

Environmental Communication in the Circular Economic Activity of Waste Bank Communities in South Tangerang City, Indonesia

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Abstract – This study aims to describe an environmental communication process that supports the sustainability of the waste bank community in the city of South Tangerang. This type of research is a qualitative descriptive study. Data obtained through observation and in-depth interviews. Next, the data analysis using the explanation building strategy, the researcher tries to construct an explanation of the case by making statements related to the phenomenon under study. The results of the study illustrate that the process of environmental communication in the economic activity of the bank community circle among its supporting stakeholders in three interests, namely those who view environmental themes as sources, objects and spirits that ultimately form convergent communication that is equal in mutual understanding and interdependence that positions banks waste as a public space in discussing environmental themes between institutions.

Keywords – Waste Bank, Environmental Communication, Sustainability, Stakeholders.

I. INTRODUCTION

Based on the Minister of Environment Regulation No. 13 of 2012 article 1, point 2, "Waste bank is a place for sorting and collecting waste that can be recycled and reused that has economic value." In waste management, two ways have carried out, namely the establishment of Temporary Disposal Sites with the 3 R activities (Reduce, Reuse, Recycle) and the waste bank program. The difference is if the 3R TPS is a strategic program of the South Tangerang City Government that is fully budgeted, while the Waste Bank is a program that provokes a participation and community empowerment. The waste bank program in the city of South Tangerang has been started since 2013 until when the data were taken at the South Tangerang Environment Agency (21/04/2019), 230 waste banks formed. The number of waste bank customers in there is 7,910 people. However, only about 50% of the total waste

bank. that actively reports the results of the scales and saves waste every month.

This study aims to describe an environmental communication process that supports the sustainability of the waste bank community in the South Tangerang City. The benefits are: 1) making practical contributions to environmental stakeholders related to waste management to achieve mutual understanding accurately handling ecological problems with the solution of the waste bank program; 2) Academically contributing to the study of environmental communication in the process of managing waste communication, especially in the waste bank program and community as well as addressing obstacles and preventive efforts.

The reasons for choosing South Tangerang City as a research location, *first*, it has serious problems related to the

Final Garbage Disposal (FGD). The volume of waste produced by the South Tangerang society currently reaches 1,500 tons/ day. While, in Cipeucang, the only FGD in South Tangerang has a capacity of 880 tons/day and now has exceeded the capacity of the existing land, as a result, a lot of waste can no longer be separated or processed so that it is simply piled up in an improper place.

Second, South Tangerang City, a growing city that established in 2007, is a buffer city between the Banten Province, DKI Jakarta, and West Java. It was formerly a village that turned into a new city, due to the formation of massive new settlements such as Bintaro, Pamulang, Bumi Serpong Damai. The influence of the border among the three provinces reflected in the diversity of characteristics of the waste bank formed in there. Differences in patterns of community participation and collaboration among them.

The research location is in the South Tangerang City, in the eastern part of Banten province. It located at coordinates 106014 '106022' East Longitude and 6039 '6047' South Latitude. It also has officially separated from Tangerang Regency since 2008. It is a strategic area with the following administrative boundaries. 1) North: bordering Tangerang City and DKI Jakarta; 2) South: bordering West Java Province (Bogor Regency) and Depok City; 3) West: bordering Tangerang Regency; 4) East: Bordering West Java Province (Depok City) and DKI Jakarta. Its region is crossed by Angke Pesanggrahan river and Cisadane river as an administrative area in the west. The geographical location bordering DKI Jakarta to the north and east, makes it as a link among DKI Jakarta province, Banten province, and West Java province.

Based on the March 2019 data, 230 waste banks will be the object of this study. This research started in April 2019 until December 2019. As the initial observations, participation tends to begin with the presence of communities and forums in the community such as cadres of Family Welfare Movement, recitation the assembly, a youth organization, neighborhood meeting forums, and others. South Tangerang City Government is targeting the availability of 1 waste bank in each RW with a total of 735 RW. However, until April 2019, from 2012-2019 (8 years) only 230 waste banks were formed or 31.29% of the target, and based on data in March 2019 only 115 waste banks (50%) were actively reporting the results weighing every month (South Tangerang Environment Agency, 2019).

