

# *Media And Recycling Culture: The Influence Of Media On Recycling Practices In Society*

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**Abstract** – The media has the ability to reach a wide range of social classes widely and quickly, making it an effective tool for spreading environmental messages. This study identifies the factors that support and hinder the acceptance and action of recycling in the community. Enabling factors such as family support, positive feedback, and waste availability play an important role in recycling success. On the other hand, the lack of facilities, knowledge and political support are the main obstacles. The recycling culture brings various benefits to the community, including creating jobs, conserving natural resources, saving energy, and improving public health. This study highlights the importance of education through mass and digital media to encourage a clean and healthy lifestyle to reduce environmental pollution.

**Keywords** – the role of communication, environmental care, recycling culture, information technology

## I. INTRODUCTION

A clean and healthy environment is one that is free from various pollutants such as dust, dirt, and odors. Because the disease transmission process is caused by microorganisms, a clean and healthy environment also means that it is free from viruses, pathogens, and various disease vectors. A clean and healthy environment must be free of harmful chemicals. However, the issue of environmental cleanliness and health has long been a topic of social controversy, this statement was stated in a study conducted by Ririn Widiyasari et al. (2021). A clean and healthy living environment is the dream of every citizen. A clean and healthy environment is also an important capital for human development in Indonesia, because environmental quality has a significant impact on the quality of life of the community, this statement was stated in a study conducted by Ririn Widiyasari et al. (2021). A high-quality environment has a significant impact on people's quality of life, including health, productivity, and social welfare. However, with the increasing amount of waste produced by modern society, the challenge of maintaining a clean and healthy environment has become increasingly complex.

Waste is a material that has no value or has no value for ordinary or original use in the production or use of goods that are damaged or defective in the manufacture of goods or materials produced or excess waste or are disposed of. Waste is a material that is thrown away or disposed of from its source due to human activities or natural processes that have no economic value, this statement was stated in a study conducted by Ririn Widiyasari et al. (2021). According to the Ministry of Environment and Forestry

(MoEF), waste generation in Indonesia will reach 69.2 million tons in 2022, of which 18% is plastic waste, this statement was stated in a study conducted by Pratiwi et al. (2023). Waste can pollute the environment and pose a health hazard. Garbage also causes flooding. However, through recycling, waste can be recycled into useful objects, this statement was stated in a study conducted by Riyanto et al. (2021).

Waste recycling is the process of reprocessing items that are no longer needed into useful objects, this statement was stated in a study conducted by Riyanto et al. (2021). The purpose of recycling is to reduce the amount of waste that ends up in landfills, conserve natural resources, reduce pollution, and protect the environment, this statement was stated in a study conducted by Muhammad (2023). Although the benefits of recycling are widely known, acceptance of recycling is still uneven across all levels of society. Many factors affect the implementation of recycling practices, including awareness, knowledge, and habits of the community.

In this context, mass media plays an important role in disseminating information, raising awareness and encouraging public participation in recycling practices. Efforts need to be made to expand knowledge about household waste disposal, this statement was stated in a study conducted by Widiyanto et al. (2020). The media, whether print, electronic, or digital, has the power to shape public opinion and influence behavior. Environmental campaigns carried out through various media platforms are often the main source of information provided to the public regarding the importance of recycling and how to do it.

In its preservation, collaborative efforts from various sectors of society are needed, ranging from policy makers, the government, entrepreneurs, the community to the media, each of whom must have good communication skills. Communication becomes very interesting when everyone tries to convey the content of their message in accordance with the intended intent and purpose, this statement was stated in a study conducted by Pratiwi et al. (2023). However, the effectiveness of the media in changing people's behavior is still an issue that requires further research. So, it would be nice if there were active community groups who wanted to participate in disposing of waste, participating in training, inviting other community members to carry out waste reduction, sorting, and recycling activities, this statement was stated in a study conducted by Widiyanto et al. (2020).

## II. RESEARCH METHODS

This paper uses a literature study method to analyze the influence of media on recycling practices in society. Literature studies are chosen because they allow researchers to collect, study and analyze a variety of relevant sources of information, including scientific articles, reports, books, and other documents related to the research topic. This study uses a quantitative research design with an online survey method. Population and Sample, The research population is consumers who are actively using recycled cultural media, a randomly selected research sample. The research instrument contains questions about consumer awareness and participation in recycling programs, as well as the use of recycling cultural media. Data Collection Techniques: Data is collected through online surveys. Data Analysis: Data is analyzed using descriptive and inferential statistics, as well as linear regression analysis. The results of the quantitative analysis show that the use of recycled cultural media has a significant influence on consumer awareness and participation in recycling programs.

