communication through Waste Recycling Education Socialization by Sampah Bersinar Bank. Among them are Kendan Yakin Maranatha as Marketing Communication Staff, Zachnaz Fairuuz as Community Development Staff, and Najmah Avionika Denovar as Intern Community Development Staff.

In addition to key informants from Sampah Bersinar Bank, the research also utilizes supporting informants. The criteria are individuals who are members of Waste Bank Units and customers of Sampah Bersinar Bank, including Katrin as the Coordinator of Jelita Waste Bank Unit, Fahmi Hafizah Noviyanti as the Coordinator of Berseri Waste Bank Unit, and Mega Tanarella as a customer of Sampah Bersinar Bank.

The researcher conducts observations for observation and interviews, then processes the data. The next step is for the researcher to present by involving many sources of data, and facts according to the information data that has been obtained.

DISCUSSION

From the research results and non-participant observation, Environmental Communication through Waste Recycling Education Socialization by Sampah Bersinar Bank has been implemented effectively. This is evident from the four main focuses used by Sampah Bersinar Bank, including principles, strategies, approaches, and communication techniques.

The **principles** held by Sampah Bersinar Bank is the 3R principle, which stands for Reduce, Reuse, Recycle, which serves as a guideline in waste management education socialization activities to the community, making them directed and efficient. This is evident from the success criteria, which include the establishment of waste bank units, community participation in waste sorting, and becoming customers. In the implementation related to the principles held and assessed by the success criteria, after the socialization activities, there is an increased desire from the community to establish Waste Bank Units, the community becomes customers, and adopts waste sorting activities.

In the **strategy** designed for education socialization practices, Sampah Bersinar Bank has devised two tactics to reach communities that are sometimes difficult to access. Firstly, Sampah Bersinar Bank identifies socialization points and directly visits those areas to conduct socialization. Secondly, after the community is aware of the presence of the waste bank, they invite Sampah Bersinar Bank to conduct socialization within their community. Sampah Bersinar Bank also provides an online form for communities interested in socialization. In this regard, the plan designed by Sampah Bersinar Bank aligns with the strategic function of environmental communication, which states that increasing environmental awareness is a fundamental component in environmental communication. The goal is to involve various stakeholders, including government, private sector, and communities, in addressing environmental issues by educating, inviting, and encouraging them to participate in solving environmental problems.

Sampah Bersinar Bank manages waste through a mechanism where it has its own customers from various companies for selling recyclable materials. These materials are sold or released when there is a demand from the companies, and the quantity is adjusted accordingly. Additionally, organic waste is managed through maggot cultivation, and the resulting maggots are utilized as an organic fertilizer. However, for organic waste, the community is required to pay for the operational costs. Despite this, Sampah Bersinar Bank also encourages the community to manage their organic waste by using composters.

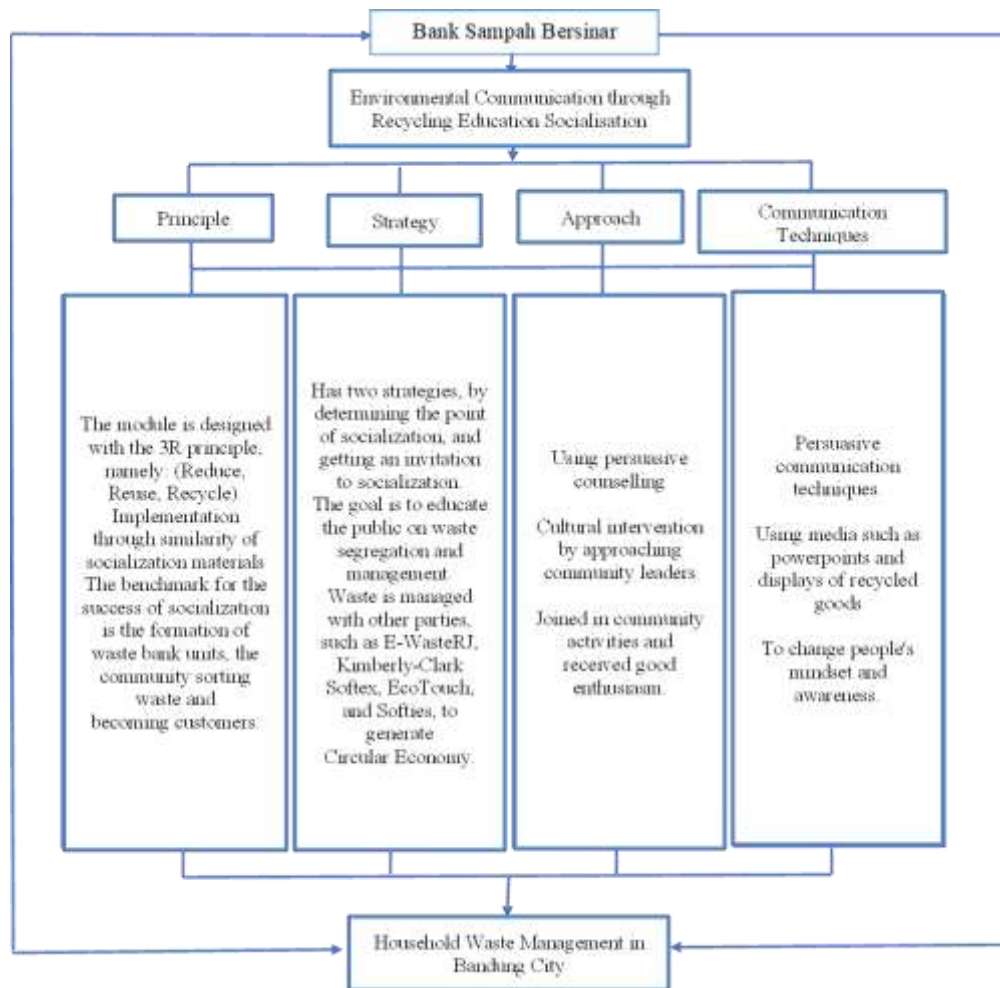
In practice, the **approach** taken is by selling the benefits of waste sorting activities and explaining other benefits that can be received by the community. In this approach, before conducting socialization, Sampah Bersinar Bank considers the perspectives and characteristics of the local community, including their culture and habits. Indeed, the characteristics of communities vary from one area to another, with differences between urban and rural communities. In approaching the community, Sampah Bersinar Bank seeks to engage influential community leaders who are trusted by the local population and actively participate in their regular activities.