The communication study in this research will focus on developing communication that has an environmental communication sub-study (Servaes & Lie, 2015). The main

problem in the research with the theme of community empowerment is starting from the policies or regulations and support from local governments in the implementation of the waste bank program (Suyanto et al., 2015; Arief, 2013). The creation of independence (Suryani, 2014), productivity such as recycled crafts (Wijaya, 2016) and organic fertilizer (Sulistiyani & Wulandari, 2017) which eventually led to social entrepreneurship (Hasnam, Syarief, & Yusuf, 2017) and occurred in the sorting of waste (Nurapriliana & Nurul, 2018) which finally managed to be of economic value (Fitriasari & Nurjannah 2016).

Research with the theme of community participation shows that people are involved in waste bank activities because of motivation and attitude factors (Selomo et al. 2016; Maryati et al. 2018). Participation is also inseparable from the role of local government institutions and policies as the initial drivers of waste bank activities (Cahyadi, Sriati, & Al-Fatih, 2017). The target of community participation carried out with a social bank waste scenario (Purba, Meidiana, and Adrianto, 2014) which indeed leads to its source, namely household waste (Mujiburrahmad and Firmansyah 2014) which will hopefully grow independence in managing waste through waste bank containers (Setiadi, 2015). The most fundamental obstacle to the smooth operation of the waste bank program is changing the mindset (mindset) and habits of the community, especially in terms of sorting waste (Bachtiar, Hanafi, and Rozikin, 2015).

Research with the theme of environmental education is an effort to change the mindset (Purwaningsih, 2015) with social engineering (Ramadhan, 2016) in the context of habituation and acculturation of environmental care (Triwardani, 2013). Ecological hygiene and health (Sarfiah & Juliprijanto 2017; Prasetyo et al. 2018) can be created by creating a habit of sorting waste (Aroonsrimorakot & Pradabphetrat, 2013) and the waste bank can play a role as community development (Rinaldy, Soni, & Gutama, 2017) that supports sustainable development program (Indrianti, 2016).

Research with the theme of waste management as a result of searching for keywords of waste banks firmly initiated by strengthening government regulations or policies that indeed derived from the rules of the central, regional government and their implementation in the structure below starting from the RT / RW urban village and Society Voluntary Contribution Group (SVCG) (Raharjo, Matsumoto, Ihsan, Rachman, & Gustin, 2015). Furthermore, waste management through a waste bank takes place on a 3 R basis-based waste segregation (reduce, reuse, recycle) activity (Setyaningrum, 2015) and has the effect of Final Garbage Disposal (Pratama

& Ihsan, 2017). The results of waste management can create socio-economic benefits (Novianty, 2013; Kurnia et al. 2015), especially the income of people involved in the waste bank community (Mujahiddin & Mahardika 2017; Wulandari et al., 2017).

Research with the theme of the utilization and development of waste banks has discussed a lot about the ecological, economic and spiritual benefits (Novianty 2013; Jastam 2015; Firmansyah et al. 2016; Wulandari et al. 2017) and because waste banks are activities such as banking that require administrative activities, such as customer data collection, accounting, and some research developments related to Communication Information Technology (ICT), this is also related to customer and society trust (Handarkho & Irianto 2016; Ulfah & Mustaqiem, 2015).

Empowerment and society participation, environmental education cannot emerge by itself. There is synergy, collaboration between stakeholders, and this has never been studied before about how the process of synergy and collaboration in the view of communication with themes (messages) related to the environment, then this emptiness will give birth to the first problem statement about the process

of environmental communication that occurs among stakeholders in the program waste bank. From all the research on waste banks that have traced from the 2012-2018 period, no one has seen and reviewed the perspective of circular economy activities, which is assumed to be a model of social engineering activities that encourage community participation in community-based waste management.

The theory of environmental communication is less theoretical and more detailed is found in M. Jimmie Killingsworth's theory and Jaqueline S. Palmer's transactional theory of rhetoric; This theory examines how groups communicate with each other. Killingsworth and Palmer have made graphical representations of all the communities of environmental discourse and how they interact and communicate with each other. This theory is easy to understand and very useful because detailed images obtained from graphical representations (Killingsworth & Palmer, 2012). For more than a century, the view of nature and the environment is not as complicated as it is today. Killingsworth & Palmer (2012) presented a longer perspective on this issue. Figure 1 below shows a series of views on the natural world a century ago.

