

# Group Communication in Community Empowerment Through Mandiri Waste Bank Program Dukuh Santren, Srebegan Village, Ceper Subdistrict, Klaten Regency

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## ABSTRACT

The waste problem can be found in almost all layers of society and the environment requires concern from society to participate in protecting the environment from the dangers posed by waste. The communication used in this community empowerment is group communication. In this study, group communication was used to convey messages of empowerment, namely the empowerment of utilizing waste with Mandiri Waste Bank program. The purpose of this study is to explain how the communication carried out by Mandiri Waste Bank management attracts the community so that they participate in the empowerment of waste management in the area. This study employed a descriptive qualitative method. Data collection techniques were carried out through in-depth interviews. Research findings indicate that group communication was used by waste bank administrators in disseminating people to participate in community empowerment through Mandiri Waste Bank. There are four functions of group communication obtained in this study; education, persuasion, problem-solving, and therapy.

**Keywords:** *empowerment, waste bank, development, participation, group communication.*

## 1. INTRODUCTION

### 1.1. Background

Development is formulated as an effort to create change towards a better direction to bring progress in society [1]. Village development is one of the government's programs. Development is a process of mapping out change from a certain state to a higher value. Rogers explains that development is a process that occurs at the level of social systems, and modernization is a process that takes place at the individual level [2][3]. From this understanding, it can be determined that development is an effort to change the perspective of society as a whole. The outcomes of development are expected to lead to the development and create innovations within society from various fields, which can influence the life of society towards a more favorable direction.

In the development process, the main component is communication. Communication is the core of social change that can result in a better development than the previous one [1]. Communication in development plays a role in a direction of change. The paradigm in development has evolved to emphasize empowerment through human development,

organizational development, and empowerment based on local resources [1]. Communication is one of the factors to determine success in development, especially the one that empowers the community [1].

Communication in community empowerment plays an important role in conveying empowerment messages to the community as the target. The target is those who can be empowered. In other words, development is intended to empower the capabilities of the community as well as the available resources in the community [2][4]. Community empowerment is an effort to allow people to be independent of underprivileged conditions by exploring their potential and abilities [1]. Community empowerment aims at developing, encouraging, and training community independence to create the welfare of the community's life [1].

In the empowerment process, the role of facilitators from governmental or non-governmental institutions is required to disseminate empowerment messages in the form of knowledge, skills, introduction, stimulation, and improvement of community aspirations, and action to grow them [1].

Facilitators in community empowerment serve in exploring the potential of an area in order to improve the standard of living of its people [1]. The facilitator acts in empowerment because it is related to the community environment – what needs to be considered is the psychology of the community to achieve social strength prior to empowering the community [1].

Globalization affects people's consumption behavior. The use of solid materials will eventually produce a large amount of waste [5]. The waste problem can be found in almost every layer of society and a problem for the environment, both organic waste and inorganic waste. Increasing the volume of waste is not counterbalanced with waste management. The lack of public awareness in disposing of waste in the designated places results in environmental pollution and causes blockage of drainage channels, whether sewers or rivers, leading to flooding [6]. Environmental pollution due to waste is experienced by the community in rural and urban areas. Critical management of the waste problem is important because the level of public consumption is increasingly higher so that the amount of waste will be inflated as well. Public awareness in waste management is still poor due to the lack of dissemination from the government regarding waste which makes it a social problem within the community. This issue needs to be addressed immediately.

The Decree of the Srebegan Village Head Number: 28 of 2018 states that waste in Dukuh Santren, Srebegan Village has become a subject that ensues an adverse impact on public health and the environment and has not garnered serious attention. Moreover, the unavailability of Temporary Shelter (*Tempat Pembuangan Sementara/TPS*) compels people to litter waste into rivers and also on the roadside. In addition, since the location of Dukuh Santren is adjacent to the river, people throw their garbage into the river, resulting in blockage river flow, and roadside which makes the surrounding resemble slum. Therefore, serious management should be done by the community who can cooperate to deal with the waste problem.

Given this phenomenon, it takes concern from all communities to participate in protecting the environment from the dangers posed by waste. Waste management awareness should be carried out collectively and in an organized manner involving all members of the community so that it becomes a safe environment, has economic benefits, and changes the behavior and mentality of the surrounding public who

put huge concern on the environment. The waste bank program is inseparable from community empowerment. Empowerment is an effort to improve people's lives by providing an understanding of controlling economic, social, and political forces [7]. This prompted Nurul Fitri Hidayati to pioneer a waste bank as well as an agent of change in community empowerment through a waste bank.

