

Role of Community Leaders as Motivator to Manage Waste-Bank Program In Magetan Regency, Indonesia

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ABSTRACT

Background: Garbage is one of the unsolved problems in Indonesia. Riskesdas data for 2018 show that 63.2% of the quality of household waste management in Indonesia is in a bad category. The landfill site in Magetan Regency is currently overloaded. The waste bank is an alternative solution for solving problems. Tawanganom Village, Magetan District, Magetan Regency, won the Regency Level Healthy Village Competition in 2017 with fifth community association (RW 5) as the competition representative because it fulfilled the criteria of the championship, namely the existence of a waste bank. It is inseparable from the active role and social support of community leaders who motivate the community to participate in waste bank management. **Objectives:** This research aims to describe the role of community leaders as motivators in supporting waste-bank management, including emotional support, appreciation, instrumental, and information. **Methods:** The method used in this research was qualitative with a case study approach. In-depth interviews were conducted with informants consisting of housewives and community leaders involved in waste bank activities. The determination of informants was carried out purposively with in-depth interviews using an interview guide. **Results:** The results shows that the role of community leaders as motivators significantly affects the sustainability of the waste bank in RW 5, Tawanganom Village, Magetan Regency. Community leaders show patience in guiding the community, providing appreciation and various rewards so that the community feels proud and appreciated, and enables the community to move independently in managing the waste bank. It was the factors of successfully waste-bank program. **Conclusion:** The role of community leaders as motivators impacts increasing community participation in waste bank management. The waste bank can run smoothly, supported by the attention and concern of the local government and community leaders who are aggressively providing information and suggestions related to waste bank management.

Keywords: Role of community leaders, motivators, waste banks

INTRODUCTION

The World Health Organization (WHO) states that waste is something unused, disliked, or discarded, comes from human activities, and does not happen by itself. In the Law of the Republic of Indonesia Number 18 of 2008 concerning Waste Management, waste is the residue of daily human activities or natural processes in solid form. The main objective of waste management is to improve public health and environmental quality and to make waste a resource (*Undang-undang Republik Indonesia Nomor 18 Tahun 2008 Tentang Pengelolaan Sampah*, 2008).

Presently, wastes are still a problem in Indonesia. In 2016, the number of waste piles have reached up to 65,200,000 ton/per year with a population of 261,115,456 individuals. The projection of Indonesian population shows a continually rising population number as a factor in waste increase and waste pile-ups. In 2025, the approximate number of Indonesian population is 284,829,000 individuals, which is a 23,713,544 increase from 2016 (Badan Pusat Statistik Indonesia, 2018).

The 2016 Data of the Ministry of Environment and Forestry (Henceforth MEF) shows that in 2015 there has been a 6.5 million ton (10%) decrease in waste

from 71 million ton of produced wastes. From that data, the biggest known source of waste pile-ups comes from households (48%), traditional markets (24%), commercial areas (9%), streets (7.5%), offices (6%), and schools (4%) (Kementerian Lingkungan Hidup dan Kehutanan, 2017)

The 2018 Basic Health Research shows that 63.2% of household waste management is still bad. The biggest proportion being East Nusa Tenggara (87.3%), West Sulawesi (83.4%), and Lampung (83%). In Java, East Java is in the second position for bad household waste management (68.7%). The problem rises from the big number of trash from the rise in population growth. The technique in conventional waste management creates a crisis for usable waste management lands (Kementerian Kesehatan Republik Indonesia, 2019).

The total number of East Java population is 39,292,972 individuals with an estimated household number of 10,580,406. About 12.93% of it being poor households. The population contributes to the big number of wastes being 18,498,160 kg/per day with a composition of 60% organic and 14% plastic.

Waste management in East Java continues in many forms, such as delivered, buried, burned, and disposed of inside rivers or other such places. Delivered form of waste management is through a service of garbage trucks that delivers garbage to waste disposal plantations, and those outside the reach of such service either bury or burn their wastes up to disposing them inside rivers and, in some extreme cases, in the backyard of their homes or surrounding environments.

