

Communication Strategy in the Implementation of Waste Management Public Policy in the Tasikmalaya District

Strategi Komunikasi Dalam Implementasi Kebijakan Publik Pengelolaan Sampah Di Kabupaten Tasikmalaya

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Abstract

The lack of public awareness of waste management seems to be a never-ending problem. Tasikmalaya Regency is one of the areas in West Java that has received much attention for being a regency surrounded by garbage around the main road. This article aims to determine the government's communication strategy in implementing public policies related to waste management in Tasikmalaya Regency. This research uses a constructivist paradigm with a descriptive qualitative approach through observation and in-depth interviews. The results show that the local government has made a strong commitment through Tasikmalaya District Regulation Number 3 Year 2022 on Waste Management to solve the waste problem in Tasikmalaya. However, in its implementation, there are communication barriers, both internally and externally, that cause policy implementation to be far from the predetermined target because the socialization of rules, including education to the community, is not massive and maximum so that the messages conveyed do not change people's behavior. This condition has profound implications for the lack of citizen participation in overcoming and minimizing waste piles. Weak law enforcement is a problem, especially for industrial plastic waste producers. Infrastructure issues, including facilities such as waste transportation fleets, waste disposal facilities, human resources, and budget limitations, are still arduous for local governments. Environmental communication is the key to two-way interaction between the government, community, and stakeholders.

Keywords: *citizen participation, government communication strategy, public policy, waste management*

Abstrak

Minimnya kesadaran masyarakat dalam pengelolaan sampah seakan menjadi permasalahan yang tidak ada akhirnya. Kabupaten Tasikmalaya merupakan salah satu daerah di Jawa Barat yang mendapatkan sorotan tajam karena menjadi kabupaten yang dikelilingi sampah di sekitar jalan utama. Artikel ini bertujuan untuk mengetahui strategi komunikasi pemerintah dalam implementasi kebijakan publik terkait dengan pengelolaan sampah di Kabupaten Tasikmalaya. Penelitian ini menggunakan paradigma konstruktivis dengan pendekatan deskriptif kualitatif melalui observasi dan wawancara mendalam. Hasil penelitian menunjukkan bahwa pemerintah daerah telah berkomitmen kuat melalui Peraturan Daerah Kabupaten Tasikmalaya Nomor 3 Tahun 2022 Tentang Pengelolaan Sampah untuk menuntaskan permasalahan sampah di Tasikmalaya. Namun, dalam pelaksanaannya, telah mengalami hambatan komunikasi baik internal maupun eksternal yang menyebabkan implementasi kebijakan masih jauh dari target yang telah ditetapkan. Salah satu di antaranya adalah sosialisasi aturan termasuk edukasi kepada masyarakat tidak massif dan maksimal sehingga pesan yang disampaikan tidak merubah perilaku masyarakat. Kondisi ini berimplikasi serius pada kurangnya partisipasi warga untuk mengatasi dan meminimalisir tumpukan sampah. Penegakan hukum yang lemah menjadi masalah tersendiri terutama produsen bidang industri yang memproduksi sampah plastik. Masalah infrastruktur meliputi sarana prasarana seperti armada pengangkut sampah serta fasilitas pembuangan sampah serta sumberdaya manusia dan keterbatasan anggaran masih menjadi pekerjaan rumah yang berat pemerintah daerah. Komunikasi lingkungan menjadi kunci interaksi dua arah antara pemerintah, masyarakat dan *stakeholder*.

Kata Kunci: kebijakan publik, partisipasi warga, pengelolaan sampah, strategi komunikasi pemerintah

Introduction

Over the last decade, the growing interest in environmental policy integration (EPI) has directed much attention to upstream policy-making processes at European and national levels, including Asia (Lafferty & Hovden, 2003; Nilsson, 2005; Agamuthu & Babel, 2023). Effective solid waste management is critical for the sustainable development of Asian nations. Asia is the most economically dynamic region, with countries like Vietnam, Indonesia, India, and China recording enviable growth rates recently. (Agamuthu & Babel, 2023). Asian nations have a high commitment to reducing waste in the future to achieve the Sustainable Development Goals (SDGs).

