



# Instagram as a Promotion Media for Waste Bank in Tangerang Selatan

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**Abstract.** This research on the use of social media Instagram as a promotional media for the Waste Bank in South Tangerang is motivated by concerns about the increasingly uncontrolled waste problem and the behavior of the Indonesian people who in general are still less concerned about the environment. The waste bank becomes an actor as well as a communicator in waste education. Instagram is one of the media used by waste banks in conducting environmental education and campaigns. The research objectives are: a) To describe the messages shared by the waste bank through Instagram accounts. b) Describe how Instagram social media is used by the waste Bank as a promotional media for activities and 3) Barriers faced by the waste bank in the process of disseminating messages to the public. The research was conducted in the city of Tangerang Selatan in 2021. The research approach is qualitative, descriptive, data collection techniques through observation of five waste bank Instagram accounts, and one Tangerang Selatan waste bank association account (Perbas). Interviews were conducted with two heads of waste banks. The results of the study (1) Description of content, containing activities for weighing waste, sorting waste, educating citizens about the 3Rs, about a minimal waste lifestyle. (2) Almost all promotional mixes are used by waste banks, only one that is hardly implemented, namely direct marketing and databases. (3) The obstacle is the lack of information about waste banks to the wider community.

**Keywords:** environmental communication · Instagram · promotion · waste bank

## 1 Introduction

The current environmental problem is a problem that must be of concern to all parties, because human activities, especially development activities, must care about their impact on the environment. Without paying attention to the impact on the environment, the resulting development will not be sustainable. One of the efforts to preserve the environment is to reduce non-organic waste that is difficult to decompose, such as plastic. In this regard, the Waste Bank program is an alternative that should be appreciated, encouraged and empowered. Many Waste Banks have been formed, even the Head of the South Tangerang City Environment Service has targeted every RW to have one Waste Bank, said this during the commemoration of the National Waste Care Day (HPSN) February 26, 2020 at City Park 2 BSD.

There are currently 294 waste banks in South Tangerang, according to Toto Sudarto, Head of the South Tangerang City Environmental Service. In 2019 the results of weighing waste reached a value of over three billion rupiah (Kedai Pena.com, 2020). Taking into account the economic value of waste banks and their contribution to the waste problem, the role of waste banks cannot be ignored. by waste banks, especially social media Instagram as one of the new media used by several waste banks, even by the South Tagerang waste bank union.

Several previous studies from journals relevant to this research: 1) Dian Nurvita Sari and Abdul Basit [1] Instagram social media as Parenting Education Information Media. *PERCEPTION: Communication Journal* Vol 3No. 1, 2020, 23–36. 2) Deru R. Indika and Cindy Jovita [2] Instagram social media as a Promotion Tool to Increase Consumer Buying Interest. 3) Gumgum Gumilar [3] regarding the Utilization of Instagram as a Promotional Means by Managers of the Creative Fashion Industry in the City of Bandung. 4) research on message/information dissemination by M. Ali et al. [4], Arifianto [5], Rodiah et al. [6] and Kusumajanti et al. [7]. 5) Research on waste banks by Donna Asteria et al. [8] and Selomo et al. [9], and 6) research on environmental care by Kutanegara et al. [10].

## 2 Research Objectives

This research on waste banks has two objectives to be achieved, namely:

- a. Describes the types of messages shared by the waste bank through their Instagram account.
- b. Describes how Instagram (IG) social media is used by waste banks in South Tangerang as a media to promote their activities.
- c. Obstacles faced by waste banks in the process of disseminating messages to the public

## 3 Literature Review

### 3.1 Environmental Communication

Environmental communication is a form of communication that is used as an action to prevent and improve the environment that occurs [11]. Cox and Pezullo [12] say that environmental communication is a pragmatic and constitutive means to provide an understanding of the environment such as the relationship between humans and nature; Environmental communication is a symbolic medium used to construct environmental problems and negotiate differences in community responses to environmental problems.

Environmental communication has two distinct functions; namely 1) Environmental communication is pragmatic, environmental communication educates, warns, influences and helps solve environmental problems. 2) Constitutive function, environmental communication also helps in the representation of nature and environmental problems. According to Flor and Cangara [13], environmental communication is the use of approaches, principles, strategies and communication techniques for environmental

management and protection. What is clear is the intentional exchange of information both in the form of knowledge and in the form of policies regarding the environment.