Agent of change is anyone who has individual or group tasks to deliver innovations that will change for the better future. Rogers explains that agent of change can be officers or experts who influence innovation decisions from the community towards the desired change [8][3]. Thus, people who initiate, plan, and carry out social change are categorized as agent of change. Agent of change is someone who leads the community to change a social system [8]. In practice, agent of change is directly bound by pressure to make changes. Here, Nurul Fitri Hidayati is an agent of change in waste management by empowering the community with Mandiri Waste Bank program.

Mandiri Waste Bank was firstly established on 15 July 2017, independently initiated upon the lack of public consciousness in disposing of waste in designated places, causing piles of garbage around settlements and in rivers, and making the settlements look unhealthy. At the beginning of the establishment of Mandiri Waste Bank, it was difficult for the community to accept the program since people believed waste banks were only for cleaning the environment and the lack of public knowledge about the benefits of waste with a selling value if it is managed properly.

Over time, the public's negative view of the waste bank began to fade, and Mandiri Waste Bank succeeded in cooperating with Dukuh Santren community to process and save their waste in the waste bank. Because Mandiri Waste Bank is relatively new from its establishment on 15 July 2017 until 2019, it has no less than 74 customers, coming not only from Dukuh Santren, but also outside Dukuh Santren. The working mechanism of the waste bank is adjusted to the household-based community needs. Nurul Fitri Hidayati explains that the Mandiri Waste Bank mechanism is waste sorting by customers (organic waste is separated from inorganic waste), then depositing or taking inorganic waste, weighing and recording the scales, and finally selling the waste to collectors. This is the part of community empowerment. In addition, the process of saving waste can improve the mindset of the community regarding the use of waste and can provide more income for the

community. In the Mandiri Waste Bank program, empowerment messages are disseminated to the community. The message is to utilize household waste so it becomes cash value through waste deposits in a waste bank.

The research reference is Shofiyatul Muntazah's 2015 study with the title "Management of Waste Bank Program as an Effort for Community Empowerment in Bintang Mangrove Waste Bank, Gunung Anyar Tambak Village, Gunung Anyar Subdistrict, Surabaya" [7]. The results obtained that the waste bank management was carried out effectively and efficiently according to the management functions; planning, organizing, implementing, as well as evaluating so that the waste bank implementation program could run effectively. The waste bank program for community empowerment was actualized by the waste bank development program so that people could be empowered and increase community income with deposited waste. The supporting factors in empowerment found a good organization, good cooperation, supporting infrastructure, and the active role of the community. The inhibiting factors were the rise and fall of waste prices, unexpected information, and delays in waste sales proceeds.

Another reference is a study by Putri Nurhidayah in 2015 entitled "Community Empowerment through Waste Banks in Dusun Serut, Palbapang Village, Bantul Subdistrict, Bantul Regency"[9]. The results showed that the waste bank in Dusun Serut had activities comprising socialization, waste saving, waste sorting, skills training, and evaluation which were done weekly. However, shortcomings, among others, are plans which were not followed by all members of the waste bank. Factors affecting community empowerment are the low performance of the managers, unclear work division, and the lack of community participation. The impact of this community empowerment resulted in a cleaner environment, providing additional income to active members, and building closer relationships among communities

Based on the background, the research problem formulated is how the form of dissemination in community empowerment through Mandiri Waste Bank program. The purpose of this research is to describe the strategy of socialization on community empowerment through the Mandiri Waste Bank program.

## **1.2. Development Communication**

Development communication is a whole effort to convey ideas that come from one party and the target is the community. This is intended so that the community accepts, understands, and actively participates in development. Development communication plays a major role in the success of the development. Simply, Rogers explains that development is a change towards a social and economic system decided as the will of a nation. Rogers states that communication is the basis of social change [10][3].

Development communication can be divided into two terms, communication and development. Communication refers to the use of types of media in the development context. It is also used to share information and experiences to accelerate development. Development refers to changes in society for improvement. It can be social and economic change for improvement, or progress [11]. "...the art and science of human communication are concerned with the planned transformation of society from a state of poverty into a dynamic socio-economic growth that creates better equality and the greater individual potential that will be revealed "[11][12].