The appropriate approach in this societal context and need becomes the key of change. The Adiwiyata, Serene Village/Community, Environmental Village Program (*Program Kampung Iklim, Proklim*) and Adipura provide the increase of roles in societal contribution. Conversely, many related parties are also developing their garbage bank programs and waste disposal center refinements with a controlled landfill method; burying wastes in soil after reaching a certain amount of height. The increase of civil awareness minimizes waste pile-ups in waste disposal centers by increasing the role of garbage banks and by creating 3R

management centers for waste reuse, reduce, and recycle (Dinas Lingkungan Hidup Jawa Timur, 2018).

Garbage banks are a service for waste depositors done by garbage bank tellers. Donators are members of society, individuals or groups, with tellers being the officer who services the donators. Waste management in garbage banks pushes for the need of the community members to sort out their trash (Bambang Suwerda, 2012).

In 2016, the garbage bank distribution shows that every province has garbage banks. There are 5,244 garbage banks in 34 provinces or 219 regencies/cities in 2017. The contribution in waste reduction from 5,244 garbage banks in 2015 turnovers a mere 0,01%, 0.14% in 2016, and 1.7% in 2017, so the solution to handle waste pile-ups with garbage banks needs the utmost attention (Badan Pusat Statistik Indonesia, 2018).

The Waste Management Center in Magetan Regency is Milangasri Waste Management Center in Milangasri village in Panekan sub-district of Magetan Regency. The center encompasses a 2.5 Ha land with a history since 1997 that is presently overloaded. The amount of everyday waste entering Milangasri center weighs 21,309 kg. The waste management in Magetan amounts only to 63% total, which is still under the Magetan Regency's Environmental Services Strategic Planning target that should be a 75% total in 2018 (Dinas Lingkungan Hidup Kabupaten Magetan, 2018).

Tawanganom urban community, one of many under Magetan Regency, has a garbage bank as waste management. The management consists of many community associations in Tawanganom consisting of 6 community associations that have their own banks in each of their neighborhoods. Tawanganom urban community has won a Regency-Level Healthy Sub-District contest in 2017 with the fifth community associations as their representatives under the Garbage Bank innovation program. From that success, the fifth community association achieves the *Swasti Saba Wistara* (Healthy Town) award and also as a Clean and Serene Sub-District as an Intermediate category. According to an early survey in Tawanganom, the achievement of the fifth community association is not without the active support of public figures that

can motivate the community to participate in garbage bank management.

The participation of community members determines the prolongation of garbage bank adaptations programs in every community (Kristina, 2014). The significant factor in pushing the prosperity of waste management with social participation as its basis hinges on the roles of public figures. There are needs for the existence of public figure roles in the village communities, because it manifests the social participation of one such community through said communities' public figures (Posmaningsih, 2016; Setyoadi, 2018). public figures as the centerpoint manifestation of a beautiful village, in which their presence becomes one of the influential pillars in developing an ideal village (Kusnadi and Iskandar, 2017).

Public figures are revered and respected individuals in the community that can become a factor that unites a group. They have the role as decision makers, trailblazers, communicators, mediators, and facilitators, as integrators as well as motivators (Syarif, 2016).

According to the previous backgrounds, there needs to be a research on the role of public figures as motivators and garbage bank management using the Glanz theory (2008) which states that there are four types or dimensions of social supports, which are emotional, award, instrumental, and informative supports (Glanz, 2008). The research studies the roles and forms of support that the public figures of the fifth community association gives to Tawanganom that has achieved first place in the Regency-Level Healthy Sub-district competition.

METHOD

This research was a qualitative research to know the forms of public figure supports as motivators in garbage bank managements using emotional supports that includes empathic support, care and concern, award support, respect and motivation to progress, instrumental support, fulfilling the needs unfulfilled and supporting the prosperity of garbage bank management, as well as informative support through giving advices and suggestions as motivations in managing Garbage Banks. The analytical data came

in inductive and descriptive forms. The research approach in this study refers to a research strategy in investigating a phenomenon in real life settings.

The research started in Tawanganom's fifth community association in September to November of 2019. The research consisted of in-depth interviews using interview guides by asking informants of their consents first before the interviews. The acquired informations' sources separates Key Informants such as influential public figures as well as village workers for garbage bank managements in Tawanganom urban communities' fifth community association from Informants such as the civilians in said community association.

The informant selection for this research depends on the purpose of the researcher (purposive). The criteria was being 35-55 of age, living in the fifth and third community association of Tawanganom as well as giving concrete and accurate information for the garbage bank management in Tawanganom. The number of key and regular informants in this research amounted to 6 people, 4 key informants of the initial MA, M, SH, and S, and 2 regular informants of the initial L and SM who work as civil worker, entrepreneur, and housewife.