Garbage is the remains of the production process, both industrial and household which is then disposed of. According to Law No. 18 of 2008 concerning Waste Management, it is stated that waste is the residue of human daily activities or natural processes in the form of solid or semi-solid organic or inorganic substances that are biodegradable or non-biodegradable which are considered no longer useful and are disposed of into the environment.

### 3.2 Social Media Instagram

Integrated and converging communication on social media: On social media like Facebook, various social activities (cognition, communication, cooperation) in different social roles that belong to our behaviour in systems (economy, state) and the lifeworld (the private sphere, the socioeconomic sphere, the socio-political sphere, the sociocultural sphere) are mapped to single profiles. In this mapping process, data about (a) social activities within (b) social roles are generated [14].

Safko explained that social media refers to a series of activities, practices, and behaviours among a community of people who gather online to share information, knowledge and opinions using conversational media. Conversational media is a web-based application that makes the production and transmission of content in the form of words, images, videos and audio possible and easy [15].

Nasrullah [16] describes social media as a collection of software that allows individuals and communities to gather, share, communicate, and in certain cases collaborate or play with each other. Social media has the power of user-generated content (UGC) where content is generated by users, not by editors as in mass media institutions. Social media is a technological network that is used to create news through internet users and communicate and disseminate information [17][2]. According to Nasrullah [18], social media and social software are tools to increase the ability of users to share (to share), cooperate (to co-operate) among users and take collective action, all of which are outside of the community. Institutional and organizational.

Submission of messages through social media can be seen in the 4Cs: context, communication, collaboration, and connection Arief and Millianyani [19]. Context is “how we frame our stories” which is the way how someone forms a story through the use of language and message content. Communication is “the practice of sharing our sharing stories as well as listening, responding, and growing,” that is how sharing stories makes someone hear, respond, and grow so that people feel comfortable and the message is conveyed to the intended person. Collaboration is “working together to make things better and more efficient and effective”. The collaboration in question is cooperation between accounts or companies with social media users which aims to make things better, more efficient, and more effective.

Social media refers to the use of web and mobile-based technologies to turn communication into interactive dialogue. Social media takes various forms of media including magazines, internet forums, blogs, social blogs, microblogging, wikis, podcasts, photos or images, videos, ratings and social bookmarking. With the world in the midst of social

media revolution, it is more than clear that social media like facebook, twitter, instagram etc., are used extensively for communication purposes [1].

Instagram itself comes from two words, namely “Insta” and “Gram” insta which means instant or fast and easy. But in the history of photos, “instant” is another name for a Polaroid camera. While the word “Gram” is taken from “Telegram” which is interpreted as a medium for sending information quickly [20].

Instagram features include: homepage, comments, explore, profile, news feed. In addition, there are also captions, hashtags, location. On Instagram there are activities such as: follow, like, comment and mentions. As a social media, what distinguishes Instagram from other social media is that on Instagram, photos or visuals are more dominant. Perhaps this is the main attraction of Instagram, especially for Indonesians, because Indonesian culture prefers visuals to reading writing.

Currently, promotion can be done in various ways, for example through mass media, the internet, sponsoring student or campus activities. One of them is by using social media such as Facebook, Instagram, Whatsapp, Line, Twitter, Skype, Pinterest, etc. [3]. The high interest of the Indonesian people towards Instagram is evidenced by the results of a survey by the Indonesian Internet Service Providers Association (APJII) in 2018. The results show that Instagram is the social media most frequently visited by Indonesians with a percentage of 17.8% in second position after Facebook with a percentage of 17.8%. by 50.7%. Data from BeritaSatu.com shows a change because Instagram beats Facebook, Instagram is the third most popular social media in Indonesia after Youtube and WhatsApp in 2020–2021 [21].

### 3.3 Promotion

Promotion comes from the English word promote which means “to increase” or “to develop”. According to Kotler and Keller [22], promotion is a variety of ways to inform, persuade, and remind consumers directly or indirectly about a product or brand being sold. The Promotional Mix/The marketing communications mix includes advertising, sales promotion, public relations and publicity, events and experiences, online and social media marketing, mobile marketing, direct and database marketing, and personal selling [23].