From the opinion mentioned, it can be determined that development communication is the interaction between communicator and communicant by means of media in conveying information in order to accelerate development which is expected by the socio-economic changes of a society. In development, media is applied to advance information, and therefore communication is important in the development process. In development, there are communication theories and related development theories which are exploited in disseminating information from top to bottom (from the government to society) or vice versa.

Development communication attempts to compose an atmosphere for change, as well as to provide innovation through which people can change. As a process, development must be perceived as a lesson. Learning in improving the ability of the community, either individually or collectively, does not only adapt to change but also directs change to achieve the desired goals [11][13].

The desired change is an alteration towards a better situation. The role of communication should be related to the change direction. Thus, communication should anticipate the movement of development. Development highlights the harmony of physical progress and mental satisfaction. In communication

science, the process is studied, namely the process of how messages are conveyed to others and change their behavior. It involves three major components in development, among others: 1) the initiator of the message/communicator, 2) the message of development, and 3) the recipient of the development message. The communication function must be at the forefront to change human behavior while society is the main actor of development that acts as a subject or object.

### ***1.3. Participatory Communication***

Development communication is a discipline and practice of communication in the context of a developing country, communication is used as a designed social change [14]. Community development and empowerment are natural causes to change and the progress of the nation in the future. When viewed from the ability of people in developing countries, especially Indonesia, it remains deficient. It is feared that the lack of community capacity can inhibit economic growth and development. Community empowerment is very important in implementing participatory strategies.

Community empowerment is a concept of economic development. It summarizes the social values of society. This concept constructs a new paradigm in development, which is "centered on people, participatory, empowering, and sustainable"[11]. Community empowerment is a process in which people work collaboratively to make changes in their environment using the abilities they possess and have an important influence on them [11][15].

From the definition of community empowerment, it is determined that community empowerment is an entity that should be appreciated in order to enhance the community's ability so that they can improve economic growth in the region, area, and even state. Community empowerment is governed by the ability of the community and the support from sufficient facilities and infrastructure. This empowerment aims to realize the ability and independence attitude of the community in order to accelerate their welfare.

Participatory Communication is intended to restructure the modernization-based communication approach and be used as an alternative in the repository to reform communication patterns and practices in the dominant paradigm [16]. Participatory communication enforces a participatory development approach in which there is the involvement of people at various levels, capacity in identification, problem

conceptualization, design, implementation, and evaluation of development programs or projects that have a significant role [15].

According to Keith Davis, participatory is the involvement of one's concept and feeling in a group and encourages them to contribute to the group to achieve goals and take responsibility for the efforts carried out [11]. Adisasmita defines participation as the engagement of community members in the development, in the form of planning and implementation of development programs. Participation is a form of community empowerment that actively pivots on achieving the results of the development in progress [17].

Based on this explanation, it is concluded that participation is the community engagement from planning to implementation and benefitting from the development outcome. The involvement of community members independently in activities starts from planning, implementation, to development so that they celebrate the culmination of all activities that have been carried out.

Participation is a developmental element, which is a process of adaptation of the community to accept the changes that occur. Development that involves community participation is a form of community empowerment related to local resources of the community. Community participation is a factor supporting the success of development. If the development does not include the community and receives support from the community, the success rate of the development will be noticeably different if it involves the community to participate.

### ***1.4. Group Communication and Socialization***

Shaw explains that group communication is a group of individuals who influence each other among group members, obtain satisfaction from each other, interact for the shared purpose, take on respective roles between members, are mutually bound, and have face-to-face communication [18]. Meanwhile, according to Johnson, group communication is a message or information disseminated by one member to others to influence the member behavior who receives the message [19][20].

From the explanations above, it can be concluded that group communication is communication carried out by a group of individuals to convey messages in order to influence other group members to achieve collective goals. Communication is face-to-face or direct communication. The function of group

communication used in the public interest is as follows [19]:

a. Social relationship function is how the group forms and can maintain the relationship of group members and provide opportunities for group members to carry out informal, flexible, and entertaining activities [19].

b. Educational function is used by other group members to interact and exchange knowledge. This function depends on three factors, namely the amount of information provided, the number of active participants, and the number of interactions in the group. The educational function is deemed effective if each member provides useful information and knowledge to others [19].

c. Persuasion function, in this function a member will invite other members to commit or not commit on something. Those who persuade in this group are prone to rejection in the group if the message conveyed is contrary to the prevailing rules or norms, and can even trigger conflict within the group and jeopardize their position within the group [19].

d. Problem solving function, this is characterized by attempts in solving problems and making decisions. This function serves to provide solutions for open problems and look for alternatives to solve these problems, while in making decisions it aims to choose one of the available alternatives to solve the problems experienced [19].

e. The therapeutic function, in this function, each object of the group is formed from each member to attain change. A member should interact with others to benefit, however, the main objective is to assist him in the therapy process. The act of communication is self-disclosure for any problems that occur. For this reason, members are advised to be open in groups to communicate problems they are facing so that other members can provide therapy in solving the problems [19].