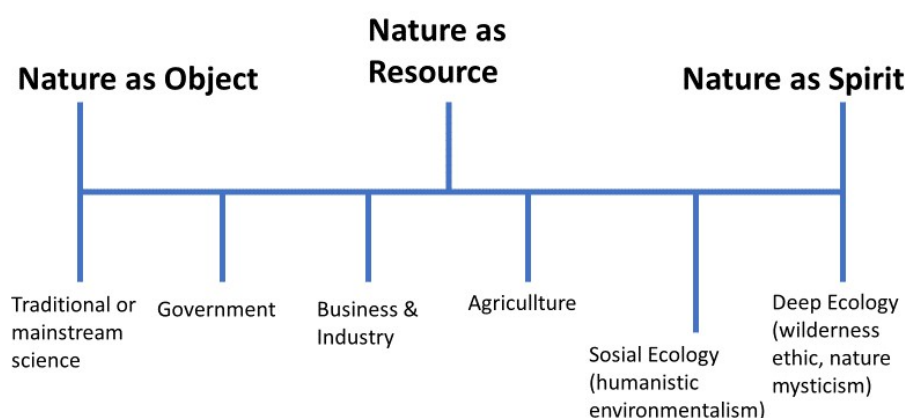


Figure 1. The continuum from an environmental perspective
Source: Killingsworth and Palmer (2012)

Three perspectives on nature that depicted in the form of discourse communities are nature as an object, nature as a resource, and nature as a spirit that displayed on a straight continuum. Those who see nature as an object to be studied are traditional science (Killingsworth & Palmer, 2012). So traditional science is anthropocentrism, which places man's position as central while nature is his object. Traditional science has the opposite view of nature with deep ecology shown at the end of the continuum. As explained by deep ecology in line with ecocentrism, a belief that sees everything

in nature both biotic, abiotic and human is in a system of interdependence.

Killingsworth & Palmer (2012) suggest that everyone can experience all perspectives about nature at one time or another, but for each person, one aspect will always seem to dominate the views of another. Business and industry view nature as a resource that will be used for economic purposes and gain profit. Seeing nature as a resource does not mean

that one cannot see nature as an object or as a spirit, but ultimately one view will be stronger than another.

On a continuum, the government is among traditional science, business, and industry. This depiction shows that the government cannot be completed on the side of traditional science or really on the business and industrial side. If government agencies favor traditional views or business and industry, it is undoubtedly not strategic for the future of the government. Figure 2 shows dramatic differences in the community discourse environment, differences in perception between groups, and the overall polarity between nature as objects and nature as spirit. Different discourse communities are not encouraged to communicate with each other when presented on a continuum (McManus, 1996).

As the "environmental revolution" became increasingly popular during the 20th century, the continuum of this perspective has changed. Killingsworth & Palmer (2012) creates a second configuration in which all discourse communities have access to each other in society. In this more recent perspective, individuals and groups can communicate and try to move forward to open their minds to the values and environmental ideas of other groups that function in society.

Killingsworth & Palmer (2012) have made a configuration that includes all community discourse functional environments and how they interact and communicate. Figure 2 is a perspective configuration of their horseshoe. The horseshoe configuration is an excellent representation of various community discourses in environmental communication. This diagram is prepared to show the interaction between industry, government, traditional science, social (human) ecology, and deep ecology. We can begin to look at environmental perspectives holistically and not as three groups of individuals with three different value systems. By using Killingsworth & Palmer (2012), we can see the community as an extensive system with various values, methods, and reasons for communicating.

The perspective diagram in Figure 2 illustrates four concepts: hegemony, conflict, tension, and the direction of appeal. The three discourse communities on the axes of traditional science, government, and business/industry are the groups that have the most power and the most general support or hegemony.

