

Communication Campaigns in Addressing Household Waste in KB Village Regency of Deli Serdang North Sumatra

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Abstract— The purpose of the study was to analyze the communication conducted by village government officials in realizing the community was coping with household waste produced by the family. This study uses interpretive qualitative, research samples at two (2) locations namely Karang Anyar in Beringin Subdistrict, Batu Lokong village and Kramat Gajah Galang Subdistrict. Research activities through in-depth interviews of 10 people Research informant consisting of 7 main informants and 3 person triangulation informants namely community leaders, environmental activists, environmental agencies. Data analysis using Miles and Huberman views with stages of creating categories, data displays and synopsis based on Denzim. The results showed communication campaigns conducted by village officials through face-to-face communication and group communication. Communication campaigns are conducted through the provision of counseling, education and demonstrations through mutual assistance activities to the community, including the kb village area. Communication is still one way where communicators actively seek to educate communion who are in a passive position. Beside, direct action by giving examples to the community through mutual assistance activities carried out once a week every Saturday and reprimands to residents who do not care about their household waste by the village head and village head.

Keywords— *Campaign, Communication, Household Waste, Kb Village, Deli Serdang*

I. INTRODUCTION

Household waste is still an urgent problem at every level of government because the rise of waste in landfills is increasingly mountainous. Without the best solution in solving this problem, there is no denying that in the next 50 years people will coexist with the occurrence of garbage in their homes because there is no land for garbage disposal. Therefore, many ways that can be done, one of which is through communication campaigns to local government officials to provide education to the community to increase knowledge and awareness and care to manage household waste to overcome the occurrence of waste in their homes and the surrounding environment. Marlioni's research [1] found that utilizing and managing household waste should involve various components of society and pay attention to the characteristics of waste, environmental characteristics, and socio-cultural existence of local communities. Tania and

Sri Rijati [2], researching in Jatinangor Subdistrict which is progressing rapidly in the economic field, by finding three recommendations, two of which are 1) optimization of waste management and waste bank functions, 2) educating individuals and communities, especially students and housewives to apply Zero Waste to minimize the production of personal and household waste with the application of the 5R principle : Refuse, Reduce, Reuse, Recycle, Rot in daily life.

Meanwhile, the kb village program includes an increase of 8 (eight) family functions, one of which is the function of environmental development. Thus, the similarity of viewpoint is something that must be understood to the community so that there is a common movement for a change including in terms of dealing with household waste. "A culture that is a habit such as household waste must be changed so that the social order can be organized and run harmoniously" [3].

Research related to this and researchers has done before in the village area kb [4][5]. The kb village program includes the improvement of 8 (eight) family functions, one of which is the function of environmental development. Thus, the similarity of viewpoint is something that must be understood to the community so that there is a simultaneous movement for a change including in terms of handling household waste, healthy way of life and the home environment / surrounding clean and healthy.

Furthermore, community service conducted by Lubis, Arif and friends (2019) in the village of Kampung KB Batang Angkola-Tapanuli Selatan Subdistrict, through Information Communication and Education (KIE) provides training to the community to utilize the onset of rice waste/bran rough as a wrapping duck eggs that produce salted eggs. The outer salted eggs can increase the variety of family intake that contains a better nutritional value, more durable and can be sold to increase the cost of school children (snacks, transportation).

From the above research and devotion, researchers realize that research related to household waste (organic and inorganic) is interesting to continue so that household waste can be resolved and can even produce useful products from waste that has been processed for households. In addition,

the home and surrounding environment are clean and healthy.

II. PROBLEM

- What is the cultural perception of the people of Kampung KB about the communication campaign for handling household waste conducted by the government officials of Beringin Village / Subdistrict and Galang Subdistrict deli Serdang Regency?
- What obstacles and efforts should local authorities make in the communication campaign?

III. LITERATURE FRAMEWORK

A. KIE and Cultural Perception

Rogers and Shoemaker [6] pioneers of innovation diffusion mentioned the stages that should be considered as a development agent/extension is awareness, interest, evaluation, trial and adoption [7]. Furthermore, Havelock asserts that a communicator in delivering an innovation must take into account: Relative advantage, compatibility, Complexity, Trialability, Observability [8]. This should be considered by development communicators in conveying the message of development as well as the problem of household waste related to family health and the environment. In other words, information communication and education are important to continue to be encouraged by development communicators.