Characteristics of the Marketing Communications Mix/Promotional Mix: (1) Advertising reaches geographically dispersed buyers. It can build up a long-term image for a product (2) Sales promotion uses tools such as coupons, contests, premiums, and the like to draw a stronger and quicker buyer response. (3) Events and experiences can be seen as highly relevant because the consumer is often personally invested in the outcome. (4) Public relations and publicity can be extremely effective when communications-mix elements (5) Online and social media marketing, which can take many forms, shares three characteristics. It can be information- or entertainment-rich, it can be changed or updated depending on response, and the message can be prepared and diffused quickly. (6) Mobile marketing is distinguished by its ability to be time-sensitive, reflecting when and where a consumer is. (7) Direct and database marketing, including “Big Data,” allows for more personal and relevant marketing communications. (8) Personal selling is the most effective tool at later stages of the buying process, particularly in building up buyer preference, conviction, and action [23].

## 4 Methodology

The research was conducted in South Tangerang City in June 2021. The research approach was qualitative, descriptive, carried out with data collection techniques through observation of Instagram accounts from 5 Waste Banks in South Tangerang. Interviews with 2 informants representing the waste bank, the informants were taken purposively, with the following criteria: 1) the management of the waste bank where the waste bank has an Instagram account 2) Joined the Tangsel Waste Bank Association (Perbas) community.

The data validity technique used triangulation method, carried out by cross-checking the results of observations, interviews and documentation data regarding the Waste Bank. Triangulation aims to improve accuracy, checking data from various sources in various ways and times. According to Neuman [24] there are four types of triangulations; namely site triangulation, observer triangulation, theory triangulation and method triangulation.

The data analysis technique was carried out with the following process: data collected through in-depth interviews, then classified into certain categories. This classification or categorization must consider validity (validity), taking into account the competence of the research subject, the level of authenticity and triangulation of various data sources [25]. The next step, the results of the interviews combined with the results of observations and documentation.

## 5 Results and Discussion

1. Description of messages shared on Instagram accounts of 5 waste banks that became the object of research. 3R (Reduce, Reuse, Recycle) campaign, a message about plastic waste that is increasingly worrying, based on data The National Plastic Action Partnership [26] shows that around 4.8 million tons of plastic waste per year in Indonesia is not managed properly, such as being burned in open spaces (48%), not properly managed in official landfills (13%) and the rest pollute waterways and seas (9%). Plastic waste is a type of inorganic waste that is difficult to decompose, so it is the message most conveyed in campaigns regarding waste management and reduction by waste banks. Observations on posts on the waste bank Instagram account are as follows: **First**, the @jayadanakirti waste bank account contains information about socialization and workshops on processing fruit and vegetable waste with ecoenzymes which produce very useful coenzyme fluids. Conducting a webinar in commemoration of the national waste care day on February 21 tomorrow with the theme “Gen-Z and Millennial Community in Waste Management and Environmental Awareness to Face Climate Change”. The Jayadanakirti waste bank calls itself an advisory service for waste management. **Second**, the @rumah\_cerdik waste bank is part of the education and economic program of the Bina Bangsa Standing foundation so that the Instagram account messages are also more about socializing waste management, a minimal waste lifestyle, especially the 3R plus replace campaign so that it becomes 4R. **Third**, the @bank\_sampah\_Seville, waste bank in the BSD City housing cluster positions itself as a community organization, they use used books sent by their customers to become a reading park. In addition, they also disseminated zero



**Fig. 1.** Image of the 3R campaign being campaigned by the waste banks (Source: campaign 3R at Google).

waste and other messages related to waste such as how to sort waste and information about weighing activities. **Fourth**, the waste bank Al-Bi'ru @bank\_sampah\_albiru whose contents include informing about the importance of a plastic bag diet, information on collecting and weighing waste, and an invitation to donate to solidarity to tackle the impact of COVID-19. **Fifth**, Puspita waste bank in BSD City @banksampah\_puspita they are concerned about discussing landfills (TPA) and ecoenzymes. The purpose of ecoenzyme is to use what was initially useless into something useful such as fruit skins, vegetable pieces and others. **Sixth**, the waste banks in South Tangerang are members of the Persatuan Bank Sampah Tangerang Selatan (Waste Bank Association) which is a forum for gathering, communicating and sharing experiences with the waste bank community, both administrators and customers in South Tangerang. Perbas also has an Instagram account @perbas\_tangsel. The content of the Perbas account mostly informs the activities of the waste banks that are members of the Perbas. Both administrators and customers in South Tangerang. Perbas also has an Instagram account @perbas\_tangsel. The content of the Perbas account mostly informs the activities of the waste banks that are members of the Perbas. Both administrators and customers in South Tangerang. Perbas also has an Instagram account @perbas\_tangsel. The content of the Perbas account mostly informs the activities of the waste banks that are members of Perbas (Fig. 1).