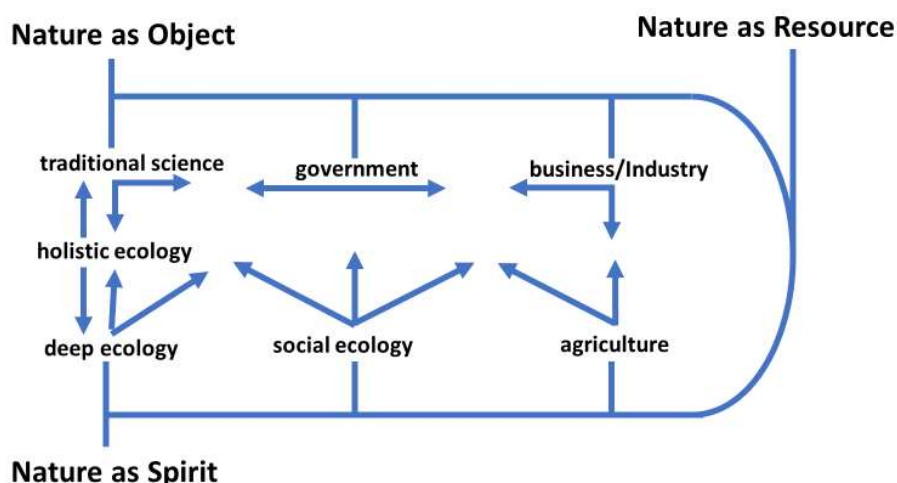


Figure 2. Configuration of horseshoe perspectives

Source: Killingsworth & Palmer (2012)

The three discourse communities in the deep axis of deep ecology, social ecology (human), and agriculture are the communities with the least public power and support. They can threaten powerful groups in the upper axis because they have no strength and also have nothing to lose. In the past, the most potent leaders above (i.e., business/industry) did not have strong environmental values (Killingsworth & Palmer,

2012). But now there seems to be a shift in attitude. Theoretically, the perspective of the horseshoe is quite promising, but it can help in terms of effectiveness. Killingsworth and Palmer (2012) argue that for changes in attitudes towards environmental interest through communities, discursive links must be established between

groups. This change will depend on effective communication and new ways of doing business.

The arrows on the horseshoe represent the four types of interactions among discourse communities shown on the horseshoe diagram. This interaction consists of hegemony, conflict, tension, and direction of appeal. The arrows point in the opposite direction. Arrows pointing to each other represent tension. The arrow pointing out represents the opposition. *The first concept*, hegemony, is easily understood by looking at power struggles between government, business/industry, and traditional science. These three communities struggle with different values and different monetary needs; all communities try to unite their strengths. *The second concept*, which mentioned is opposition. The opposition is represented on the perspective of the horseshoe by vertical and horizontal distances from all discourse communities from each other. The government is located at the center of the horseshoe configuration because that is the object of appeal from all communities in the picture. *The third concept*, tension, is also represented by vertical and horizontal distances between communities of environmental discourse. There is not only opposition between groups but even pressure. Groups that are closest to each other and share many of the same ecological views can also have high tension between them. The fourth concept is the direction of appeal and an arrow on the horseshoe also represents this concept. The arrows indicate the direction of the appealing rhetoric that each discourse community reaches when it is needed. The government receives the most requests from all communities. Arrows indicate where bonds between individuals/institutions can be made or broken depending on the political action that takes place (Killingsworth & Palmer, 2012).

If regulations or laws passed, not much could be done by smaller and less powerful groups. There are significant tensions and disagreements between the government and business/industry. The government has always been the target of monetary submissions for all communities on the horseshoe diagram. The government has power and money. Therefore, the government is in control (Killingsworth & Palmer, 2012). Relations between stakeholders according to Killingsworth and Palmer (2012) the existence of elements of hegemony, contradictions, and tensions that have the potential to become obstacles according to pre-research data found from 230 waste banks, on average only 115 waste banks or 50% are actively reporting the results of weighing per month. The sustainability of the waste bank program is assumed because the process of the waste bank community with the environmental conditions of the place of residence, the condition of social status, and the culture of the

community causes several types of waste banks to develop by the circumstances that shape them, this is the basis for the third point question. Furthermore, this study finally attempted to create an environmental communication strategy model following the typology of the waste bank, which has formulated as a sustainability of the waste bank program in the South Tangerang City.

Based on the results of pre-research observations from 2013 to March 2019, there should be 735 waste banks according to the plan to develop one waste bank in each of the Neighbourhood Community Association, only 230 waste banks have formed. So only 31.29% still need 505 waste banks in South Tangerang City. The existence of a waste bank also has not yet been entirely accepted by the public with various factors, such as busyness, the negative stigma that regards waste banks as scavenging work. Other factor is friction with other institutions with differing views on waste management, such as the "Low Waste House" program, which is in contrast with the waste bank, which attempts to prevent households from producing waste, especially plastic waste.