Communication, Information and Education (KIE) is a term used to describe the process of delivering messages by a communicator to change the knowledge of understanding so that the emergence of awareness to change the behavior of communion/user through effective and targeted two-way communication. BKKBN itself equates KIE with 'Counseling'. KIE in the discussion module BKKBN communication is defined as the process of conveying the content of messages from certain parties to other parties to get a response, while information is associated with data and facts that need to be known and can be used by anyone [9]. Education is described as an activity that encourages a change in attitudes, opinions, behaviors and skills of a person, group or society.

KIE emphasizes good relations as the main capital for achieving communication objectives [10]. The interventions made in KIE seek to make the public aware of the information conveyed by the initiator of the message. Kodyat explained that there are several characteristics applied in KIE, namely orientation to the recipient community, have a target with a specific and clear message, use a variety of media, delivered by trained providers, foster public interest to actively engage and motivate the audience to change their behavior as expected by the presenter [11].

Some special principles that must be used as a reference in planning and carrying out KIE activities so that the goals to be achieved can be realized are:

- Realistic, meaning that every implementation of existing KIE must be focused on the issues and agendas specific, Measurable, Achievable, Relevant and Time-bound (SMART).

- Systematic, meaning the implementation of KIE must pay attention to the directed and mature steps so that the whole process can be carried out properly starting from planning, organizing, implementing and evaluating.
- Tactical, meaning it is necessary to conduct cooperation involving all parties, that's why partnerships with various circles are the main characteristics of the implementation of KIE. This is done so that the implementation of KIE has a considerable impact for its target audience [12].

All of the above elements become an important concern in disseminating innovations in any form/type of activity in building North Sumatra, as well as research that is being carried out by researchers in the Kampung KB area. The similarity of viewpoint is something that must be understood to the community so that there is a common movement for a change, including in terms of dealing with household waste. The culture that is a habit must be changed so that the social order can be organized and run harmoniously. Thus cultural perception must be understood by people of different cultures [3].

Cultural perception is the process by which we become aware of the many stimuli that affects our senses. Cultural perception affects stimuli (stimulus) or messages what we absorb and what meaning we give to others from different cultures when they reach consciousness. An important stage of cultural perception is the worldview, social organization and symbols (verbal and nonverbal). Therefore, perception has a very broad meaning, concerning the giving of meaning to social objects and events in the environment [3]. Through perception, individuals can realize, can understand the state of self. Perception is an integrated activity, so all that is in the individual such as feelings, experiences, thinking abilities, terms of reference and other aspects that exist in the individual community will play a role [5][13][14].

B. Kb Village Policy

Law no. 52 of 2009 on Population Development and Family Development as the basis for the implementation of the Population and Family Planning Program suppresses the authority of the National Population and Family Planning Agency (BKKBN) not to focus only on population control issues but family development issues should also get attention. Therefore, to strengthen the KKBPK program in 2015-2019, BKKBN is expected to develop an activity that can strengthen efforts to achieve targets or targets that are directly in contact and provide benefits to the community, which in miniature is family.

Law No. 52 of 2009 on Population Development and Family Development defines a family as the smallest unit of society consisting of husband and wife, or father and child, or mother and child. Article 7 stipulates that there are 8 (eight) family functions, namely religious functions, socio-cultural functions, love functions, protection functions, reproductive functions, socialization and education functions, economic functions and environmental coaching functions. Wirdhana et. al explained each function, among them the function of fostering the environment yiatu family gives the ability to each member of his family in putting themselves in a harmonious, harmonious, and balanced by the rules and

carrying capacity of nature and the environment that at all times is always changing dynamically [15].

IV. METHOD

The research method used is the interpretive qualitative method. This method does not prioritize the size of the population or sample, but how the data can be excavated in depth from informants even though the number of populations or samples is very limited. Field research took place from March 2020 to September 2020. The research includes the length of time caused by the Covid 19 pandemic, PSBB period (March–early May 2020) and USU lockdown, making it difficult for researchers and teams to set the day to go down to the field. Researchers are active in the field in August and September 2020. The data collection process focuses on the issue of the depth (quality) of data rather than the amount (quantity) of data, to optimize the time and situation of the covid 19 pandemic in the field. Researchers are an integral part of the data, meaning researchers are active in determining the type of data desired [16][17].

The analysis unit was taken in a purposive sampling (sample aimed) by taking 3 (three) villages Kampung KB namely Karang Anyar Village in Beringin Subdistrict, Batu lokong Village and Kramat Gajah Village in Galang District Deli Serdang Regency. Data collection is conducted through in-depth interviews and participant observations. In addition, triangulate data is also carried out to environmental activists, the Cleaning Service and community leaders. Analysis of data according to the views of Miles and Huberman, by stages; create categories/themes, display data, then the data is earned in the form of synopsis to facilitate the exposure and affirmation of conclusions (conclusion drawing and verification) [18].