From the explanation of group communication function, this study applied group communication as a means of suggesting and solving existing problems through message delivery of community empowerment regarding waste management with Mandiri Waste Bank program. Dissemination in community empowerment is performed in order to create communication and dialogue with community members to achieve a growing understanding of the community about the empowerment program. Dissemination is essential to determine the public's interest in participating in the development [14].

Any layer of society can partake in dissemination, ranging from dissemination to individual or a community group. In the Community Empowerment of Mandiri Waste Bank Program, dissemination is conducted at Quran recitation teaching for women, regular meeting of Family Welfare Program (*Pembinaan Kesejahteraan Keluarga/PKK*), and events organized in the village.

In dissemination, message relayed is a community empowerment program assisted by the Mandiri Waste Bank; an innovation in household waste management so that it does not lead to environmental pollution. To date, the household waste process in Dukuh Santren has not been effective. People burn and throw garbage in the river, making the environment unpleasant.

Diffusion of Innovation was first introduced by Rogers implying that the theory of Diffusion of Innovation explains how innovation is communicated or conveyed to the public through certain communication channels and over time [10][3]. The goal is the adoption of innovation in community empowerment by processing household waste through a waste bank by the community in a social system. In the diffusion of innovation, communication is convergent in information exchange. Because communication is two-way, it is possible to create and share information in order to achieve a common perception and understanding. With this common understanding of community members, it is expected that innovation will be adopted.

## **2. METHOD**

The method in this research is descriptive qualitative. This type of method is used to explain in-depth phenomena regarding information from data collection in the form of facts that occur in the field [1], such as describing how community empowerment is in Mandiri Waste Bank program.

The subject of this research is the manager of the Mandiri Waste Bank. The object of the research is the method used in community empowerment carried out by the manager of Mandiri Waste Bank. The selection of the subject and object of this research is necessary to help find information and informants in data collection.

This study took primary data and secondary data. Primary data were obtained through interviews. The secondary data were acquired using documentation in the form of literature sources, journals, books, internet pages, or field observations.

The selection used a purposive sampling technique; the sample was taken based on certain

criteria to obtain data that suit the theme of the study [1]. This study involved four informants who are members of Mandiri Waste Bank. The informants comprise two managers of Mandiri Waste Bank who fully understand the waste bank system and carry out dissemination to the community regarding community empowerment through Mandiri Waste Bank. The other two informants were customers of Mandiri Waste Bank who received socialization from the waste bank management regarding community empowerment programs through waste banks.

Data collection techniques were carried out by interview techniques, especially in-depth interviews with informants to collect data and information directly and face to face to obtain complete data [1]. Interviews were conducted on informants with in-depth interviews using structured questions in order to obtain the data necessary for the research.

The data analysis technique employed Miles and Huberman model which was performed interactively and continuously to attain the desired results. Several stages in this data analysis technique are data reduction, data presentation, and conclusions drawing [1]. The data validity consists of data triangulation, which are various approaches utilized by researchers from data collection to data analysis process. The foundation is that the phenomenon concerned can be understood adequately and a high degree of truth can be obtained if seen from different points of view.

### **3. RESULTS AND DISCUSSION**

#### **3.1. Results**

This research focuses on the dissemination of community empowerment through Mandiri Waste Bank program at Dukuh Santren, Srebegan Village, Ceper Subdistrict, Klaten Regency. The informants selected in this study were the innovator and manager of Mandiri Waste Bank (Mrs. Nurul), Mandiri Waste Bank manager (Ms. Siti Muhazaroh), and two Bank Mandiri customers, Ms. Siti Najmah and Ms. Kayatun. The selected informants met the inclusion criteria and understood the elaboration of the empowerment. Community empowerment through waste banks has been carried out since 2017. The development was initiated by PKK Dukuh Santren initiators and women in PKK in order to keep the environment clean from a household waste problem that has not been managed properly by the community.