Therefore, the choice of approach taken also heavily relies on the strategies in place. The approach used in this context refers to a persuasive approach, which involves a complex communication process. Individuals use both verbal and non-verbal messages to persuade or encourage others, aiming to change attitudes and behaviors. This approach is based on voluntary willingness and acceptance, so the recipients of the message agree to follow the received message. Thus, the majority of the community's enthusiasm is quite good regarding the socialization activities, especially when the socialization takes place in school environments. In the researcher's observation, schools responded quickly, as evidenced by their immediate interest in establishing waste bank units in their schools.

The socialization conducted utilizes persuasive **communication techniques**, which involve the process of conveying messages from one individual to another to change their attitudes, opinions, and behaviors based on their own awareness. In this regard, Sampah Bersinar Bank seeks to change the community's mindset to participate in waste sorting activities and build community awareness regarding waste issues. Furthermore, Sampah Bersinar Bank uses various forms of media to disseminate education to the community to provide maximum service, utilizing various channels to reach a wide audience. This includes educational video content uploaded via Instagram and clear explanations about waste management conveyed through their website.

Based on the discussion above, Environmental Communication Through Socialisation of Waste Recycling by Bersinar Waste Bank in Household Waste Management in Bandung City Household Waste Management in Bandung City, resulting in the following communication model communication model as follows:

**Environmental Communication Model Through Socialization of Waste Recycling
Education by Bank Sampah Bersinar in Household Waste Management in Bandung City**



Sumber: Peneliti, 2023.

CONCLUSION AND RECOMMENDATION

Based on the results above, the researcher concludes as follows: The principle employed in the educational socialization by Sampah Bersinar Bank utilizes the 3R principle, namely Reduce, Reuse, Recycle, which serves as the guideline for Sampah Bersinar Bank in its educational socialization activities regarding waste management to the community, providing direction and efficiency. This is evident from the success indicators, such as the establishment of waste bank units, community participation in waste sorting, and becoming customers. The strategy devised through educational socialization is a comprehensive plan that has been successfully designed to achieve Sampah Bersinar Bank's main objectives through proper implementation, with two tactics formulated in each program or activity related to the educational socialization of waste management to the community. These tactics involve determining the locations for socialization in hard to reach areas and receiving invitations to conduct socialization within the community. The approach taken through educational socialization is the process, act, and way of approaching a certain attitude or viewpoint by Sampah Bersinar Bank in the process of educating the community on waste management. The approach process undertaken by Sampah Bersinar Bank towards the community is associated with interdependent strategies. This approach is carried out through persuasive approaches, attempting to approach influential individuals in the area and emphasizing the benefits of waste sorting practiced by the community. The communication technique used through educational socialization is the skill utilized by Sampah Bersinar Bank in delivering educational socialization on waste management to the community. In the socialization conducted by Sampah Bersinar Bank, persuasive communication techniques are employed, attempting to change the mindset and attitudes of the community to engage in sorting and managing their own household waste. Based on these four aspects, Sampah Bersinar Bank has successfully conducted socialization and education to the community, evidenced by its mentoring of hundreds of waste bank units and having thousands of customers scattered throughout the city of Bandung. However, in the practical implementation of its programs, there are still some shortcomings such as the limited coverage of waste collection schedules and the incomplete information provided to waste bank units. Therefore, the researcher offers some recommendations that would be beneficial to all parties involved in this study.

Here are some suggestions: 1) For The Sampah Bersinar Bank, a. Bersinar Waste Bank can create other programs to be better known by the wider community, such as the "Waste Bank Goes To Campus" program. b. Determine and record socialization points by mapping locations so that the socialization conducted can be comprehensive. For The Subsequent Researcher: a. If conducting research on issues or problems occurring in the community environment, ensure that during pre-research observation, comprehensive data such as permits held by companies or institutions are sought so that more information can be gathered from the researched object. b. If wanting to address the same research theme, the researcher hopes that subsequent researchers will approach the topic from a different perspective, such as selecting objects from customers, as it can be compared with the results from the previous research. c. In seeking informants, ensure that they are relevant to the needs of the research, and are willing to be contacted periodically and to share the information they possess. For the Community, a. Community can change its habits by sorting household waste individually. b. Joining as customers of Sampah Bersinar Bank or the local bank waste unit in their area. c. Establishing and operating neighborhood-level waste banks at the community level, if there is no such unit in their area.

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