V. RESULT AND DISCUSSION

Research activities through in-depth interviews of 10 research informants consisting of 7 main informants and 3 triangulation informants. Conducting in-depth interviews, the research team continued to pay attention to disciplines about health protocols such as the use of masks, washing hands and keeping a distance with research informants. The exact time when in-depth interviews and observations are conducted in August 2020 – September 2020.

The results showed that in general, the people of Kampung KB are aware that household waste will harm their health, family and surrounding environment. This is as said by the informant that the community in the village of KB Kec. Beringin and Galang Subdistrict. People's perception of household waste as cited by researchers Samovar and Porter's opinion that we can feel our environment and realize what is happening outside us [19]. Singer mentioned the process of forming cultural perception internal because the energy coming from the environment becomes a meaningful experience, as we are usually able to hear, see, smell, touch and feel [3]. An important stage of perception is the ability to create imagery in terms of physical and social objects as well as events found in the surrounding environment. Therefore, the handling of household waste can be overcome if the people in the village are aware that they can give meaning to social objects, namely the danger from household waste if

not managed properly can disrupt to the health of individuals and families and pollution of the surrounding environment.

Also, something is interesting about the way the culture organizes itself and its environment also affects its cultural members in perceiving the world and the way they communicate. According to Lubis [3] there are three (3) elements that have a big and direct effect on individuals of intercultural communication participants, namely the worldview, emblem system (verbal and nonverbal), social organizations (families and institutions). The form of communication campaign must be conducted in a varied manner, both through face-to-face communication, group communication when residents weigh toddlers in posyandu and other activities such as *gotong royong*, mass communication with the publication of posters and banners in strategic places by local government officials in collaboration with sub-district and village level family planning extension, as well as PKK mobilization teams and community leaders so that the intended target audience will produce effective feedback. This has not been seen maximum implemented at the research site that the researchers observed.

VI. OBSTACLES AND EFFORT

The data of the findings showed to be able to understand the phenomenon of communication campaigns in the kb village area not only seen from the stage of its activities, but also the interaction between the components contained in it, namely communicators-message-communication. When the messages are received the audience is expected to appear the effect of change on themselves. The meaning is whether or not the effect of such changes can be identified from the feedback received by the source. On the other hand, eight (8) family functions that are kb village programs are generally not understood by the community. Therefore, it is necessary to socialize eight family functions in families, socialization is done by packaging through creative KIE (Communication, Information and Education) so that the messages can be conveyed clearly [20].

This is reinforced from the evaluation of Kampung KB in Indonesia conducted by BKKBN researchers in July 2017 concluded that the presence of Kampung KB can attract the attention of the public to prefer contraceptive devices/methods, but on the other hand, there are still many kb villages where their existence is less felt by the community because of the lack of understanding of the management of Kampung KB to the essence and purpose of the establishment of Kampung KB [21, pp. 408]. It is also an obstacle that the implementation of communication campaigns to address household waste is passive. Community participation is slow and less concerned about the cleanliness of the surrounding environment.

The obstacles faced by village and sub-district government officials are the awareness of the people of kb village who are less concerned about their household waste. The campaign has been conducted and the response in perceiving the message from the villagers needs to be improved with continuous socialization. Efforts that need to be improved are with publication in the form of ; poster and banners installed on the street, with landfills, offices to villages, hamlets and sub-districts. Gotong royong activities

involving the people of kb village need to be improved so that the community is aware and feel that they have their hometown. Sanksi fines for the payment of garbage if not paying for the garbage should also be imposed on the community so that there is a cooperation of citizens to care.

This is in line with the triangulation data of informants who want public awareness to continue to be improved on household waste to reduce the impact of environmental pollution and family health. Gotong royong culture must be improved again because it is one of the local wisdom of Indonesian people. When a person enters into a relationship with another person from a different culture, the tendency that occurs is distortion of the message because the individual thinks more or less the same as the other individual. After experiencing difficulties or obstacles, each individual feels a miscommunication. Therefore, communication must be re-activated to bridge the complexities so that they can be overcome by awareness, effort and correct communication [3].

VII. CONCLUSION

In general, people in Kampung KB are aware that household waste will harm their health, family and surrounding environment. An important stage of perception is the ability to create imagery in terms of physical and social objects as well as events found in the surrounding environment. Therefore, the handling of household waste can be overcome if the people in the village are aware that they can give meaning to social objects, namely the danger from household waste if not managed properly can disrupt to the health of individuals and families and pollution of the surrounding environment.

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