Indonesia is one of the countries highlighted by the world with poor waste management. Based on data released by the United Nations Program (UNEP), Indonesia is the second largest producer of plastic waste in the world after China. There are 3.2 tons of unmanageable plastic waste every year. Ironically, around 1.29 million tons of trash end up in the ocean (UNEP, 2019). This condition is also exacerbated by the full capacity of landfills in several provinces, which indicates that waste management in Indonesia is at a critical point (Tatsuno, Gamaralalage, & Onogawa, 2021). One of them is West Java Province. There are still problems in several districts/cities that have not been resolved. If not handled seriously, more and more waste will damage the environment and cause disease.

The amount of waste without optimal management will cause several environmental, health, and hygiene problems (Muslih, 2016). This is where environmental management is important, as it is an effort to guard against environmental damage, preserve the environment, and utilize natural resources. (Purnaweni, 2014) The increase in waste generation every day is unavoidable. Especially in West Java Province, one of the largest provinces in Indonesia, with the rise in population, the amount of waste produced also increases. Based on data from the National Waste Management Policy and Strategy (Jaktranas) in Presidential Regulation No. 97/2017, the projected waste generation in 2025 reached 70.8 million tons. This number increased by 7.6 percent from 2017, which was only 65.8 million tons of waste (World Bank, 2019). However, according to the Ministry of Environment and Forestry (MoEF), approximately 66.4% of waste ends up in landfills, 19.6% of waste is unmanaged and leaks into the environment, 11.8% of waste is treated by composting or is converted into fuel or biogas, and so on, and only 2.2% of waste is recycled. (GA Circular and Ocean Conservancy, 2019).

The government at the central level has paid attention to the problem through policies and programs. One such government policy is Presidential Regulation No. 97/2017 on National Policy and Strategy for Household Waste Management and Waste Similar to Household Waste. The policy explicitly states that in 2025, waste reduction must reach 30 percent of the total waste generated for waste management. This means there needs to be a reduction in waste of around 20.9 million tons. The government has also set a waste management target of 70 percent of total waste generation, or 49.9 million tons of garbage (Kompas, 2023). The targets set by the government will be difficult to realize without public participation and effective communication with local government officials and the community. Some previous research results conducted by (Cerya & Evanita, 2021) stated that public awareness regarding the disposal of waste in authorized disposal sites is still low. Not a few of these garbage are thrown into rivers or ditches, so during heavy rain conditions, there is flooding due to piles of garbage. Pre-observation conducted by researchers in several districts/cities in West Java, communication problems in local governments that related stakeholders cannot translate, and lame information communication in the community are the leading causes of implementing central government policies. Environmental communication becomes a plan and strategy through the communication process to support policy effectiveness, public participation, and implementation (Oepen & Hamacher, 1999)

The 27 districts/cities in West Java Province, Tasikmalaya Regency is one of the many regions with critical waste management issues. Several media outlets have framed "Tasikmalaya Regency Surrounded by Piles of Waste," such as Rmol.id, Radar Tasikmalaya, Kabar Priangan, and other media. As quoted from various news sources, the piles of garbage are not only on the main roads but also along the alternative roads, so this condition gives the impression of a dirty and shabby area. This has profound implications for the health of residents in Tasikmalaya.

The results of pre-observation interviews with the community and related stakeholders showed that the community's perspective in Tasikmalaya is that the river, susukan, and wahangan are landfills (TPS). As stated by a youth leader in the sub-district, the community does not have temporary waste disposal, and the final waste disposal is not adequate enough to be a TPS. There is no massive waste removal, so waste accumulates at specific points. Landfills in the Tasikmalaya District cannot operate optimally.