The problem that arises from the process of the waste bank program is whether the existence of the waste bank has been able to reduce the scales at the Cipeucang landfills that are already full and mountainous. Research conducted by Aminudin and Manggolo (2017) shows that the waste bank program and the level of satisfaction do not affect the household income of the waste bank customers. So that the correlation between the waste bank program with the level of family income of the waste bank customers in East Ciputat is very weak at 0.001% and the correlation between the level of customer satisfaction of the waste bank and the level of family income of the waste bank customers in the East Ciputat District is also weak at 0.014%. Furthermore, the problem regarding program sustainability and regeneration of waste bank management which are dominated by ages 31 to 40 years (37%), 41 to 50 years (38%), > 50 (15%), while ages 17 to / d 30 years is only 10% (results of the April 2019 pre-research survey). This figure illustrates that only a small number of young people are involved in the waste bank program.

II. RESEARCH METHOD

This study used a constructivist paradigm because the approach taken will assume that individuals construct meaning subjectively from their experiences and interactions with their environment. The formation of meaning continues to be negotiated by individuals who have social and historical differences that operate in each individual's life (Creswell, 2009). The forms of qualitative data are very dynamic and

evolve in various literature, but their forms grouped into four basic types of information: 1) Observations ranging from non-participants to participants, 2) open and closed ended question in interview 3) documents from those of a nature private to public, and 4) audiovisual material including photos, videos, recorder recordings. But now there is a technological change in the presence of internet data, including chat rooms (Creswell and Poth 2018). The study also looked at online conversations that took place in the Whatsapp group that had used as a communication forum and coordination with the waste bank community and other stakeholders.

Information will also be extracted from various data sources or analytical units using purposive techniques and snowball sampling, namely: 1) Informants (resource persons), covering all stakeholders related to the waste bank program, starting from the government of South Tangerang Environment Agency, District officials, waste bank companion appointed by the South Tangerang Environment Agency incorporated into the Association of South Tangerang waste banks (PERBAS), Regional Coordinator (Korwil), District Coordinator (Korcam), Management and Customer of the waste bank; waste collectors, producers (private), and residents in the location of the waste bank; 2) Records and documents, i.e., records/data of activities, number of customers, and other supporting documents; 3) Field notes on the results of observations in places related to events and activities. The total number of informants in this study were 12 people.

Data analysis techniques in this study have carried out since collecting data using the explanation building analysis

strategy, in which the researcher tries to construct an explanation of the case by making statements related to the phenomenon under study (Wimmer and Dominick, 2011). The data that has collected is then analyzed and grouped to categorize or sort by specific domains. The results of the grouping will be analyzed by comparing the theories that have been compiled in the literature review, referred to as logic time-series matching patterns/ analysis (Yin, 2012). Later the results of research in the form of interviews and other documentation are presented systematically and linked to relevant theories and make statements (arguments) on the results of the research to the stages of conclusions and suggestions.

III. RESULTS AND DISCUSSION

Environmental communication is a study that discusses human interaction with the natural environment. The implementation of environmental communication as a symbolic act because events or facts that occur in nature is a message in the form of symbols related to the impact of human activities, including the problem of waste that has much polluted the environment both on land and sea. Communication becomes a symbolic act that mediates the beliefs, attitudes, and human behavior towards the environment so that based on the environmental communication model (Cox, 2010) there must be a public space for the process of conversation, discourse, and involving other people or groups and institutions related to waste problems. Then the public space is mediated through the waste bank program by forming a waste bank community from the community element.

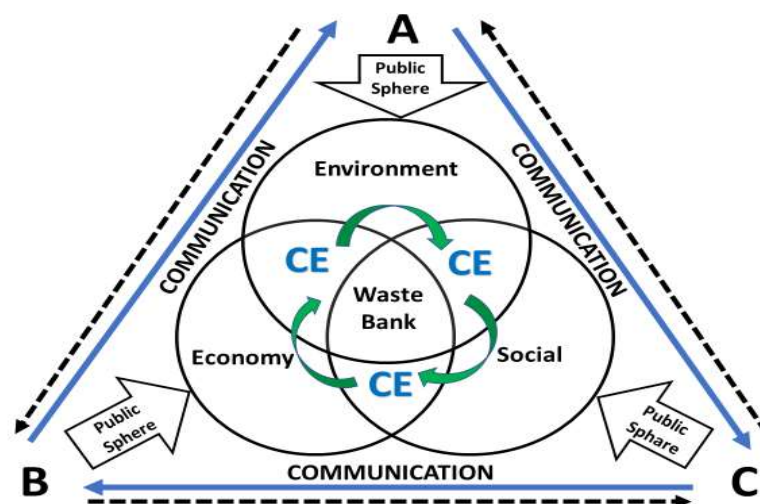


Figure 3. The waste bank environmental communication model from the perspective of sustainable development (Source: author's processing results).