The data validity conclusion or verification of this research used the source triangulation technique. The use of source triangulation was critical for comparing and checking the degree of truth in acquired information through the passage of time or the use of different tools.

RESULT AND DISCUSSION

Description of Tawanganom's Fifth Community Association

Tawanganom Sub-district is one of the many urban communities in Magetan Regency and Sub-district. Spanning 125.32 Ha of urban community, Tawanganom consists of three village groups: Tawangrejo, Kebaran, Nanom, as well as 6 community associations and 49 neighborhoods. The fifth community association is one such association in Tawanganom with a history since 1989 and is 4.97 Ha wide. It consists of 1 community association and 12 neighborhoods bordering Kondangayem

village to the north, Sukowinangun urban community to the south, Mayjen Sukowati street to the east, and Kebaran village to the west. The total population consists of 1530 individuals, 756 males and 774 females, over 447 families (Badan Pusat Statistik Kabupaten Magetan, 2018).

Description of Garbage Bank in the Fifth Community Association

The garbage bank in Tawanganom's fifth community association has a history since 2015. The creation of the garbage bank starts from Tawanganom's Urban Community Head Decree for the creation of Manager Arrangements for Integrated Garbage Bank Management Units.

At its earliest, the use of garbage banks is to mitigate the appearance of garbage problems. Those being the continually increasing volumes of wastes with the decreasing availability of usable lands, limited garbage disposal services, as well as garbage management paradigm with its root at Collect-Deliver-Dispose. Before long, the garbage in the waste management center turns into a mountain, and in turn creates a wasteful environment rife of epidemics. For that, the idea of a garbage bank emerges. The bank has its use as a service to change the daily routines to a healthier alternative and as a means for housewives to practice household health empowerment with a goal in waste management. Each neighborhood collects their area's own wastes with a set destination for waste collection. The schedule is once every month.

The mechanism of the garbage bank starts from sorting garbage done in each home, then the bank collects the sorted wastes at the scheduled time. During garbage day, the bank weighs the collection of wastes, which the bank's treasury notes, and then the bank buys the garbage as per prior coordinations with the head of the neighborhood and garbage bank officer. The result of the garbage bank, as the treasury notes, becomes the neighborhood's cash income as budget for activities. If there are activities that need payment, the community does not have to pay the cost because the payment comes from the cash income of the garbage bank. Each garbage bank officer in each neighborhood also creates a monthly

report that the head of community association collects which they report to the urban community's garbage bank.

Garbage Banks only sell inorganic wastes such as cardboards, plastic bottles or plastic brands, with organic wastes becoming composts instead. Processed wastes are liquid household wastes such as leftovers, vegetable remains, et cetera. The effort to recycle organic wastes occurs in every individual home. However, they need training from Magetan Regency's Environmental Services first from the Head of urban communities and neighborhoods to ensure that every individual is independent in managing wastes.

Roles of Public Figures as Motivators

Motivators are stimulations, encouragements or power generations a person or group of people has who have the willingness to act and cooperate optimally in performing planned-beforehand activities (Rizkia Nanda, Bahari Yohanes, 2016). The role of public figures as motivators is to provide encouragement or support that can determine the behavior that the community will perform. The support of public figures in the fifth community association in performing their roles as motivators includes emotional support, instrumental support, informative support.

Emotional support means support through giving attention and motivation to the community. public figures take a direct approach to the community by inviting the community directly to participate in garbage bank management activities. The following states the importance of such support by the key informant, Chief of the Community's Garbage Bank in the following interview:

"Yes, all this time, we have invited the people of Tawanganom with the socialization carried out in the neighborhood and community association, how to sort, process waste and care for the environment, so we came." (M, Tuesday, 12 November, 2019)

The following supports the previous statement through the results of in-depth interviews with a

civilian of the fifth community association, informant L as follows:

"Yes, I think their patience is because sometimes the women are not talented and the creations of garbage need patience, always motivating so that there is always an intention, even at the end, it always returns to us, so when we get together and do anything there is no compulsion." (L, Tuesday, 16 November, 2019)

Emotional support is an aspect that involves the desire to trust in other people, so that the individual believes that the other person is able to provide a sense of love, including care and concern for the concerned individual (Glanz, 2008). Public figures give attention and concern by inserting motivations during the socialization that they attend directly. This direct approach makes the community feel confident that public figures have paid attention to and supports the garbage bank activities. Getting closer to the community through their behaviors, then the community will see that a distinct figure has joined in their endeavors. In this way, there is a direct closeness or relationship with the community (Rahmawati, Nur Azizatur, 2016). A public figure is someone who the community trusts, reveres, and respects (Syarif, 2016). So the attitude and attention the public figures directly shows, motivates the community to participate in the management of the garbage bank.