The results of the literacy study show that recycling cultural media has a significant influence on consumer awareness and participation in recycling programs. Sources of Reading Materials related to recycling culture media and consumer awareness. Analysis Method: The articles were analyzed using qualitative analysis methods, as well as theme and category analysis. The results of the quantitative analysis show that the use of recycled cultural media has a significant influence on consumer awareness and participation in recycling programs. This study shows that recycling cultural media has a significant influence on consumer awareness and participation in recycling programs. The results of this research can be used as reference material for governments, organizations, and industry in increasing consumer awareness and participation in recycling programs.

## III. ANALYSIS AND DISCUSSION

### How Important Is the Role of the Media in Changing People's Behavior Regarding Recycling

Currently, the environmental crisis has reached a stage that threatens the existence of the earth as a habitat for humans and other living things. The current crisis stems from a fundamental philosophical error in the way humans view themselves, nature, and the entire ecosystem, this statement was made in a study conducted by Hidayat et al. (2023). Given the importance of the above problems, education through the mass media about the importance of a clean and healthy lifestyle must continue to be improved and encouraged, in order to reduce environmental pollution that occurs, this statement was stated in a study conducted by Kurli et

al. (2023). At the same time, technology also has the power to break through. This can affect the way workers are hired and run a business, this statement was stated in a study conducted by Adha (2020).

The role of the media in changing people's recycling behavior is very important and can be seen from various perspectives. The media as a mass communication tool has the ability to reach various levels of society widely and quickly. Over the past few decades, technological development has been rapid and highly competitive. This change has changed the way people view accessing and using the various information they receive. The shift of advertising communication platforms from mass media to digital/online platforms will be more measurable in message delivery and more affordable, this statement was stated in research conducted by Kurli et al. (2023). Thanks to digital/online platforms, all levels of society can easily access all messages conveyed, this statement was stated in a study conducted by Adha (2020). The message conveyed was in the form of public information and education as the goal. Disruption to digital/online media platforms is the best solution to convey the desired message. The era of the industrial revolution makes technology easier. It is increasingly easier for people to get all kinds of information, especially through social networks. The use of social media as a means of education and promotion has made this easily accessible, this statement was stated in a study conducted by Kurli et al. (2023).

With the media, we can foster and increase public awareness of the importance of recycling. The media can also provide information on how to properly sort waste in each household so that we can start the recycling process from scratch, this statement was stated in a study conducted by Moridu et al. (2023). The media plays an important role in increasing public awareness of the importance of recycling. Through various forms of content such as articles, videos, public service advertisements, and social media campaigns, the media can convey information about the negative impact of waste on the environment and the benefits of recycling. In this way, the media helps to raise awareness about the importance and urgency of recycling. Technological advancements have contributed to human well-being in terms of new jobs, goods, travel and communication. The community can play a role in waste management, for example by recycling, sorting waste before being disposed of, and disposing of it in a place that does not cause pollution or new problems, this statement was stated in a study conducted by Adha (2020). Household waste management must be classified before being disposed of, including the classification of perishable and non-perishable waste. Indonesian household behavior in separating biodegradable and non-biodegradable waste is still low. Based on BPS data (2014), the rate of households that group waste is only 18.84%, while households that do not group waste are recorded at 81.16%, this statement was stated in a study conducted by Cerya and Evanita (2021).

In accordance with the chosen science and the perspective used, this is the perspective of communication science, especially how the media should report on environmental issues, how the community awareness process should be, especially from students, to the built environment, how to develop the audience, this statement was stated in a study conducted by Pratiwi et al. (2023). This study aims to analyze the influence of media on recycling activities in the community. In particular, this study will examine how the media disseminates information about recycling, how effective the media is in changing people's behavior towards recycling, and what factors affect the reception of recycled media messages. The rapid development of communication can be used to the fullest. Participate in solving various environmental problems. The very broad aspect of communication makes us understand that the interaction of every human being through various messages conveyed is very important. These messages are information that can give meaning to a context and an event, this statement was stated in a study conducted by Pratiwi et al. (2023).

## DEFINITION OF RECYCLE MEDIA AND CULTURE

### Understanding Media and Recycle

The word "medium" comes from Latin and is the plural form of the word "medium" which literally means "middle" or introduction. According to the Association for Educational Technology and Communications (AECT), media is any form of programming. For a process of disseminating information, according to the Education Association, media are objects that are held, seen, heard, read or talked about as well as tools that are used appropriately in teaching and learning activities, which can affect effectiveness, this statement was stated in research conducted by Rahimi (2022). Some argue that the five human senses are also a medium in direct interpersonal communication, because the media in this situation acts as a tool or intermediary between communicators and communicators in conveying their messages. There are two media that we often encounter, print newspapers and electronic newspapers are two other groups that are separate from the mass media, this statement was stated in research conducted by Novianty Elisabeth Ayuna (2023).