The description of picture 3 explains the interdependence of discourse communities who view nature with their perspectives, namely: 1) A (Nature as spirit), 2) B (nature as source), 3) C (nature as object); 4) CE: Circular Economy. Category A communities range from inland tribes who still live in the open / forest, indigenous peoples who still uphold ancestral values, environmentalists, volunteers, environmental activists, Non-Governmental Organizations (NGOs) / NGOs, religious environmentalists where they present with a call of soul and volunteerism in terms of handling environmental problems. Category B communities consist of communities that view nature as a source, they get a life (income) or profit-oriented from their involvement with environmental issues, ranging from scavengers, waste collectors, the recycling industry, companies, producers that produce waste, the recycling industry and parties other private professionals. Category B community is a structure that looks at the environment objectively because of the duties and authority as well as policymakers and policy implementers, namely the central government, regional governments that have technical policies until the structure below it, in this case, is the South Tangerang Environmental Service.

The three categories above have different interests in their involvement with the problem of waste management, so sometimes tension arises when the interests of the other hamper the benefits of one. South Tangerang Environment Agency or the government moves depending on regulations including the budget therein, collectors, the private sector such as the recycling industry has economic or business interests, and the waste bank community is more likely to be voluntary in community participation because there is no incentive from the South Tangerang City Government but only a margin of 10 s / d 15 percent of the weighing results are usually only for operational and administrative costs. The relationship between the three A-B-C discourse communities will be sustainable and sustainable if there is a harmonization of interests, meaning that all benefits accommodated in a waste bank program.

The waste bank is a policy in the form of strategic communication that is principled to the objectives of sustainable development (sustainable development), which combines social, economic, and environmental interests. Continuous activity creates a circular communication flow or so-called convergent communication (Flor & Cangara, 2018) by the circular economic process of 3R (Reduce, reuse, recycle) insightful activities involving producers, consumers, governments, and recycling companies reset. The process forms a closed circle so that minimal waste residue reaches

the landfill (TPA). The flow of communication-based in Figure 3 explains the existence of a circular communication process between discourse communities. Current from A → B → C returns to A and repeats (dotted line), and current starts from A → C → B returns to A and repeats in a closed loop.

Two types of circular economic activity are when sorting organic and inorganic waste. Organic waste will occur in the composting process, which eventually produces organic fertilizer that can be directly sold and encourage the formation of urban agriculture. Inorganic waste is usually directly sold to collectors; then, the money goes into savings. Traders sell it to recycling companies. The running of this program depends very much on community participation because the principle of a waste bank is a method of waste management by reducing and handling waste so that it can be of economic value. Environmental communication can be in the form of campaigning, educating to be able to empathize, to moving the public to play an active role so that the waste bank program can run.

Environmental communication has distinctive characteristics. Because of environmental problems are systemic problems, so they will certainly explain the relationship between actors/communicators/communicants involved (stakeholders) in interdependent relationships. The environmental communication model introduced by (Killingsworth & Palmer, 2012) illustrates the existence of three configurations of discourse communities that interconnected with relation lines in tension of interest-based on the discourse, namely communities that view nature as spirit (A), nature as source (B), and nature as object (C). Communication becomes a way to manage these tensions so that they become synergistic, collaborative actions in overcoming environmental problems; in this case, the waste problem with the waste bank program.

Construction of a waste bank into an environmental communication message based on several regulations that have been enacted by the government as environmental communicators, namely with the publication of 1) Law of the Republic of Indonesia Number 18 the Year 2008 Regarding Waste Management, 2) Government Regulation No 81 of 2012, Regarding Management Household Waste and Similar Household Waste, 3) Minister of the Environment Regulation No. 13 of 2012 concerning Guidelines for the Implementation of Reduce, Reuse and Recycle through waste banks. 4) Derivatives in the form of South Tangerang City Regulation No.3 of 2013 concerning Waste Management.