The local government has predicted the fullness of the waste storage, where overcapacity cases, such as those in Singaparna District, Tasikmalaya Regency, are far from the original capacity design. One form of communication with the community to raise awareness in the form of socialization has also been unable to reach the grassroots massively. The failure of the local government's communication is also a problem. The government needs to think of an effective communication strategy in waste management by involving various parties, including if policy implementation is difficult to implement, then there needs to be strict law enforcement so that residents have the sensitivity to work together to solve the waste problem. This article aims to find out how communication can be used to implement waste management public policies in Tasikmalaya Regency and how efforts can be made to build public communication to increase public awareness.

Environmental Communication

Although environmental communication theory is not explicitly found in M. Jimmie Killingsworth's theory and Jaqueline S. Palmer's transactional theory related to rhetoric, this theory examines how one group communicates with another. This theory represents the environmental discourse community and looks at how they communicate with each other. Rhetoric and language are used to frame environmental issues. In his book *Ecospeak: Rhetoric and Environmental Politics in America*, Killingsworth illustrates how environmental communication is influenced by political, social, and cultural discourse. This theory highlights the importance of language in shaping human understanding and action on environmental issues.

According to Killingsworth, three rhetorical styles are used in the environmental community. First is crisis rhetoric, where language emphasizes emergencies to trigger immediate action. For example, dictionaries and narratives related to climate change often use crisis rhetoric to push for faster policies. Second is the rhetoric of science, which focuses on scientific facts and data to build trust and authority in environmental discussions. Third, moral rhetoric, where there are moral principles to urge people to take responsibility for environmental damage that occurs. For example, discussing substances related to environmental justice, natural resources, and human rights.

People can simultaneously experience all perspectives on nature. However, each person has one perspective that will dominate the thinking of the others. Industry and business view nature as a resource that will be used for economic interests and profit. Nature as a resource does not mean making it an object (Killingsworth & Palmer, 2012) The government should be in a position that does not utilize natural resources for the benefit of industry and business because this

will have a non-strategic impact on the future of the government. When there is an environmental revolution, Killingsworth and Palmer build a second configuration where all discourse communities can access each other in society. In more recent studies, groups and individuals can communicate and attempt to move forward to open the discourse of thought to the environmental ideas and values of other groups functioning in society.

The Implementation of Public Policy

In public policy studies, Merille S. Grindle developed a model of policy implementation that is influenced by the content of the policy and the implementation environment (Grindle, 1980) emphasized the importance of policy content in the implementation process. This concerns the extent of the benefits and targets in the content of the policy, the desired changes in the policy, whether the program is on target or not, and whether the implementer has mentioned the policy. The implementation environment includes how much power the actors involved have, the characteristics of the regime in power, and the level of compliance and responsiveness of targets.

This is not much different from political marketing theory, which is a concept that provides policy offers to create factual programs and answer public expectations. Political marketing is a permanent concept that stakeholders must continuously carry out in building a positive image of the party and growing public trust, including implementing public policies. Four things need to be considered in the political marketing concept: promotion, place, product (person, policy, presentation), segmentation, and positioning. So, there is a reasonably strong correlation between the Grindle policy implementation model and political marketing theory, where policies made when they are right on target will be transformed through policy. However, policy implementation often experiences obstacles that depend heavily on communication, human resources, bureaucracy, disposition, and the external environment. In terms of communication, obstacles in the form of consistency, clarity of information, delivery of messages, and communication of policies to relevant stakeholders make it difficult for various policies to be executed optimally (Grindle, 1980).

Methods

This research uses a constructivist paradigm with a qualitative approach that positions observation and objectivity in finding a phenomenon, reality, and individual science by building subjective meaning from their experiences and interactions with their environment. This meaning formation is negotiated by individuals who have histories and social differences that play a role in each individual's life (Creswell, 2009).

The approach used in this research is qualitative, using a case study method. Case studies seek to convey the complexity of social activities by representing the meanings that individual social actors bring to the setting and produce in it through in-depth interviews (Creswell, 1998). Case studies are conducted when researchers want to gain an in-depth understanding related to a specific and complex situation.

