

# *Gajahlah Kebersihan Persuasive Communication Strategy To Change Community Behavior In Managing Waste (Case Study Of The Community In Pasaran Island, Lampung)*

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**Abstract** – The Sustainable Social Innovation Foundation, more commonly known as Gajahlah Kebersihan, is a non-profit organization that encourages young people to take roles in various aspects of community service. One of the community empowerment programs carried out by Gajahlah Kebersihan is to increase community awareness of waste on Pasaran Island. Through this research, the author intends to analyze the persuasive communication strategies implemented by Gajahlah Kebersihan and the obstacles faced in creating a community that is aware and cares about waste on Pasaran Island. The purpose of this research is to uncover and describe the strategies and implementation of persuasive communication by Gajahlah Kebersihan in forming the awareness of the Pasaran Island community towards waste. In this study, because the author wants to describe persuasive communication strategies in increasing community awareness of waste, the appropriate method is qualitative. Data were collected through observation and in-depth interviews with the Gajahlah Kebersihan team, the local RT leader, and the Pasaran Island community. The results of the data analysis are presented in a descriptive narrative form. The results of the study show that Gajahlah Kebersihan applies psychodynamic persuasive communication strategies, sociocultural persuasion strategies, and the meaning constructions persuasion strategies. The program implemented by Gajahlah Kebersihan begins with research, discussions with the community, and providing education and training. Gajahlah Kebersihan uses association techniques, integration, rewards, and arrangement when interacting with the Pasaran Island community.

**Keywords** – Gajahlah Kebersihan; Behavior Change; Community Empowerment; Pasaran Island; Persuasive Communication Strategy.

## I. INTRODUCTION

Increasing public awareness of the waste problem is crucial in facing global environmental challenges. According to Databoks.katadata.co.id accessed on November 26, 2023, Indonesia is one of the largest waste-producing countries in the world, ranked fifth after China, the United States, India, and Brazil. The data is taken from the Atlas of Sustainable Development Goals 2023. Indonesia produces 352 million tons of waste. In Lampung, based on the National Waste Management Information System data in 2023, the waste generation in Lampung is presented in the following table.

Table 1. 1. Waste Generation Data for Lampung Province, November 2023 data.

Year	City	Daily Generation (tons)	Annual Generation (tons)
2023	Tanggamus Regency	369.64	134,920.35
2023	Pringsewu Regency	162.73	59,396.16
2023	Bandar Lampung City	786.46	287,057.55
<b>Total</b>		1,318.83	481,375.06

Pasaran Island is one of the coastal areas affected by environmental pollution in the form of plastic waste. The island, with a population mostly working as fishermen, must accept that their location on the coast is a landing place for waste from rivers and the sea. Initially, the community's waste disposal behavior was still using the collect and throw method, and there were still activities of dumping waste into the sea (Islami 2022). These findings are further supported by (Amanda 2022) because of the distance to the temporary waste disposal site. The Pasaran Island community buries the waste and then mixes it with other materials to expand the residential area. Pasaran Island, known as the largest salted fish production center in Lampung, faces serious challenges related to environmental cleanliness and the sustainability of salted fish production.

Gajahlah Kebersihan, officially known as the Sustainable Social Innovation Foundation, is a non-profit organization that encourages young people to take roles in various aspects of community service, so they have broad experience and relationships. This foundation creates programs and uses persuasive approaches and direct training to increase community awareness of the waste problem, including on Pasaran Island. One of the community empowerment programs carried out by Gajahlah Kebersihan is to increase community awareness of waste on Pasaran Island. Gajahlah Kebersihan has been implementing community empowerment programs since 2021 and has produced many positive outcomes. Some of the outputs that have been produced include the provision of plastic waste disposal points at several locations and waste collection personnel in collaboration with Angkuts, plastic waste recycling products through the SEA MAMA project, and Pasaran Wawai and Eco-roster products using 30% low-value plastic waste materials.