#### **3.1.1. Mandiri Waste Bank as an Empowerment Solution**

Community empowerment through waste management with a waste bank system is carried out in Dukuh Santren, Srebegan, Ceper, Klaten. Community empowerment is a concept of economic development which includes a social value of society [11]. The core of community empowerment is to change people's behavior by empowering the community in a certain setting from the problems that exist so it has an impact on the community, both social and economic impacts.

Mandiri Waste Bank is a household waste management system that in its management imitates the conventional bank system, which uses deposits and loans. Deposit is transferred in the form of household waste, while loans are in the form of money from the previous waste sale, as stated by informant 1, the manager of Mandiri Waste Bank:

"The waste bank is a household waste management system managed by the community that imitates the conventional bank system, so there are deposit and loans." (interview with informant 1, 20 August 2020)

The initial establishment of Mandiri Waste Bank was motivated by PKK members. In the beginning, there was counseling and training in the subdistrict by facilitators from the Environment and Forestry Office (*Dinas Lingkungan Hidup dan Kehutanan/DLHK*) regarding household waste management, what is invaluable becomes valuable. Previously, there was no household waste management system in Dukuh Santren. Then, they discussed the establishment of waste bank to manage residents' household waste as informed in the counseling from the sub-district. It is revealed by informant 2 as the manager of Mandiri Waste Bank.

"At first, I attended training in the subdistrict, then I talk to my nephew to establish our own waste bank and my nephew was very enthusiastic at that moment so we set up Mandiri waste bank." (interview with informant 2, January 04, 2021)

Development communication is the whole effort to convey ideas that come from one party and the target is the community. This is intended so that the community accepts, understands, and actively participates in development. Development communication has a pivotal role in the success of development. Simply, Rogers explains that development is a change towards a social and economic system decided as the will of a nation.

Rogers affirms that communication is the foundation of social change [10][3].

The establishment of a waste bank is a development attempt to keep the environment clean from waste problems. Due to the unavailability of waste bank in Dukuh Santren before, there was no waste management for household waste. Without waste bank, people will only pile up trash on the roadside and burn it, or throw it into the river. With the emergence of waste bank, it is expected that it will assist the community in dealing with the waste problem.

With proper waste management, what was useless now has economic value and becomes an additional source of income for the community. The main purpose of the establishment of Mandiri Waste Bank is to maintain a clean environment, as stated by informant 1, the manager of Mandiri Waste Bank.

"The establishment of the waste bank is for a very simple purpose, at first we just wanted to clean our environment, however, we also hope that the waste bank system will increase the economy." (interview with informant 1, 20 August 2020)

At the beginning of the establishment of Mandiri Waste Bank, the community of Dukuh Santren was not immediately interested in becoming managers or customers. Their attitudes varied in giving responses to Mandiri Waste Bank – some were supportive and the others were skeptical since not many people understand Mandiri Waste Bank system. For this reason, the waste bank management attempted to prove to the public that the system can be useful and overcome the waste problem, as stated by informants 1 and 2, manager of Mandiri Waste Bank below.

"If it is the attitude of the community, that's the consequence of community, there are different attitudes, some are supportive, of course, those who support are the initiators, especially PKK members, but some residents are skeptical." (interview with informant 1, 20 August 2020)

"Some are willing to commit, some are not, some are sneering, some are okay, people have different opinions." (interview with informant 2, January 04, 2021)

Mandiri Waste Bank constantly invites the community to join and participate in community empowerment through the waste bank. The first step to do is to invite PKK members to become managers. Besides, it invites closest family members to join as customers. Keith Davis explains that participation is the involvement of the ideas and feelings of a person or community member in a group and encourages

contributions to the group to achieve goals and take responsibility for the efforts made [11].

The first Mandiri Waste Bank management invited those who are optimistic to join as managers and customers. To convince the public to participate, it was shown by earnest work in managing waste so that the public can directly witness. If the work done is useful, many people will join Mandiri Waste Bank, as stated by informant 1 as the administrator of Mandiri Waste Bank.

