

The Role of The Community for Changing Social Behavior Communities in Managing Waste

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Abstract

In a variety of situations, societies face challenges such as inequality, poverty, environmental imbalances, or unsustainable behavioral changes. By involving collaboration and active participation of its members, the community is able to move positive energies that motivate behavioral change. Effective communities as agents of change can build awareness, inspire active participation, and shape social norms that support positive change. This research uses qualitative descriptive. The total of informants in this study is five people, selected through purposive sampling. Data collection methods involve interviews, observation, and documentation. This Everett Rogers Innovation Diffusion Theory is used to explain how communities like Trash Hero Chapter Jakarta can influence social change in garbage management. Through this approach, communities can be powerful agents of change in creating a cleaner and more sustainable environment. As for the impact of social and behavioral change, ie 1) Getting people involved and participating in caring for the environment 2) Educating people to raise awareness about garbage management.

Keywords

Change, Community, Community Role

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INTRODUCTION

A community is a group of people or individuals who interact together with a common goal and interest. As a social entity consisting of members with common interests, communities have great potential to have a positive impact on social change. In various situations, society is faced with challenges such as inequality, poverty, inequality environment, or unsustainable behavioral changes.

Environmental challenges, such as climate change, deforestation and natural disasters, pose a significant threat to societies around the world. The impact of this environmental challenge is very broad, not only affecting natural ecosystems but also the socio-economic welfare of society. Overcoming the risks mentioned as environmental challenges can help improve social welfare against these environmental challenges.

Banteng Field Park in Sawah Besar District, precisely in Pasar Baru sub-district, has an area of 5.2 hectares and is in the middle of a road with offices, mosques, churches and hotels on all four sides. The existence of the Banteng Field Park is expected to be able to meet the needs of the surrounding community for recreation, sports facilities and space for social interaction. However, the quality is still low compared to the standard. Public satisfaction with open space can indicate the level of satisfaction with the urban environment. Furthermore, this satisfaction can function as a component that influences people's quality of life

The role of the community has a big impact in changing people's social behavior regarding waste management. Communities, as places where social interaction develops strongly, play a key role in raising awareness of environmental issues and mobilizing participation for improve waste management. By providing education, disseminating information, and holding environmental campaigns, communities help increase public understanding of the negative impacts of irresponsible behavior towards waste. Effective communities as agents of change can build awareness, inspire active participation, and form social norms that support positive change.

RESEARCH METHODS

The research method used in the study entitled "The Role of the Community in Changing Community Social Behavior in Managing Waste (Case Study; Trash Hero Chapter Jakarta)" is a qualitative approach method. Qualitative methods are methods that are characterized by naturalistic, descriptive, in-depth meaning and understanding, inductive. This method was chosen because the researcher wanted to determine the occurrence of social changes carried out by the Jakarta Chapter of the Trash Hero Community in the community regarding waste management behavior in the Lapangan Banteng area, Central Jakarta.

RESULT AND DISCUSSION

General description of Banteng Field, Central Jakarta

Banteng Square in Central Jakarta is an open area that has a significant role in Indonesian history. During the Dutch colonial period, this location was originally known as "Waterlooplein" and witnessed various important events that reflected the struggles and changes experienced by the Indonesian people. The Banteng Monument which stands tall in the middle of the field has become a symbol of the Indonesian people's struggle for independence, especially in the effort to liberate West Irian from Dutch rule in 1963. However, Banteng Field has also been the site of tragic events, such as the Sepoy Rebellion in 1740 and The 30 September Movement (G30S) in 1965 which ended the Sukarno regime and brought the New Order to power under Suharto's leadership. Apart from being a historical site, Lapangan Banteng also acts as a center for social, cultural and political activities in Jakarta, often hosting important events such as the commemoration of Indonesian Independence Day and political meetings that influence the direction of the nation. Trash Hero Jakarta operates

over a sustainable period of time in an effort to create social change. They not only carry out occasional activities, but regularly hold activities that involve the community in efforts to maintain environmental cleanliness and improve waste management. Then Trash Hero Jakarta works within an existing social framework, but they also bring about changes in the social system itself. They encourage the adoption of new norms regarding environmental cleanliness and social responsibility towards waste. Through participation With its diverse history and vital role in people's lives, Lapangan Banteng remains one of the landmarks that marks the long journey of the Indonesian nation. Banteng Square Park is a famous park in DKI Jakarta because it has historical value as the location of the monument to the liberation of West Irian and the area of this park is around 4,393 hectares.