The efforts made by Gajahlah Kebersihan need to be highlighted, and the techniques and communication strategies used by Gajahlah Kebersihan in empowering the Pasaran Island community to achieve behavior change towards waste need to be revealed. Through this research, the author intends to analyze the persuasive communication strategies implemented by Gajahlah Kebersihan and the obstacles faced in the process of forming a community that is aware and cares about waste on Pasaran Island. This research is expected not only to provide in-depth insights into how persuasive communication can be used to achieve environmental awareness goals but also to provide useful recommendations for similar organizations and parties with the same goals to develop strategies for conveying sustainability messages as a communication strategy for community empowerment and education in Indonesia. The analysis of persuasive communication strategies and techniques is the focus of this research.

## II. RESEARCH METHODS

According to John W. Creswell in (Rianto 2020), the choice of research methods and strategies should be adjusted to the research objectives. In this study, because the author wants to describe persuasive communication strategies in increasing community awareness of waste, the appropriate method is qualitative. The qualitative method includes questions and procedures that are tentative, and the data collection process will provide conclusions from the meanings obtained (Sugiyono 2022). In this study, to solve the research problem, the author uses a qualitative case study method. Data collection methods are carried out to gather information related to the phenomena being studied so that interpretations or explanations can be obtained from the informants' experiences (Kusumastuti & Mustamil Khoiron 2019). K. Yin in (Rianto 2020) explains that data collection in case study research allows summarizing data sets such as interview results, observations, documentation, and other notes.

According to (Abduussamad 2021), informants are those who act as sources of research data and provide in-depth information about others and related matters. In this study, the author uses purposive sampling. Purposive sampling is the selection of

samples based on certain considerations that are adjusted to the research objectives. The quality of informants, credibility, and richness of information are the basis for sampling using purposive sampling. According to (Abduussamad 2021), triangulation means combining various data collection techniques and existing data sources so that researchers actually simultaneously collect and test the credibility of the data. In this context, the triangulation used by the author is source triangulation. Source triangulation is used to test the credibility of data by checking and comparing it with several existing sources (Sugiyono 2022).

The author uses additional analysis in this study using SWOT analysis. According to Freddy Rangkuti in (Kurniasih et al. 2021), SWOT data analysis is a method of analysis to identify strengths, opportunities, weaknesses, and threats so that strategies can be determined by utilizing strengths and opportunities and minimizing threats and weaknesses. In this study, the author uses SWOT analysis to determine effective strategies based on the internal and external factors of the research object.

### **III. RESULT AND DISCUSSION**

Gajahlah Kebersihan, officially known as the Sustainable Social Innovation Foundation, is a non-profit organization that encourages young people to take roles in various aspects of community service to gain broad experience and knowledge. This foundation creates programs and uses persuasive approaches and direct training to increase community awareness of waste issues, including on Pasaran Island.

Pasaran Island is one of the coastal areas affected by environmental pollution in the form of plastic waste. The island, with a population mostly working as fishermen, has to accept that their coastal location is a landing place for waste from rivers and the sea. Additionally, the initial condition of Pasaran Island was quite concerning due to the lack of community awareness about sustainable waste management. The community on Pasaran Island faces waste issues from daily household production as well as from sea and river waste that ends up near the island.

#### **3.1. Program Implementation Stages by Gajahlah Kebersihan on Pasaran Island**

Before implementing the empowerment program on Pasaran Island, Gajahlah Kebersihan conducted field analysis and surveys to assess the community's waste conditions and behavior. In this survey, Gajahlah Kebersihan collected samples of waste quantity and production on Pasaran Island. This waste research was conducted as a basis for preparing solutions to the waste problems on the island.

After conducting research and obtaining results on waste generation and community conditions on Pasaran Island, Gajahlah Kebersihan held discussions with the community about the environmental issues they face. The aim of these discussions was to identify solutions to the problems on Pasaran Island and the community's needs to ensure the success of the activities carried out. These discussions were used by Gajahlah Kebersihan as a method to determine the strategy and focus of the activities so that the impact produced truly addresses the problems on Pasaran Island.

After identifying the root causes and needs of the community on Pasaran Island, Gajahlah Kebersihan provided education to support the creation of a more sustainable and environmentally-conscious community. Education was conducted through door-to-door visits and waste management training. The door-to-door education was carried out evenly by visiting homes and providing education through various media such as waste segregation posters, calendars, and presentations. Additionally, Gajahlah Kebersihan conducted training with the Pasaran Island community on managing both organic and plastic waste.