The fifth community association reveals that public figures always pay attention and motivation to foster community intentions without coercion. The presence of village or sub-district officials both personally and institutionally in garbage bank activities is a form of valuable moral support for the community. This is a form of support from villages or sub-districts for garbage banks activity (Cahyadi, Sriati and Fatih, 2018).

Award support from public figures or village officials comes from reward to the community with the help of the local government. Giving rewards through Garbage Bank has the purpose of a prospering waste management in Tawanganom's fifth community association. It also becomes a drive or

agreement towards the idea or feeling as a form of reward toward the community. The form of award support makes the civilian feel rewarded and attended by the government. The key informant MA and SH in the interview says the following:

"...The cleanliness competition is held every year in the urban community. It will showcase the performance and creation of the garbage bank from each community association. Yes, of course the hope is to spur the enthusiasm of residents to become more active in garbage bank management. There will be a reward for the winner." (MA, Saturday, November 9 2019)

"Yes, at the Family Welfare Empowerment meeting, I would like to express my pride to the mothers of the fifth community association residents because the concern of their women regarding the garbage bank management is if it can run smoothly, we can represent competitions at the urban community level and even at the Regency level so that my community association wins the competition." (SH, Friday, 15 November, 2019)

This form of award has the support of public figures as per what the informant L has to say in the following interview:

"...we have even won competitions, so at the provincial level we are already known, so we are very happy and proud." (M, Tuesday, 16 November, 2019)

The local government also rewards the community as a form of award, appreciation, and attention toward the community in garbage bank management. The winner of the competition receives the reward. That fact has the purpose to drive the community's spirit in regards to garbage bank management activities. The reward takes the form of guidance money, trophy, and facilities for garbage bank management so that the community can manage their garbage bank well.

The award support exists when someone gives a positive reward to someone, encouragement, or agreement towards an individual's ideas or feelings, or doing positive comparisons between individuals with their peers (Safarino, 2014). Public figures give appreciation and attention toward positive responses for their high amount of drives and awareness from the community in managing the bank. They express how proud they are during the meeting with the mothers of the Family Welfare Empowerment group in the fifth community association as the community who manages the bank can do their job splendidly. The result of their hard work is clear in the winnings they achieve through competitions in the Regency-level which in turn gives them rewards.

The community feedbacks are positive as a support the public figures give. The members of the fifth community association are happy and proud of their hard work that they perform together in their achievements. Their competitive drive to win the competition becomes a motivation for the community to give their help in managing the garbage bank (Tanuwijaya, 2016).

Instrumental Support comes from nongovernmental sources. The concept of garbage banks comes from the community's independence towards themselves. The form of instrumental support also takes the form of public figures volunteering, be it from the village officials or the community members themselves. The key informant M and SH says something of that effect in the following interview:

"... Apart from depositing it at the Kelurahan waste bank, each RW also sells the rubbish to the rubbish community. Then the money will be bought for tools for recycling waste and put into the RT treasury of each RW so we are independent. (M, Tuesday 12 November, 2019)

"... so when collecting the garbage bank, usually at the camping post, I and the RT women took the initiative to at the same time have a good relationship, so the RT mother divides the task for the women to bring rice, the side dishes will be eaten together sis,

we are so happy. the spirit of collecting the waste bank." (SH, Friday 15 November, 2019)

The following interview supports the previous form of instrumental support from public figures as the informant SM says the following:

"Yes, it's good, we are invited to get together to eat so we can also get together between residents." (SM, Tuesday, 16 November, 2019)

The proceedings from the wastes' sale at the bank becomes a deposit in the urban community's garbage bank as well payment for necessary tools for waste recycling and for the neighborhood's treasury. Apart from the wastes' sale, instrumental support is voluntary from the community by bringing consumption to eat together during garbage day. The aim is to build friendship for a harmonious and enthusiastic group of garbage bank managers.