High use of single-use plastic is an important component of Jakarta's waste problem. Plastic waste is a big problem, especially because people are not aware of its bad effects on the environment. Plastic waste continues to pollute rivers and seas around Jakarta, causing serious ecological problems. Apart from that, consumptive behavior and careless waste disposal are caused by a lack of environmental awareness and knowledge. There may be some areas in Jakarta that have better waste management services, but access and services between regions are unequal, which can lead to differences in cleanliness and waste management.

A clean and sustainable environment in DKI Jakarta can be achieved through increasing awareness of the importance of good waste management, developing adequate infrastructure, and implementing stricter policies regarding waste management.

The amount of waste generated in Lapangan Banteng, Central Jakarta every day may vary depending on factors such as population density, urban activities, and waste management policies. Currently, the application of the concept of sustainability emphasizes the importance of balancing various elements in development, such as the environment, economy and community life (social culture). Environmental utilization must consider economic aspects and community life (sociocultural), and economic improvements must consider environmental aspects and community life (sociocultural).

The waste problem in DKI Jakarta is a big problem that requires joint attention and solutions that cover various aspects. Jakarta faces major problems related to daily waste production as a center of economic activity and a high level of urbanization. Poor waste management infrastructure is reflected in the city's rapid growth. The city faces several problems in waste management, including limited recycling facilities, an inefficient waste collection system, and insufficient landfills.

Trash Hero Jakarta Chapter Community Profile

Trash Hero World is a global community that aims to overcome the problem of plastic waste and educate the public about environmental sustainability. Roman Peter founded This community in 2013 in Thailand and has since developed into an international movement involving thousands of volunteers in various countries. Trash Hero World is a global non-profit organization founded by Swiss citizen Roman Peter in 2013 in Koh Lipe, Thailand. The history of Trash Hero begins with Roman Peter and a group of local volunteers who started cleaning the beaches of the island of Koh Lipe. At first, they just cleaned up the trash with buckets and shovels. However, local people and tourists supported this initiative quickly. Trash Hero aims to encourage people locally and abroad to clean the environment of plastic waste and raise awareness of the waste problem around them. The Trash Hero movement connects communities around the world. Their network is concentrated in Southeast Asia, Thailand, Indonesia, Myanmar, Malaysia and Singapore, but also extends to Europe.

Trash Hero is one of chapters under the auspices of Trash Hero Indonesia, founded on December 17 2017, chaired by Mas Krishna as Leader of the Trash Hero Jakarta Chapter. The Trash Hero Jakarta Chapter moves every Sunday to clean Banteng Square, Central Jakarta in

the Indonesian capital, assisted by several Trash Hero Jakarta Chapter volunteers. Mas Krishna as the Leader drives the activities carried out by the Trash Hero Chapter Jakarta by inviting the public to participate in community activities by sharing via social media such as Facebook page And Instagram. participate directly with the surrounding environment.

At 7.30 WIB we gathered to listen to the presentation of instructions for the activity clean up at that time. When instructed to use small trash bags, which are used to collect trash such as bottle caps, cigarette butts, and single-use plastic straws, then large trash bags or sacks are used to collect trash that cannot be identified, such as plastic food wrappers or food wrappers. etc., there are two more pockets to accommodate plastic bottles and plastic glasses. Trash Hero invites volunteers from various levels of society to take part in clean-up activities. This aims to build solidarity and shared responsibility for maintaining environmental cleanliness. In our activity we circled the outskirts of Banteng Square in Central Jakarta and were guided by several volunteer members of the Jakarta Chapter of Trash Hero. After cleaning up, we will be gathered in the park to sort the waste that has been collected by participating communities and also volunteer members of the Trash Hero Chapter Jakarta. Chapters Jakarta

Water Refill Network

The Trash Hero Jakarta Chapter does not yet have this facility, but Trash Hero World activities in all chapters in the country have implemented this. The refill network aims to prevent plastic waste. We gathered businesses willing to provide free water refills and, optionally, sell durable bottles that are safe and affordable to fill

Program Jakarta Activity Clean Up

Every Sunday, Trash Hero Jakarta Chapter always carries out activities clean up regularly on Sundays at Lapangan Banteng, Central Jakarta. You just need to be there, the community can do it Community Trash Hero repeated by the community. This system completely eliminates the need for single-use bottled water. The program involves both businesses and consumers, making it a joint effort of the entire community. Meanwhile, in Indonesia there is no such network with the aim of preventing plastic waste and ensuring that no waste ends up on the beach or other places in the first place. Thailand in 2013 as a movement of a group of like-minded individuals who wanted to do something to overcome the local waste crisis.