The community empowerment approach in waste management on Pasaran Island focused on education and training to utilize waste as a new economic resource. One of the initiatives was training the community to make compost and eco-enzymes, as well as collaborating with the SEA Mama women's group to produce handicrafts from plastic waste.

#### **3.2. Persuasive Communication Strategies of Gajahlah Kebersihan**

A communication strategy is an operational blueprint that serves as a guide for activities aimed at achieving objectives. In this research, the persuasive communication strategies implemented by Gajahlah Kebersihan are based on theories presented in the previous chapters.

##### **3.2.1. Psychodynamic Persuasion Strategy**

This strategy was applied by providing stimuli to the community in the form of information, knowledge, and economic

approaches. Information gathered from interviews revealed that Gajahlah Kebersihan conducted education using posters containing instructions on waste segregation and processing. The three founders of Gajahlah Kebersihan also emphasized that the use of posters and calendars with waste management information would psychologically influence the community by seeing the information daily, with the hope of forming awareness about waste management among the Pasaran Island community. Gajahlah Kebersihan applied the psychodynamic strategy by utilizing visual stimuli such as posters and calendars containing information on waste segregation and processing.

### **3.2.2. Sociocultural Persuasive Communication Strategy**

The sociocultural persuasive communication strategy was one of the strategies implemented by Gajahlah Kebersihan to educate the community on waste management and change their waste disposal habits. This strategy was used because the Gajahlah Kebersihan team could not frequently visit Pasaran Island to educate and monitor the community's behavior. In the sociocultural strategy, the community would trust and follow directions when they saw their surroundings doing the same or based on the influence of key figures in the community. Gajahlah Kebersihan leveraged this by forming the Kartini Pasaran cadres, who acted as messengers.

Another sociocultural persuasive strategy implemented by Gajahlah Kebersihan was establishing a waste collection system. This system involved setting up 50 communal trash bins at several accessible points for the Pasaran Island community. To maximize the periodic waste collection system on Pasaran Island, Gajahlah Kebersihan collaborated with the local RT leader and the sub-district office to issue policies in the form of a sokli card as proof that the community was willing to pay for waste collection services. With such policies, the community would follow and actively pay for waste collection services due to the regulations from local authorities.

### **3.2.3. The Meaning Construction Communication Strategy**

Interview results with Putri indicated that in Gajahlah Kebersihan's persuasive communication strategy, it was important to use a polite, courteous, and persuasive approach. Dicky also conveyed the same sentiment. The persuasive messages delivered by the Gajahlah Kebersihan team were prepared with consideration of the cultural context of the Pasaran Island community. They even used prepared key messages to ensure the field team used consistent and easily understood messages by the Pasaran Island community.

Based on the interview results, it is evident that Gajahlah Kebersihan's communication strategy prioritizes politeness and persuasive messages. The team used polite and respectful language, appropriate to the respected community context. Gajahlah Kebersihan understood the importance of gradually building understanding regarding the dangers of marine waste and the importance of maintaining environmental cleanliness.

## **3.3. Gajahlah Kebersihan Team's Persuasive Communication Techniques**

By using appropriate techniques and methods, a person or group can be more organized and produce positive outcomes. Based on the results of interviews with informants, there are several communication techniques applied by Gajahlah Kebersihan to change people's behavior towards waste on Pasaran Island.

### **3.3.1. Association Technique**

Association technique is one of the persuasion techniques by placing a message or information on an object that is needed or becomes a necessity so that it can attract attention. Gajahlah Kebersihan applies this technique by combining message delivery with economic issues. Gajahlah Kebersihan uses association techniques in their persuasive strategy by connecting messages about environmental cleanliness with economic issues. By showing economic benefits such as processing waste into products that can be sold, they have succeeded in building interest and participation from the Pasaran Island community.

### **3.3.2. Integration Technique**

The next persuasion technique used by Gajahlah Kebersihan is using the integration technique. This technique is an effort to build closeness with the persuadee which is expected to build trust when persuading. Gajahlah Kebersihan applies this technique by conducting in-depth discussions through focus group discussions in the hope of finding a way out of the waste problem together with the community directly. Gajahlah Kebersihan first held discussions with the community so that closeness

and a sense of unity were built to solve the problem together. Through the Focus Group Discussion forum that was implemented, they had a focus that could be prioritized to achieve the goal of changing people's behavior towards waste on Pasaran Island.