The community expresses how the existence of instrumental support by eating together and growing a harmonious bond between the community, be it voluntary or compulsory, is good. The actively forming harmonious bond between the community members is a benefit of the garbage bank activities in a social aspect (Garindra, 2016).

The creation of the garbage bank in the fifth community association has the purpose to reduce wastes as well as providing the community the chance of waste management independence, so that the community members have the potency to control their environment and resources. The efforts to move the community through a learning process to give wisdom, discipline, and skill benefits the community in knowing, preventing, and handling their own problems (Fitrijanty, 2018). This social empowerment has the purpose to create independent members of society that are able to fulfill their basic necessities while also able to act in developing society.

Informative support that public figures give in the form of information regarding the mechanism in managing garbage banks. According to the in-depth interview results with the key informants in giving public figures' support through informative cooperation or from village

officials toward the community. The form of informative support also comes from giving suggestions toward the community as per the context of a problem that needs solving in the community to start a communal movement in performing garbage bank activities. As the key informant SH says in the following:

"I have, Miss, for the socialization of garbage banks it actually comes from the Environmental Services in the urban community such as what mechanism the bank has, so the socialization I forward to the community members in the Family Welfare Empowerment group's mother meeting from the first to the twelfth neighborhood once each month routinely...Well I advice the mothers for their awareness to be more spirited in environment care, especially for the creation of the garbage bank so that the sales income also rises while also tidying the bank reports because after I receive them I need to have a complete report like that." (SH, Friday, 15 November 2019)

Informative support from public figures has the support of this in-depth interview from a community member of the fifth community association, L:

"My advice is, especially with the problem of cleanliness, it becomes more maintained while also reducing the waste that we dispose of with the garbage bank. The garbage bank can sort and recycle the wastes so I will tell you that the garbage has enormous benefits ... because you can gain experience for free and even experience that I get from our living environment I share with others in my neighborhood so that I know that the results turn out to be good." (M, Tuesday, 16 November, 2019)

One of the factors that influence action is the presence or absence of information, including the provision of advice, pointer, suggestion, or feedback (Glanz, 2008). public figures provide informative support regarding garbage bank management that the local government has provided to community leaders. The Magetan Regency's

Environmental Agency holds socialization and training as well as mentoring every three months by inviting representatives from village officials.

Information public figures provide ranges from knowledge in waste problems, mechanisms of the bank managements, as well as waste recycling training as a solution to problems the wastes have caused. Information from public figures then continues to the people in the Family Welfare Empowerment meeting on the community association and neighborhood level. Socialization or counseling in relation to waste management can happen smoothly because there are help from the village and community officials (Rijati, Intan and Subekti, 2017; Ratna *et al.*, 2019). The assisting efforts of the village officials will allow growth of enthusiasm in the community in their waste management activities (Samadikun, 2018).

Public figures also provide suggestions to the community in accordance with the contextual problems at hand. The intention is for the community, apart from knowing the basics of garbage bank management, is also able to engage in bank management activities. Providing informative support at the fifth community association does not experience rejection from the community and receive a positive response so that the bank can develop as it is today. The community reveals that from the information and suggestions that the public figure gives, it is very useful which can add to their experience regarding garbage banks.

A high public awareness is the result of the hard work of the local government and community leaders who are always pushing in conduction socialization and visiting the community directly. Cooperation from various parties in disseminating information gives way to the sustainability of the garbage bank. Public figures in the garbage management are the trailblazers, motivators, and mediators who bridge communications between the government and community members (Affandy, Isnaini and Yulianti, 2015).

CONCLUSION

The role of public figures as motivators in Magetan Regency's

Tawanganom urban community's fifth community association is to provide encouragement and motivation to the community to participate in the garbage bank management activities. Encouragement and motivation comes in the forms of various supports such as emotional, reward, instrumental, and informative support. Their role as motivators greatly influences the sustainability of the waste bank in the fifth community association. The garbage bank can progress because of the attention and concern of the local government and public figures who are aggressively providing information and suggestions in relation to the garbage bank management. High public awareness has the influence of public figures who also provide appreciation and various rewards for the enthusiasm of the community to give pride and appreciation for. This also makes the community able to perform independently in managing garbage banks.

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