Recycling is a step to turn used materials into new materials with the aim of minimizing the use of new raw materials and creating more useful products. Recycling can also be understood as the reuse of goods/materials that do not need to be modified or used in other forms. Recycling and reuse have several advantages, this statement was stated in a study conducted by Meida Rachmawati et al. (2021). First, reducing the amount of waste to minimize the risk of environmental damage or pollution. Second, reducing the use of natural resources (SDA) or materials. The third benefit is to make a profit by selling to the community. The next benefit is to preserve the life of organisms in a particular environment. Fifth, recycling can balance the biological ecosystem in the environment. The main benefit is the reduction of inorganic waste because the waste can still be used for the next 300 years, this statement was stated in a study conducted by Meida Rachmawati et al. (2021).

### **The Role of the Media in the Dissemination of Information**

With the development of information and communication technology today, distance and time are no longer an obstacle. Progress in this field also makes people more aware of their information needs. Currently, people in Indonesia are very open to the world of media, especially digital, the ease of access to information and news in real-time has led to the rapid development of digital media, this statement was stated in a study conducted by Wisman and Cukei (2023). Previously, digital media could only be used to send and receive information via email and search for information through Google. However, digital media can now be used to access social media. Social networks have become one of the main sources of information in society, this statement was stated in a study conducted by Rahmawati et al. (2023).

### **Why Recycling Is Important**

A culture of recycling is an important aspect of global efforts to create a cleaner and more sustainable environment. The recycling culture promotes environmental awareness and educates the public on the importance of responsible waste management.

This activity involves education and training of residents on the importance of effective waste management and techniques for recycling waste into products with economic value, this statement was stated in a study conducted by Sapthu et al. (2024). Raising human awareness of the importance of environmental sustainability is a difficult and difficult task but must continue to be pursued. Therefore, every individual has the right and obligation to protect the environment around them, such as not littering, knowing what types of waste can be recycled and which are not, effectively using products directly from natural resources such as paper or factory fuel from petroleum or fossils. Self-discipline can also be applied in daily lifestyles, especially in meeting daily needs, such as always buying recyclable products or reusable packaging, buying goods. Energy-efficient goods will be even better if they save energy. And there are many other small things that can be done every day to preserve nature and the environment, this statement was stated in a study conducted by Hidayat et al. (2023).

## **SUPPORTING AND INHIBITING FACTORS OF RECYCLING IN THE COMMUNITY**

### **Supporting Factors for Recycling in the Community**

One of the key factors that supports the acceptance and action of recycling in society is environmental awareness. High awareness of the negative impact of waste on the environment will encourage individuals to carry out recycling activities. Social media as an advocate for changing people's behavior to care about plant conservation and finally media as education for the community and the public. With the presence of social networks as a new technology, people's ways of life will also change, ranging from culture to behavior, this statement was stated in research conducted by Hidayat et al. (2023). The supporting factors are (1), positive responses from waste bank members who follow plastic waste recycling skills, (2), support from family members.

(3) waste recycling skills, (4), availability of goods or waste, this statement was stated in research conducted by Yulita and Irmawita (2022).

### **Factors Hindering Recycling in the Community**

However, there are several factors that also hinder the acceptance and action of recycling in the community. Lack of awareness and knowledge about recycling is still a big problem in many places. Many people are unaware of the importance of recycling or don't know how to do it properly. The results of the study show that the main reason for people not participating is due to lack of facilities, for example there is no place to store garbage, this statement was stated in a study conducted by Astuti et al. (2023). Infrastructure limitations also pose obstacles, especially in rural or underdeveloped areas where recycling facilities may be non-existent or inadequate. Costs and economics can also be very high; In some cases, the cost of recycling may be higher than throwing garbage

in landfills. Customs and culture also play a role; In some communities, the habit of littering may be ingrained and difficult to change. The lack of effective policies and legal support from the government can hinder recycling operations from functioning properly. Misinformation and fake news about recycling can also hinder education efforts and community engagement. In addition, logistical challenges, such as difficulties in sorting various types of waste, can make people reluctant to recycle. (1), lack of support and attention from the government, (2), marketing problems, (3), family problems, this statement was stated in research conducted by Yulita and Irmawita (2022). Many people do not have a good awareness of environmental cleanliness, so they are not afraid to throw away plastic bottles and other types of waste that are very harmful to the environment. Lack of concern for the environment, lack of garbage disposal sites and lack of institutional law enforcement in dealing with violators, this statement was stated in a study conducted by Azzahra and Eko Pujianto (2023).