This research is located in Tasikmalaya Regency, West Java Province. The researcher attempted to collect qualitative data through participant and non-participant observation, interviews, public and private documents, and audiovisual materials, including photographs, videos, and audio recordings. With the presence of information media and the internet, this research also observed what happened on social media, which facilitated public discourse (Creswell & Poth, 2018).

Researchers also sought to elaborate on communication strategies for implementing public policies related to waste management in Tasikmalaya Regency through a qualitative approach, which aims to observe, collect, analyze, and interpret data. The determination of informants in this study was carried out using a purposive technique. The informants totaled five people: the Environmental Division of the Tasikmalaya Regency Housing, Settlement, and Land Agency; the Chairperson of the KNPI; community members; business people; and community leaders. Researchers did this to get a clear picture of the communication strategy used to implement public policies related to waste management in Tasikmalaya Regency.

Information is also extracted from various data sources or units of analysis and other notes from field observations. This research uses an explanation-building analysis strategy, which means that the researcher's position is to construct an explanation related to the case that occurs and make research questions related to the reality under study. (Wimmer & Dominick, 2011). The data that has been collected is then analyzed and grouped for sorting or categorization based on certain factors. The results of the grouping are interpreted and identified by comparing the theories that have been listed in the literature review, otherwise known as time series analysis (Yin, 2012). The analysis results are presented with the relevant theories, and at the end, there is a conclusion accompanied by suggestions that can be followed up by further researchers and become input and recommendations for future research.

Result and Discussion

Environmental communication in the form of waste management is a strategic and planned communication process to support effective policy implementation aimed at preserving the environment, one of which is waste management. Two-way communication seeks to provide awareness to audiences to understand the main factors in environmental problems and solve problems expertly. Ecological communication, especially in dealing with waste problems, focuses on the mission and vision of a sustainable shared future and developing social capacity to solve environmental issues. Efficient methods, instruments, and techniques in policy implementation communication, social marketing, public relations, and non-formal training in environmental communication are widely applied (Oepen & Hamacher, 1999).

Policy implementation in environmental communication is a symbolic act of phenomena or facts that occur in nature and become messages in the form of symbols related to the impact of human activities, including the problem of waste that has been acute, disturbing health, and damaging the environment.

Communication becomes a symbolic activity that mediates human beliefs, behaviors, and attitudes toward the environment with environmental communication. (Cox & Pezzullo, 2015) That conveys the importance of public space so that discourse, conversation, and the involvement of other people, groups, and institutions related to waste problems can occur. The hope is that public space will be executed as a program to form a community from elements of society.

This waste problem is not trivial, so a communication strategy is needed to raise residents' awareness and participation. This is because waste management is a serious matter that needs to be followed up on immediately. The conditions that occur in Tasikmalaya Regency, where public awareness is still very minimal, the limited waste transportation fleet, unfirm legal regulations, lack of communication and information dissemination, and the lack of competent human resources are the leading causes of the waste problem not going away.



Picture 1: Piles of Garbage at the Corner of Main Town, Singaparna Subdistrict



Picture 2: Piles of Garbage in the River in Cisaruni Village, Tasikmalaya

The two pictures clearly show that the increasing waste generation is unstoppable. The increasing volume of waste comes from various waste production. An interview with the Environmental Division of the Housing, Settlement, and Land Agency, abbreviated as Dinas Perkintan, said that the most significant waste composition comes from households, commercial markets, public facilities, and others. The large proportion of household waste shows that the population more or less influences waste generation in an area and household consumption. This reality is very potential; new problems arise when the waste cannot be reprocessed into goods that can be used (reused) and returned (recycled).

As a result, garbage or waste in the landfill will continue accumulating and exceeding its capacity. In addition to the ever-increasing waste production, the piles are increasing, and there is dumping of waste in the corners of the city due to non-optimal waste management. Garbage and waste are not just thrown away but need to be sorted first so that the use value of garbage continues. The environmental burden caused by waste can be reduced even further. In dealing with this problem, the government certainly does not remain silent. However, making joint efforts to optimize waste handling does not have profound implications, especially on public health issues.