### **3.3.3. Reward Technique**

The Reward Technique is a technique by providing a stimulus in the form of bait to informants, either in the form of something that is beneficial or detrimental. In this case, Gajahlah Kebersihan carried out the reward technique by giving consequences if the community did not participate in waste collection. This policy was carried out in collaboration with the local sub-district in the hope that the community would be moved and not repeat the behavior of throwing garbage into the sea.

### **3.3.4. Arrangement Technique**

The arrangement technique is a persuasion technique by creating a sentence structure and delivery that will be delivered. Gajahlah Kebersihan applies this strategy by using messages and a way of conveying information slowly, politely, and paying attention to the culture of the community on Pasaran Island. Like Putri's statement in the following interview results. The arrangement technique attempts to compose messages that are pleasant to hear, see or read so that people will tend to follow the advice of the messages attached to the information media. In line with this technique, before conducting education in the field, Gajahlah Kebersihan first conducted training with the team and created key messages to be conveyed.

## **3.4. Obstacles Experienced by Gajahlah Kebersihan When Changing the Behavior of the Pasaran Island Community**

The first obstacle experienced by Gajahlah Kebersihan was time constraints. The implementation time often clashed with the activities and work of the Pasaran Island community, so the Gajahlah Kebersihan team had to conduct surveys and discussions with the community. When they were going to hold activities on Pasaran Island. The next obstacle experienced by Gajahlah Kebersihan was the weather factor and the geographical location of Pasaran Island. The weather that could reach 40 degrees and the ebb and flow of sea water that could submerge Pasaran Island caused Gajahlah Kebersihan's activities to be hampered. The next obstacle experienced by Gajahlah Kebersihan was that there were still people who were often late in paying their waste collection fees. To overcome this obstacle, the Gajahlah Kebersihan team collected information about the reasons why the Pasaran Island community did not pay their waste collection fees. After that, the local RT would meet with residents who did not pay and seek a solution to the problem.

## **3.5. Behavioral Changes of Pasaran Island Community Towards Waste**

The Gajahlah Kebersihan Program to change the behavior of the community on Pasaran Island has produced positive outcomes. The condition of the community that previously implemented waste disposal into the sea has now started to dispose of waste into communal trash bins. The changes in community behavior that have occurred were conveyed by all informants. The results of interviews with all informants stated that currently the community has disposed of waste properly and does not implement waste disposal into the sea. The use of effective strategies and communication is also the key to the success of the Gajahlah Kebersihan program. The application of various strategies and persuasive communication techniques by Gajahlah Kebersihan is in accordance with the theoretical study in this study. By implementing appropriate communication methods and messages when educating the community of Pasaran Island, Gajahlah Kebersihan gets positive and sustainable outcomes.

## **3.6. SWOT Analysis of Gajahlah Kebersihan's Persuasive Communication Strategy**

In the SWOT analysis of Gajahlah Kebersihan's persuasive communication strategy, the results of this SWOT analysis will be recommendations and strategic planning based on the results of observations and interviews that have been conducted by the researcher. SWOT Analysis of Gajahlah Kebersihan Persuasive Communication Strategy Changing Community Behavior Towards Garbage on Pasaran Island will be mentioned in the identification table of factors (strengths and weaknesses) and external factors (opportunities and threats) below.

Table 3.1. SWOT Analysis of Gajahlah Kebersihan Persuasive Communication Strategy.

Internal Factors	
Strength	Weakness
<ol style="list-style-type: none"> <li>1. Research and thorough team preparation before implementing the program.</li> <li>2. Support and collaboration with stakeholders.</li> <li>3. Appropriate information delivery techniques and persuasive techniques.</li> <li>4. Use of supporting media for information delivery.</li> </ol>	<ol style="list-style-type: none"> <li>1. Time and weather limitations of the activity implementation.</li> <li>2. Communication challenges with social and cultural differences.</li> <li>3. Requires community availability and participation.</li> <li>4. Limited human resources in the field.</li> </ol>
External Factors	
Opportunities	Threats
<ol style="list-style-type: none"> <li>1. Positive changes in society for environmental sustainability.</li> <li>2. Support from stakeholders to implement the program.</li> <li>3. Utilization of information technology that can support the program.</li> <li>4. Empowering the economy of an educated community.</li> </ol>	<ol style="list-style-type: none"> <li>1. Environmental disturbances such as weather and geographic conditions.</li> <li>2. Potential conflict or resistance from other stakeholders.</li> <li>3. Public interest in change and new social behavior.</li> </ol>

### 3.7. Results of SWOT Matrix Analysis of Gajahlah Kebersihan Persuasive Communication Strategy

Based on the results of the SWOT matrix analysis, it can be explained that the combination of internal factors with external factors to produce alternative strategies as follows.