As an agent of social change in addressing the waste problem, Trash Hero World plays a key role in global efforts to manage waste. This organization is committed to creating positive change by inviting active community participation in waste cleaning activities and reducing plastic use. Trash Hero World's focus is not only on physical efforts to clean up trash, but also on increasing awareness and in-depth environmental education. By carrying out global clean-up campaigns, Trash Hero World builds close relationships between local communities, companies and individuals to jointly tackle the problem of plastic waste. Involving volunteers from all walks of life, the organization forms a strong global alliance committed to supporting environmental sustainability.

Trash Hero Kids' Program

This program has the slogan " You're never too young to be a Trash Hero !", quoted on the Trash Hero World website on June 30 2022, there have been 127,955 children who have joined the action and awareness program against waste. The idea in this program is Trash Hero education learning Our children's storybook, introduced in May 2018, provides material to engage children and encourages them to complete a series of challenges in cleaning up and reducing waste in their daily lives. These repeated actions result in rewards like the highly coveted Trash Hero t-shirt and, hopefully, lead to long-term behavioral change. learning based

on direct, experience. Impact Give Public Rubbish Effort the Trash Hero Jakarta community, as an agent of social change in the waste management and environmental conservation sector, has succeeded in achieving a significant positive impact. In its role as an agent of change, this community focuses on changing people's behavior and consumption patterns regarding plastic waste and the environment. Close connection Trash Hero Chapters Education About to Management education to

The Impact of the Role of Trash Hero Jakarta Chapter for Social Change in Community Behavior towards Waste. Active as an Agent of Social Change in Waste Management

The Trash Hero Jakarta Chapter itself was founded on December 17 2017, currently chaired by Mas Krishna. Trash Hero World centrally starts at between change agents and Trash Hero Jakarta creates strong synergies at the local level, ensuring that desired changes can occur. In achieving its goals, Trash Hero Jakarta is actively involved in various activities, such as waste cleaning campaigns, environmental education programs, And empowerment public. This community not only focuses on physically cleaning the environment from rubbish, but also tries to change society's paradigm towards plastic waste and its impacts. Through trash cleaning activities in public areas, Trash Hero Jakarta provides a positive example to the surrounding community, becoming an agent of change that inspires active participation in environmental conservation. guide to sustainable waste management.

Trash Hero Jakarta not only participates in clean-up events, but also shares information and informs people about the dangers of unsustainable consumption behavior. Therefore, they are not only people working in the field but also people who raise awareness and knowledge about how everyday behavior affects the environment. These communities play an important role in building collaborative platforms that enable people to change the environment around them. Trash Hero Jakarta Chapter tries to create a domino effect with the active participation of community members so that positive change can spread widely. Therefore, collaboration between these communities and agents of change is essential to building a society that cares about the environment and is ready to take action to combat plastic waste. However, due to limitations in facing the complexity of challenges in waste management in the community, it is necessary to understand that public awareness regarding the importance of waste management and its negative impact on the environment is a key factor. Efforts to change old habits of littering are also not easy and require time. In addition, limited resources, especially in terms of funds and manpower, can limit the development of effective infrastructure for managing waste. Waste management infrastructure used in carrying out activities Clean up inadequate, including systems.

It is very clear that there is a relationship between agents of change and the role of the Trash Hero Jakarta community in their efforts to change people's behavior towards waste management. Trash Hero Jakarta has a clear goal: to change the way society views and behaves regarding plastic waste and the environment. Every community activity shows the role it plays. Trash Hero Jakarta Chapter functions as an agent of change by implementing a holistic approach that involves physically cleaning up trash in various locations in addition to paying attention to education, community empowerment, and increasing awareness. Environmental education programs help communities become local agents of change by informing people about the harmful effects of plastic waste and giving them back Inefficient transportation and processing facilities are also obstacles. Because the Trash Hero Jakarta Chapter community still needs to collaborate to carry out waste processing. Unclear regulations or lack of law enforcement regarding waste management can make it difficult to implement these regulations. In addition, changing people's behavior towards more environmentally friendly practices is not always easy to achieve. From Plastic is a vision that highlights 10 principles with the main goal of 'a future free from plastic pollution'. This is the first step in a global movement to change the

perception and use of plastic in society. This multinational group aims to encourage a lifestyle and economy that is compatible with the planet's environmental constraints, promote waste reduction, and facilitate community action among other initiatives. Trash Hero Jakarta achievements can involve various activities, such as waste cleanup campaigns, environmental education programs, participation in sustainable events or competitions with an invitation to collaborate with other environmental communities to drive social change in managing waste, or other achievements that support the goals of environmental conservation and waste management.