2. Utilization of social media Instagram (IG) as a promotional media for Waste Banks in South Tangerang. When viewed from the promotion mix which includes advertising, Sales Promotion, PR and publicity, sales promotion, personal selling and direct marketing, the data shows that: (a) **Advertising**. Through their IG accounts, waste banks take advantage of to advertise activities; such as advertisements about workshops on “sorting and managing waste from home”, workshops on managing fruit waste using eco-enzymes; a collaborative webinar with RRI with the theme “Don’t throw away trash”; a webinar with the theme “Gen-Z and Millennial communities in waste management and environmental care to deal with climate change” which will be held and through the advertisement they invite residents to participate in the activity. Advertising can also be done if the waste bank places its account as a sponsor by paying. (b) **Sales promotion**, which is carried out for example: “turning junk into gold”, or “exchanging waste into rice”, exchanging used cooking oil with rice and so on. (c) **Events and experience** Activities or programs that are sponsored and designed to create interaction with waste bank customers or the surrounding



**Fig. 2.** Citizen Participation Category in the waste bank Source: Research Results 2021.

community are carried out informally, for example doing community service cleaning culverts, clearing dead grass or just doing sports together (d) **PR and Publicity.** Instagram is also used for publications about their activities and campaigns related to environmental issues and more specifically the environment related to waste. For example, on how to sort waste, socialize 3R, 5R, and zero waste lifestyle. (e) **Online and social media marketing** Although waste bank activities are activities that are not solely profit-oriented but are very well managed with a marketing approach, the use of social media and online programs that are run to involve customers/customers or prospects, either directly or indirectly, aim to increase public awareness, especially waste bank customers, as well as to build the image of the waste bank itself. (f) **Mobile marketing** is a special form of online marketing that places communication on the consumer's cell phone, smartphone, or tablet. This can take the form of (g) **Personal selling**, which is face-to-face interaction with potential buyers. For the purpose of making presentations, answer questions, and get orders. It is carried out in the form of direct persuasion at the place of study, at the Posyandu/Posbindu where most of the mothers gather to do recitation and health activities. In this face-to-face interview, the waste bank cadres invite, persuade women to want to join as waste bank customers. (h) **Direct and database marketing**, namely the use of mail, telephone, fax, e-mail, or the Internet to communicate directly with or request responses or dialogue from certain customers and prospects specifically. Promotion in this way is still not done much.

3. The obstacle faced by waste banks in the process of disseminating messages to the public is that not many people know about the benefits of waste banks, even many who have only heard of waste banks but have never come or been involved in waste bank activities, so it can be said that they have no information. Adequate. The promotion of waste banks is important because apart from the insufficient information being disseminated, many residents who have become customers are also inactive. Residents' inactivity is one of the obstacles faced by waste banks (Fig. 2).

Promotional activities carried out by waste banks can be categorized as environmental communication activities, in which these activities use approaches, principles, strategies and communication techniques for environmental management and protection. In addition, due to the intentional exchange of information, in this study the exchange of information used social media Instagram. Information exchanged in the form of knowledge as well as in the form of policies on the environment. According to Flor and Cangara



[13], there are six things that are needed in the application of environmental communication, namely: (1) knowledge of ecological laws (2) sensitivity to cultural dimensions. (3) the ability to network effectively. (4) efficiency in using the media for setting the social agenda. For now, the media is certainly not only on mass media but includes digital media or social media. (5) Appreciation and practice of environmental ethics, which is meant here for example protecting endangered species, stopping polluting the environment with garbage or stopping burning and disposing of plastic waste to prevent climate change. (6) Conflict resolution, mediation and arbitration. Forms of conflict resolution include communication campaigns and cultural interventions.

## 6 Methodology

1. The waste bank instagram account which is the object of research contains their activities ranging from weighing waste, sorting waste, educating citizens about the 3Rs, about a minimal waste lifestyle, which were carried out both directly (before the covid-19 pandemic) and online (during the pandemic). Through a zoom meeting with participants from outside the work area of each waste bank.
2. The promotions carried out by the waste bank were analysed from eight promotion mixes. Almost all of the promotion mix is used by the waste bank, only one promotion mix that is hardly implemented, is the last mix, namely direct marketing and database.
3. The obstacle in promoting waste banks is that there is still a lack of information about waste banks to the wider community, only people who are concerned about environmental problems have knowledge and attention to the benefits and importance of waste banks.

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