Communication of Waste Management Regulations

The enactment of Law No. 18/2008 on Waste Management and Presidential Regulation No. 97/2017 on the National Policy and Strategy for the Management of Household Waste and Waste Similar to Household Waste. This regulation is enough to answer the challenges and waste problems that have been occurring, including in Tasikmalaya Regency. Waste reduction, referred to in the law, is recycling, limiting waste generation, and reusing waste.

Waste management consists of sorting and separating waste according to type, amount, and nature; collecting and transferring waste to waste storage or processing; transporting waste; processing waste; and final waste processing in the

form of safely returning waste to the environment. However, the facts regarding implementing the policy in the field are not easy. Following up on the regulations from the center, the Tasikmalaya Regency Government made a derivative regulation in the form of Tasikmalaya Regency Regional Regulation Number 3 of 2022 concerning Waste Management.

This waste management aims to realize an area that is clean from waste to support the living environment, improve public health and environmental quality, and make waste a resource. In its implementation, the Environmental Division of the Housing, Settlement, and Land Agency, or the Tasikmalaya Regency Perkimtan Agency, has added a fleet of waste carriers so that the fleet has a total of 9. In addition, a waste bank program follows the implementation of Reduce, Reuse, and Recycle. To date, the government has also collaborated with environmental activists to help with the waste bank program.

In environmental communication, the waste bank program, which involves stakeholders and the community, is an element of communication where interaction with actors occurs. This environmental communication model introduced by Killingsworth and Palmer (2012) portrays the existence of three configurations of interconnected public spaces with lines of relationship in the tension of interests based on issues or discourses. These namely communities view nature as a source, nature as an object, and nature as a spirit. Communication is a very effective strategy between related stakeholders to manage communication management and tensions in dealing with environmental problems with the waste bank program.

“The waste bank program benefits the community and environmental activists because it can generate profits. In Tasikmalaya, the creation of parks in several offices whose tools are all from garbage, especially those made from plastic, are recycled. With all the creativity and innovation of the community and activists, we support them optimally even though there is no budget from the APBD because it is limited (Interview with the Secretary of the Tasikmalaya Regency Housing, Settlement, and Land Agency, 19/10/2024)”.

In the axiology of the philosophy of science, this waste bank program has benefits that all parties can feel. Although it is only a volunteer program, this waste bank makes it easier to manage waste. The waste recycling process is also getting easier by sorting, collecting, and reusing waste that is still useful for further use or processing.

“There is a special person here who manages the waste bank. Her name is Irma, an environmental activist. She is diligent and tenacious. Why did we make her the coordinator of the waste bank? At that time, the audience brought crafts from the garbage collected every day. Irma's presence makes the other tasks lighter; the garbage is not mixed up. Interview with the Secretary of the Housing, Settlement, and Land Agency of Tasikmalaya Regency, 19/10/2024).”

According to the thoughts of (Killingsworth & Palmer, 2012) the government is in a position that makes these environmental issues as objects, namely facilitators and regulators, so the government's role is central in the communication flow, while the implementers are the regions. As a regulator, the Tasikmalaya District Government must take a role and initiative in establishing the

waste bank program. From the perspective of environmental issues as a source, where waste entrepreneurs are used as a field for profit/economy, this waste bank program becomes a community of environmental activists who are involved and have concerns regarding waste management so that they can educate on environmental issues.

Tension occurs when the relationship between the waste bank community and entrepreneurs is fraudulent, with late collection, delayed payments, lack of transparency, and competition between entrepreneurs. In this case, the government's role as a mediator becomes necessary when a communication crisis occurs. Problems will continue to persist when community channels experience obstacles and are blocked (Runtiko, Adi, & Novianti, 2015). This results in establishing policies and programs that cannot achieve the main objectives. Like the theory of policy implementation put forward by Merille S. Grindle, communication barriers in regulation are the leading cause of the program's failure to reach the target.