"The target is the people closest to us because Mandiri Waste Bank was established in Dukuh Santren, so the main target is the community here." (interview with informant 1, August 20, 2020)

"As for the managers, we are basically PKK members, so the managers of PKK in Dukuh Santren were originally 5 people, but we also recruited men, our closest family members, so it is how to convince people to join." (interview with informant 1, 20 August 2020)

In addition to the above efforts, to attract more people to participate in community empowerment, the management of Mandiri Waste Bank carried out dissemination so that more people participated and the empowerment operated efficiently.

### ***3.1.2. Group Communication and Dissemination in Community Empowerment of Mandiri Waste Bank***

Community empowerment through Mandiri Waste Bank program is rather challenging. Many people are not immediately interested in the program because waste management with the waste bank system is a new trend in the area and the community has not experienced the benefits of Mandiri Waste Bank. Efforts are required to foster a sense of desire and community participation to join Mandiri Waste Bank, both as managers and as customers.

There have been several efforts made by the management of Mandiri Waste Bank to further convince Dukuh Santren community to participate in community empowerment with a waste bank. The efforts made are the dissemination of empowerment to the community through a direct method, as disclosed by Informant 1, the manager of the Mandiri Waste Bank.

"The dissemination we practice is direct dissemination, we hold demonstrations directly before the community, we first invite those who are interested. Many of them are interested in becoming

our customers." (interview with informant 1, 20 August 2020)

"The form of socialization is like previously mentioned, we directly talk to the community, this is the system of our waste bank, and this is how we work and directly inform them." (interview with informant 1, 20 August 2020)

Shaw explains that group communication is a group of individuals who influence each other among group members, obtain satisfaction from each other, interact for the shared purpose, take on respective roles between members, are mutually bound, and have face-to-face communication [18]. The communication carried out by the management of Mandiri Waste Bank to deliver community empowerment is group communication, namely the managers who are part of the association and Quran recitation group, community association group and PKK from other villages, socialize the waste bank program, as stated by Informant 1, the managers of the Mandiri Waste Bank.

"The dissemination was held in the Dukuh Santren as I've mentioned, we join community gatherings, some join women's associations, community groups, we tried to share the information there." (interview with informant 1, 20 August 2020)

There are five functions of group communication used in the public interest; social relation, education, persuasion, problem-solving, and therapy [19]. In interviews conducted, there are four functions of group communication within the Mandiri Waste Bank. The first is the educational function. In dissemination, the waste bank management conveyed the message of the diffusion of innovation to the community, which is the household waste management system through the waste bank and its working system. Rogers explaining the innovation diffusion theory emphasizes how the process of innovation is communicated to the public through certain communication channels over time [10][3]. This is evidenced by informants 3 and 4 as customers of Mandiri Waste Bank.

"First, they were taught to deposit waste and trained to make compost from organic waste." (interview with informant 3, January 5, 2021)

"In addition to deposit and loan, waste is useful for groups as well, we can save money without having to spend all because we use waste." (interview with informant 4, January 20, 2021)

The second function of group communication is persuasion, which invites other group members to commit or not commit. The person who invites is prone to rejection or not accepted by other members.

This case applies to the Mandiri Waste Bank management in its socialization who invited the community to participate in empowerment with the waste bank program, either as a manager or a customer. This is stated by informant 1 as the manager of the following Mandiri Waste Bank.

"The trick is to convince the community we are doing the right thing, so we are responsible for picking up trash and the proceeds from our sales will be returned to the community." (interview with informant 1, 20 August 2020)

The third function of group communication is problem-solving, finding solutions to problems that cannot be solved, and looking for alternative solutions to problems encountered. In this study, the establishment of a waste bank and community empowerment with the waste bank program was intended to overcome the waste problems experienced by Dukuh Santren community, as revealed by informants 1 and 2, managers of Mandiri Waste Bank administrators.

"The establishment of the waste bank is for a very simple purpose, at first we just wanted to clean our environment, however, we also hope that the waste bank system will increase the economy." (interview with informant 1, 20 August 2020)

"The goal is to clean up the surrounding environment." (interview with informant 2, January 04, 2021)

The fourth function of group communication is therapy; to form group members to achieve change, which means to interact with group members to get benefits. The main objective is to help others with their therapy. In this study, the managers of the Mandiri Waste Bank conducted dissemination to the community, namely the PKK members and the Quran recitation group for women whose purpose was to provide therapy and change people's behavior to put more concern on environmental cleanliness so as to avoid littering and use household waste by deposit waste in a waste bank. This is enforced by the statement of Informant 4 as a customer of the Mandiri Waste Bank.