The implementation of the waste bank is a community-based waste management problem, which is a social engineering effort by teaching the community to sort waste and foster public awareness in managing waste wisely. This program must be carried out with continuous innovation, and the expected impact is to reduce the amount of waste transported to Final Garbage Disposal (FGD). Previously, because of the application mechanism that only applied 3R practices was not optimal in increasing public participation, so the waste bank in practice has stimulated efforts to realize environmental awareness in the community. The problem that arises is the waste transportation system in South Tangerang is still patterned to mix organic and inorganic

waste so that it stimulates the community not to sort out. In other words, the waste is still mixed. Another obstacle encountered in the field is the clash of program contradictions such as the existence of a program of Minimal Waste Home (MWH). Based on data from informants that there are management who move and are not active in the waste bank because they are active in the minimal waste house program which conflicts with the waste bank which requires and collects inorganic waste by saving customers for its economic value.

Table 1. Components of communication on the environment of waste banks

Waste Bank Communication Components	Information and Implementation
Source: Sender/message maker.	Central, Provincial, City Government, community leaders, non-governmental groups, the private sector, academics, NGOs, the general public.
Encoding: Formation of messages (symbols)	The issue of efforts to manage waste by forming a waste bank as social engineering.
Message: Information, symbols, verbal / nonverbal, something delivered / sent / intended.	Waste banks as a message of environmental communication: turning waste into economic value and community development.
Channel: The channel used	Interpersonal, groups, organizations, mass media, social media, Whatsapp groups.
Decoding: Translating messages (interpreting / interpreting, solving, opening, interpreting, understanding, etc.	As an Environmental solution by way of Community development and participation: social, political, environmental, personal/spiritual, economic, and cultural development.
Receiver: Message recipient (symbol).	Society (top, middle, bottom), Private, academic.
Effect: The impact of attitude, behavior (cognitive, affective, conative/psychomotor).	Understand (conscious), feel, act (participate) or reject, ignore, or not understand / negatively with the waste bank program.
Context: Situation, conditions, environment	Some waste banks are active or not; the response varies according to environmental conditions.
Noise: Disturbances and obstacles	The problem is the lack of human resources; there is no pattern of regeneration, saturation. Different

Feedback: Feedback, reactions returned

interests in waste management,
negative community stigma.
Establishment of management and the
addition of waste bank customers.

Source: processing based on data obtained from observations, interviews, and documents.

IV. CONCLUSION

The sustainability of the waste bank program in South Tangerang City can conclude in the context of environmental communication which has an interdependent relationship among the three discourse communities, namely: 1) A (Nature as spirit), 2) B (nature as source), 3) C (nature as an object) in circular economic activities illustrated in Figure 5. Environmental communication in the circular economic activity of the waste bank community among its supporting stakeholders brings together different but complementary roles so that ideally, it will form a convergent communication that is equal in mutual understanding. South Tangerang Environment Agency as the executor of the regulation channeling the budget related to the waste bank such as conducting, socializing, fostering, and providing a set of supporting tools such as scales, wickets, and savings books for free to the waste bank community. Traders who are in direct contact with the waste bank have a business motive because waste interpreted as a commodity that continues to hunt, so its position is stable in this relationship. However, the waste bank community, especially the waste bank management, comes from community participation, namely from the elements of Community Voluntary Contribution Group (VCG) who position themselves from the spirit of voluntary spirit which in this relationship is tentative and unstable because there are conditions of saturation and

because there is no temporary incentive basic needs still need to be met by the management of the waste bank. Natural selection occurs and this illustrated by almost half the community of inactive trash banks. On the other hand, there are different interests among stakeholders causing interference (noise) which becomes obstacles and gaps that create obstructions in the sustainability of the waste bank community, one of the efforts is by conducting convergent environmental communication.

Suggestions in this research are the existence of institutional strengthening of the waste bank community, especially incentives for the management of the waste bank. It is necessary so that the management of the waste bank can work optimally and professionally so that the activity of the waste bank is not like just filling free time because it looks like weighing activities on average once every two weeks and even once a month. Furthermore, suggestions from the regeneration or regeneration side are essential because so far, the management of the waste bank is still dominated by women who are above 40 years old and above. It needs to be a consideration related to the sustainability of the waste bank program because up to the time this research was underway, there was no scheme for the change of management and plans for developing a waste bank in the future.

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