Communication gap and lack of massive socialization

The Tasikmalaya District Government realizes that the implementation of regulatory policies experiences obstacles when there is a gap in communication and information to the community. The community's role in utilizing the accumulated waste is still very minimal. This can be seen from Susenas 2022 data, where most of Indonesia's 57.9 percent of household waste has never been sorted. Only about 9 percent are really serious about doing so. Many factors influence the low awareness of waste management among the public. First, many still do not know organic and inorganic waste, so they do not understand how to classify them.

Garbage and waste are still considered as dirt that must be removed from the house immediately without regard to categorization and selection first (Kompas, 2023). The waste is finally left to rot altogether, and there is no desire to create a waste bank and then process it again to get profit and profit. When the waste is sold or processed, it will generate new economic value. This is indeed recognized by one of the residents in the Singaparna Subdistrict when the garbage has accumulated and is directly burned behind the house.

"Because I can't process it and don't know how to separate it, it's better for me to burn it behind my house when the garbage has accumulated because if it is thrown into the river or sewer, it will clog the waterways. Besides trash bins must also be available. The government should also provide them, but if we have the will, we can provide them ourselves. The government's lack of socialization with the community makes us think practically" (Interview with Utang, a resident of Singaparna Sub-district).

The lack of massive socialization carried out by the government to the community is exacerbated by the condition where the waste collection system is also not systematic. Even if there are people who have collected and sorted waste, people are still confused about where the waste should be handed over, especially with the condition of waste collection institutions or organizations that are still minimal for processed household products. In addition, there are still not many people who benefit from processed waste. The purpose of the community to dispose of new waste is limited to the house's cleanliness. In environmental communication,

socialization, and education will run when the elements of communication, including communication objectives, communicators, messages, and targets, have been determined (Killingsworth & Palmer, 2012).

“Let alone sorting waste, and there is still no awareness to give awareness to the community so that garbage is disposed of in its place, so there are not a few people who still throw garbage on the side of the road. Moreover, many people are reluctant to pay monthly garbage levies, so throwing garbage into the sewers or roadsides is better. We do have a channel for the community to report; it should be easier for the community to submit complaints (Interview with the Secretary of the Housing, Settlement, and Land Agency of Tasikmalaya Regency, 19/10/2024)”

The government in Tasikmalaya Regency has admitted that campaigns or socialization to the community have not been massive, such as the installation of banners, appeals to sub-district and village heads, door-to-door campaigns, or education carried out through social media. The lack of innovation and creativity owned by the government makes it quite difficult for the community to be educated and raise awareness. This condition is further exacerbated by the fact that the regulations that have been issued have not been able to encourage the complete reduction of waste, especially plastic.

According to Rogers and Storey (1987), a campaign is a planned communication action carried out continuously over a long period of time and creates an impact that its targets can feel. Campaigns are also carried out institutionally rather than individually. Campaigns aim to sensitize, change beliefs, and increase target knowledge (Venus, 2012). When local governments lack long-term targets and clear objectives, achieving success in the waste management socialization campaign will be challenging. Socialization campaigns require the right media to disseminate them.

Not only does socialization need to be strengthened and intensified, but the government also needs to build communication with producers of beauty products, food, beverages, and other beauty products that produce waste to deal with plastic waste. KLHK has issued Minister of Environment and Forestry Regulation Number 75 of 2019 concerning the Producers' Roadmap for Waste Reduction. This regulation requires manufacturing, food and beverage services, and retail manufacturers to reduce waste from products, product packaging, and containers with plastic, aluminum cans, glass, and paper materials. Ideally, this regulation can also be followed up on by local governments, which are the executors of the regulation. The regulation in Article 3 is apparent that 11 types of industries are required to reduce plastic waste production by 30 percent. The industries in question are cosmetics and body care, cafes, restaurants, catering services, hotels, public markets, food, beverages, modern stores, and consumer goods.

Socialization and communication with producers in Tasikmalaya Regency are still far from expectations, so there is still an imbalance that results in many producers continuing to produce small plastic packaging products that are difficult to decompose. Several producers dominate plastic packaging waste in the field, including plastic packs of instant noodles, bottles of artificial sweetener drinks, shampoo, toothpaste, and soap that accumulate waste. This regulation is not

integrated with the local government and the distribution license of the Ministry of Industry and BPOM.