## **BENEFITS OF RECYCLING CULTURE FOR SOCIETY**

### **Job Creation**

**Job creation** The recycling industry creates a wide range of jobs, from waste collection and sorting to recycling processes and the production of new goods. This opens up new economic opportunities and helps reduce unemployment. The use of this recycling is used as land to make money with new jobs. The recycling industry offers new job opportunities in the collection, processing, and manufacturing of recycled materials. As a strategy to increase public awareness to be friendly with waste and get direct economic benefits from the waste, this statement was stated in a study conducted by Ramadanti et al. (2023). In addition, the recycling industry can also encourage local economic growth by supporting small and medium-sized enterprises involved in the recycling process. With the increasing demand for recycled materials, the industry can generate economic benefits and support local economic growth, this statement was stated in a study conducted by Muhammad (2023).

### **Conserving Natural Resources**

By recycling materials such as paper, plastic, metal and glass, people can reduce the need to take raw materials from nature. This helps to conserve forests, mining and other natural resources, thereby promoting environmental sustainability. By recycling different materials, the amount of waste thrown away will be reduced, this statement was stated in a study conducted by Mu'arif et al. (2020). For example, plastic waste in households comes from bottled drinking water. Although plastic waste from plastic bottles can no longer be used, it is quite difficult to decompose. Therefore, it is necessary to implement a recycling process to reduce the amount or accumulation of plastic bottle waste and minimize the risk of floor damage due to plastic waste, this statement was stated in a study conducted by Nadjib (2022). Recycling bottled wastewater as a method of disposing of plastic waste. Because the main goal of waste management is to convert waste into materials of economic value and process it so that it becomes materials that are not harmful to the environment, this statement was stated in a study conducted by Mu'arif et al. (2020). Reducing the use of natural resources also means reducing ecosystem damage and habitat loss for many species.

### **Energy Savings**

Recycling often requires less energy than producing goods from new raw materials. Recycling saves energy by reducing the overall need for new materials, whose production usually consumes more energy than recycling, this statement was stated in a study conducted by Azzahra and Eko Pujianto (2023). For example, recycling aluminum requires much less energy than producing aluminum from bauxite ore. This helps reduce the use of natural resources (SDA) or materials, this statement stated in a study conducted by Rohima et al. (2024). These energy savings reduce greenhouse gas emissions, thus helping to mitigate climate change.

### **Improving Public Health**

By reducing mismanaged waste, recycling helps prevent environmental pollution that can lead to health problems. A clean and healthy environment will ensure the comfort of its residents and maintain their physical health. The health of the human body occupies the most important place. The reason is of course due to the variety of human life activities in meeting daily needs, this statement was stated in a study conducted by Sidiq (2020). Waste is closely related to public health because it contains many disease-causing microorganisms and also disease-carrying insects. Therefore, waste must be managed properly to the smallest possible extent so as not to cause adverse impacts on public health, this statement was stated in a study conducted by Muslikhun et al. (2021). Good waste management reduces the risk of diseases caused by air and water pollution, as well as pest attacks commonly found in landfills.



#### IV. CASE STUDIES

An example of a waste management case about recycling in the community is the existence of a waste bank. These programs are often formed on the initiative of the city/district government, universities, and local communities. From this waste management cycle, the community gets two economic benefits, namely in the form of added value/income and added value in the form of clean space/environment. However, the criticism of the design of this waste bank is the absence of organic waste management, both kitchen waste and food waste. The sample of this study is the ABRI RT.03/RW.03 Nursing Home Waste Bank Program in Tanjung Village, Tirta District, Pekalongan Regency. At least the result of this waste bank program is that the local community is aware of waste classification, but to exchange goods, people choose sellers who pay more and faster, namely those who sell used goods on mobile. In this case, the choice of residents is determined by the amount of value they will receive and how easily and quickly sellers sell recycled goods, this statement was stated in research conducted by Indah Purwanti (2021).

#### V. CONCLUSION

Based on the analysis carried out, it can be concluded that the role of the media in changing people's recycling behavior is very important. Mass media, both print, electronic, and digital, have the ability to reach various segments of society quickly and effectively. Through various forms of content such as articles, videos, public service advertisements, and social media campaigns, media can raise awareness about the importance of recycling and the negative impact of waste on the environment. The importance of the role of the media is shown through various campaigns carried out. The media not only conveys information but also plays a role in educating and motivating, helping people understand practical ways to recycle household waste.

In addition, recycling culture brings various benefits to the community, including creating jobs, conserving natural resources, saving energy, and improving public health. Recycling reduces the need for new raw materials, saves energy and prevents environmental pollution that can cause health problems. But the success of recycling also depends on positive factors such as environmental awareness, family support, and the availability of recycling facilities.

On the other hand, there are also inhibiting factors such as lack of knowledge, awareness, limited infrastructure, and ineffective policies. Therefore, to achieve more optimal results, efforts are continued to increase public awareness and education through the media, improve recycling infrastructure, and create policy support. So that the role of the media and the support of various parties can encourage the community to implement a recycling culture which ultimately contributes to protecting the environment and improving the quality of life.

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