"Yes, it's very useful, because every time we do the cleaning, it's not just our household waste, if I can deposit the trash around my environment, I'll pick it up so I can deposit more" (interview with informant 4, January 20, 2021)



### **3.2. Discussion**

This study emphasizes the form of socialization in community empowerment with Mandiri Waste Bank program in accordance with the concept of development communication. The role of communication is needed as a social process in realizing development in society. Development communication is the overall effort to convey ideas and skills that come from one party and the target is the community. It aims to make the community understand, accept, and actively participate in development. Development communication has an important role in the success of a development. Rogers defines development as a change towards a social and economic system decided as the will of a nation. Rogers expresses that communication is the foundation of social change [10][3].

Community empowerment is a concept of economic development which includes a social value of society. Therefore, the core of community empowerment is to change the behavior of the community by empowering the community in a certain place from a problem that exists so it has an impact on the community, both social and economic impacts [11].

Mandiri Waste Bank is a community empowerment program as a means of achieving development goals that involve all layers of society. Empowerment with the waste bank is by imitating the conventional banking system, with deposit and loan. In this case, the media used for saving is waste generated from households. In addition to the deposit system in the Mandiri Waste Bank program, there is also a loan system in the form of money from the sale of waste that has previously been collected in the waste bank.

Mandiri Waste Bank was founded on the initiative of PKK members in Dukuh Santren who were trained in the subdistrict by facilitators from the Environment and Forestry Office (DLHK) to utilize household waste. Equipped with this training, they were interested in creating Mandiri Waste Bank in Dukuh Santren, which a waste management system was unavailable. The establishment aims to maintain the cleanliness of the environment clean from the household waste problem that has not been managed properly by the community, while at the same time empowering residents with waste bank so that they can manage and process waste which has economic value generated from their households. With the waste bank system, what was unusable and had no value if

managed properly will have economic value and provide additional income for the community.

Initially, the establishment of Mandiri Waste Bank, the Dukuh Santren community had various responses. Some of them supported and the others were skeptical, even some people sneered because people were still unfamiliar with waste bank and did not understand the system of the waste bank. Some were eager to see how Mandiri Waste Bank worked in managing waste, but they did not want to join and participate as customers or managers of Mandiri Waste Bank. What the waste bank management did to attract community participation so the community wanted to join as part of community empowerment is to work as well as possible so that the community can see that the waste bank can be beneficial for the community and for the environment in overcoming waste problems.

Community participation is important so that community development and empowerment are carried out smoothly and achieve the desired goals and results. Participation is the involvement of the ideas and feelings of an individual or community member in a group who encourages, contributes to the group to achieve a goal, and takes responsibility for the efforts carried out [11]. The first step taken by Mandiri Waste Bank management to increase community participation is by inviting members of the PKK to become managers and inviting the closest person, such as family, to become customers. Furthermore, Mandiri Waste Bank management invites residents who feel eager to become managers or customers. To further convince the public to participate, it is shown by working hard to manage waste bank. In that way, public can see that useless waste if managed properly can add more income and it is expected that the community will be more interested in participating.

Participation is an element of development as well as an adaptation process of the community in accepting the changes. Development involving community participation is a form of empowering the community related to local resources owned by the community. Community participation is a factor supporting the success of development. If the development does not involve and obtain support from the community, then the success rate of development will be different if it involves the community to participate.

In attracting community participation to take part in the empowerment program, it is rather difficult because the community is not invested in the waste bank program. The waste management method with the waste bank system is a new trend for the

community and the community has not yet felt the benefits of the Mandiri Garbage Bank. Mandiri Waste Bank management convinced the public to participate in the empowerment by means of dissemination. The dissemination was performed directly. It was carried out by conducting direct demonstrations to the public regarding the system and operation of Mandiri Waste Bank so it would be known to public how the waste bank works in managing household waste and they can earn money. The management of the waste bank does not force the public to immediately join as managers or customers of the waste bank.

The form of communication carried out by Mandiri Waste Bank management in conveying the message of empowerment is group communication. Shaw explains that group communication is a group of individuals who influence each other among group members, obtain satisfaction from each other, interact for the shared purpose, take on respective roles between members, are mutually bound, and have face-to-face communication [18]. In this case, group communication plays a role in delivering messages of development in community empowerment with Mandiri Waste Bank program in order to achieve the goal through waste management to clean the environment and earn money from waste. Communication was carried out face-to-face or directly. The waste bank management will join PKK group, Quran recitation group, community association group, and PKK groups from other villages and invite them to explain the waste bank program to them.