#### 3.7.1. SO (Strength Opportunities)

Increase collaboration with stakeholders and local officials. As a party who wants to educate and empower the community, collaborating with stakeholders will increase efficiency and increase the chances of success of a program. Furthermore, conducting research to increase community empowerment economically. This strategy will produce inputs from activities that can be the focus of empowerment.

#### 3.7.2. ST (Strength Threats)

Increase persuasion techniques that are in accordance with the social and cultural community, Involve stakeholders in programs that will be implemented, and Regular and sustainable communication with the community. In the process of changing community behavior, communication must not be interrupted to maintain the consistency of the change process. With an active connection, the community can be controlled and provide new input in the process of changing their behavior.

#### 3.7.3. WT (Weakness Threats)

Increase the number of people educated during the empowerment program activities. The number of educated people will be built with behavioral changes in certain environments. Involving stakeholders to minimize and manage conflict. It is undeniable that every communication will have obstacles both from internal and external parties. Mastering conflict management will be a good thing to improve to minimize unwanted incidents or things. WO (Weakness Opportunities)

Increase the number of human resources to monitor the field. Increasing the number of human resources as drivers or as field teams will facilitate the education and monitoring process. Increase the competence of communication and education techniques in the community. Increasing the competence of communication skills is also no less important. It is mandatory for an informant



to be credible and trustworthy in their information when persuading someone.

Through the above strategy, the author hopes that Gajahlah Kebersihan will emphasize more on increasing collaboration with various stakeholders during the implementation of activities, conducting in-depth research so that economic empowerment is more effective, and a persuasive approach based on local culture and traditions of the targeted area. Establishing regular communication and the use of digital educational media is highly recommended to overcome geographical barriers and internal conditions of the community. Then, by increasing the number of human resources and communication competencies will facilitate monitoring and community education. Some of the strategies above lead to strong cross-sector collaboration, taking a local culture-based approach, using digital technology, and establishing two-way communication continuously with the community, so that the community education and empowerment programs that Gajahlah Kebersihan carries out can run more effectively and efficiently.

#### **IV. CONCLUSION AND SUGGESTIONS**

From the results of data analysis and discussion of research on Gajahlah Kebersihan's persuasive communication strategy to change people's behavior towards waste on Pasaran Island, several things can be concluded as follows. Gajahlah Kebersihan is a non-profit organization that works on marine waste issues and community empowerment in coastal areas. One of Gajahlah's programs is to empower the community on Pasaran Island. Gajahlah Kebersihan's efforts are motivated by the conditions of Pasaran Island which has minimal knowledge of waste management. The persuasive communication strategy initiated by Melvin L. DeFleur and Sandra J. Ball Rosearch has three persuasive strategy approaches, including the Psychodynamic Persuasion Strategy, the Sociocultural Persuasion Strategy and the Meaning Constructions Persuasion Strategy. These three strategies are implemented by Gajahlah Kebersihan. Gajahlah Kebersihan persuades the community to change their behavior towards waste by educating using visual media door to door, taking a circular economy approach, conducting in-depth discussions with the Pasaran Island community, forming a waste transportation system and creating groups that empower the community economically such as SEA Mama.

Persuasive communication techniques consisting of association techniques, integration, rewards, red herring and arrangement techniques, Gajahlah Kebersihan applies all techniques except the red herring technique. The SWOT analysis conducted based on Gajahlah Kebersihan persuasive communication strategy produces several strategy recommendations that can be implemented. These strategy recommendations include increasing collaboration with stakeholders and local officials, increasing persuasive techniques that are in accordance with the social and cultural community, increasing the number of people educated during empowerment program activities and increasing the competence of communication and education techniques in the community.

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