Furthermore, the problem of insufficient environmental education and difficulties in changing people's behavior are factors that complicate sustainable waste management efforts. There are also geographical factors that can make things difficult, such as locations that are difficult to reach or complicated topography. Close collaboration between government, society and the private sector is needed to overcome these obstacles. In addition, investment in education, infrastructure Which sustainability, as well as awareness campaigns will be key in creating positive changes in waste management in these communities. fair and free from waste without burning. For nearly 20 years, they have advanced the zero waste movement around the world, helping drive policies that reduce waste, particularly single-use plastics, and prevent the spread of ineffective and dangerous incineration and other burning practices. After a successful collaboration in providing "Trash Free Communities" training for our volunteers in Southeast Asia, Trash Hero Thailand and Trash Hero Indonesia joined the network in 2021. This gives us access to extensive knowledge and experience in community-based activism, as well as allows us.

Trash Hero Jakarta Chapter Achievements

Trash Hero Chapter achievements Jakarta maybe not much, due to limited tools and scope to be able to carry out activities that require special skills or tools, but if you look at Trash Hero World, Trash Hero has a lot of achievements from various countries. Trash Hero World is proud to be a core member of more than 1000 groups worldwide committed to ending plastic pollution. Break Free is involved with many other groups in the Asia-Pacific region. One key aspect in achieving this change is the level of public awareness and understanding of the negative impact of waste on the environment. Effective education and information about waste management can provide a strong basis for stimulating behavioral change. Infrastructure factors also have a significant role in supporting or inhibiting behavior change. The availability of good waste management facilities and recycling programs can make it easier for the community to participate actively. On the other hand, the unavailability of adequate infrastructure can be a significant barrier. The government's role in creating environmental policies and regulations that support sustainable waste management is also a determining factor. Stable policies and consistent implementation can provide positive impulses, whereas instability policy can hinder behavior change efforts.

Not everyone fully understands the negative impacts of poor waste management behavior. Environmental factors such as a lack of adequate waste management infrastructure can make access to recycling facilities difficult to reach, thereby reducing the desire to make changes. Additionally, a lack of social support and uncertainty about how much individual impact the waste problem can have desire For participate. Economic factors also play a role, as environmentally friendly solutions are sometimes considered more expensive or uneconomical. Perceptions of social priorities and culture are also important.

Another collaboration with OceanCare has been committed to the protection of marine wildlife since 1989. Through research and conservation projects, campaigns, environmental education, and involvement in various important international committees, OceanCare is taking concrete steps to improve the situation of wildlife in the world's oceans. . In 2011, OceanCare

was granted Special Consultative Status on marine issues by the United Nations Economic and Social Council and became part of UNEP's Global Partnership on Marine Debris. Through education, OceanCare encourages a change in mindset towards plastic and encourages people not to use single-use plastic. This organization collaborates with Trash Hero and supports the various beach clean-up activities they carry out.

As for the latest achievement for Trash Hero World, Trash Hero World is proud to obtain official consultative status in the United Nations Environmental Assembly (UNEA). This "observer" status is granted through accreditation from the United Nations Environment Program which we received on March 16, 2022. environment, (UNEP), Factors Inhibitor Changing Waste Management Behavior Changes in people's social behavior in managing waste is a complex process that is influenced by various factors. Wrong Supporter Public Sometimes, waste management is not considered a top priority or does not comply with current social norms.

Social norms and cultural values of society also influence the perspective on waste management. Communities that have social norms that support environmental concerns can be more easily moved to change. On the other hand, social norms that ignore concern for waste can become a barrier to behavior change.

CONCLUSIONS

The role of the community is paramount in driving significant changes in social behavior towards waste management. Through the case study of the Community Trash Hero Chapter Jakarta, it is evident that grassroots initiatives have the power to inspire collective action and foster sustainable practices. The active participation of individuals within the community not only facilitates the efficient handling of waste but also instills a sense of responsibility and ownership among residents. Moreover, community-led initiatives promote education and awareness, empowering individuals to make informed choices regarding waste reduction, recycling, and composting. These initiatives not only address the immediate issue of waste management but also contribute to broader environmental conservation efforts. Therefore, fostering community engagement and collaboration is essential for creating a cleaner, healthier, and more sustainable environment for current and future generations.

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