There are 5 functions of group communication used in the public interest, namely 1) social relations, 2) education, 3) persuasion, 4) problem solving, and 5) therapy [19]. In this study, there are 4 functions of group communication found in the community empowerment program through Mandiri Waste Bank program:

#### 1. Educational Function

This educational function is used to interact with group members in exchanging information and knowledge. This knowledge function will be effective if group members can provide useful information and knowledge for the group. In this study, the function of group communication as education is as a medium in relaying the message of diffusion of innovation to the public regarding innovations on how to utilize household waste so that they can earn money with waste bank. In addition, the community is also taught the system and operation of Mandiri Waste Bank in utilizing household waste.

#### 2. Persuasion Function

Persuasion in group communication is used to invite other group members to take an action. In this case, the person who invites is prone to rejection and not accepted if the invitation conveyed is not in accordance with the norms that exist in the group and even leads to conflict. In this study, the function of group communication as persuasion was used by Mandiri Waste Bank management in dissemination, to invite community groups to participate in community empowerment and become part of the waste bank, either as customers or as managers. This is done to convince the community to work earnestly, such as being responsible for taking waste from and returning the proceeds from waste selling to the community. With the waste bank agreement system, 10% of the proceeds from the sale of waste are taken for the operational costs of the waste bank.

#### 3. Problem Solving Function

Problem-solving is used as a form of activity in an effort to solve the problems being faced and make decisions in solving problems. This is to find solutions to the problems encountered and find alternatives to solve them. In this study, the function of group communication as problem-solving is to solve the waste problems among the community because there was no household waste management. For this reason, Mandiri Waste Bank was established to empower the community as well as to solve the waste problems in the Dukuh Santren community using waste bank system. Through this system and proper household waste management, useless waste if managed properly can generate income and can improve the economy in the community while reducing the waste problem that has been faced so far.

#### 4. Therapy Function

The function of group communication as therapy is to shape changes in the attitudes of community members. Group members should interact with other members to get benefits and help other group members for therapy. In this study, the function of group communication as therapy is to provide therapy for community groups in order to shape new behavior so that they are more concerned with environmental cleanliness by not littering, collecting, and utilizing household waste and depositing in a waste bank, as consequence, they can earn money while maintaining cleanliness environment.

#### 4. CONCLUSION

Based on the results of this study, it can be determined that the core of socialization and community empowerment is to change the behavior of the community by empowering the community in a certain place from an existing problem so it has an impact on the community, both social and economic impacts through Mandiri Waste Bank program Independent whose system imitates conventional banks. The purpose of Mandiri Waste Bank establishment is also to maintain environmental cleanliness from household waste problems that cannot be managed by the community while at the same time empowering residents with waste banks so that they can manage their household waste that has economic value. At the beginning of the establishment of Mandiri Waste Bank, people's attitudes varied in giving responses to the waste bank, some were supportive, some were skeptical and sneered at because they were still unfamiliar with the waste bank and did not understand the system.

Group communication was performed by Mandiri Waste Bank management to attract community participation in this community empowerment program. In addition, the management of the waste bank also works earnestly in handling waste so that the public can witness that useless waste if managed properly can make money which can be an additional income for the community. Moreover, the waste bank becomes beneficial for the community and the environment in tackling the waste problem. The management of Mandiri Waste Bank carried out dissemination with direct demonstrations to the community regarding the system and operation of Mandiri Waste Bank so that the public will more understand how the waste bank works in managing household waste and producing income.

There are four of five group communication functions involved in community empowerment through Mandiri Waste Bank: 1) Educational function, which is used to interact with group members in exchanging information and knowledge, 2) Persuasion function, which is used to invite other group members to take any action, 3) Problem Solving Function, which is used as a form of activity in an effort to resolve the problem and make decisions in overcoming the problem, and 4) Therapy Function, which is used to shape changes the attitudes of members of the community.

#### AUTHOR'S CONTRIBUTION

Muhamad Ahsan Tamim as the first author in this study conducted all activities in writing the manuscript for this publication, from compiling the manuscript and visiting the site to interviewing sources in order to find information and research data. Sidiq Setyawan as the second author guided and directed the first author in making the publication manuscript by providing input and revising the manuscript.

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