So far, the distribution license given to manufacturers is only based on the feasibility and quality of cosmetics, food, beverages, and others. However, strict rules on plastic waste due to the consumption of products that are dangerous because they pollute the environment and the lives of living things, mainly if microplastics are found in the bodies of animals and then consumed by humans, will potentially threaten lives. This is where the role of the local government as an extension of the central government must be to make practical communication efforts so that sustainable plastic waste management can bring upstream and downstream the consumption of products with plastic packaging and production systems.

Campaign persuasion to relevant stakeholders must have targets and continuity to encourage the target to take action. The campaign must also be able to convey ideas so that the target participates in the waste management campaign. The campaign will be declared successful through cooperation with the mass media to change the behavior or actions of producers. Therefore, policy objectives regarding waste management must be communicated to the target group to reduce the gap between the plan and policy implementation. If the communication of information about the objectives of waste management to the target group is not clear, the target group is likely to accept it.

Challenges and Barriers to Policy Implementation Communication

The Tasikmalaya District Government, in implementing the waste management policy, experiences obstacles that cause the objectives of the issuance of various regulations not to be entirely targeted and under the predetermined targets. There are two communication barriers to implementing the policy: internal and external. The origin of the garbage piling up at street corners and the Environmental Agency are separate. Sometimes, it can be executed faster because it does not experience significant bureaucratic communication barriers. Several problems related to waste management have always quickly found solutions. After the issuance of Tasikmalaya Regency Regional Regulation Number 3 of 2022 concerning Waste Management, the government immediately conducted an evaluation and improvement, one of which was to increase the number of employees who manage waste by preparing a fleet.

“We have 9 UPT garbage fleets, but even then, they are only in urban areas, not evenly distributed in remote villages and other sub-districts, most only in Singaparna District, Ciawi, and Manonjaya Districts. Outside of that, it cannot be served yet, but the plan and target is 50 tons per day. I also have to ensure there is no waste accumulation every day. So when I patrol, there is a buildup of garbage; I immediately call the officer (Interview with the Secretary of the Tasikmalaya Regency Housing, Settlement, and Land Agency, 19/10/2024).

The limited fleet owned and the uneven human resources of waste managers in all sub-districts are internal obstacles. Moreover, the 60 waste officers are honorary workers, and the government pays and allocates a unique budget for waste managers. Because they cannot enter ASN or PPPK. Processing facilities, ranging

from composting to the use of maggot, are still few in residential neighborhoods and villages, including the 3R (reduce, reuse, recycle) TPS points, which are still minimal, requiring practical strategic efforts in handling waste.

In emergencies, the internal government in Tasikmalaya Regency needs to form a task force team involving various parties. One of them can involve the janitors in the field. In addition, it is necessary to build permanent facilities that do not only rely on community management. With the unification of the Environmental Agency with the Housing, Settlement, and Land Agency, the environment is only a separate field. When there is coordination, it must pass through many ministries above it. This is very difficult, especially with complex communication, because it cannot be directly executed when problems are found in the field.

The local government's authority has not yet reached the law enforcement stage, so when people or producers violate it, they cannot be sanctioned. Weak law enforcement is a serious problem in policy implementation. The firmness of rules and law enforcement is very important to foster public awareness of collecting waste.

Article 10 of the local regulation on waste management issued by the Tasikmalaya Regency government is obvious that if any business entity or producer violates the obligations in the waste management plan, it will be subject to administrative sanctions in the form of written warnings, administrative fines, and revocation of company licenses by statutory provisions. The rules in the regional regulations are also quite clear: everyone must sort organic waste and other waste. In processing limitations, vigorous law enforcement can minimize the garbage piling up on the side of the road.

Other internal obstacles are weak waste reduction implementation plan supervision and limited community and business facilities that have not explicitly been regulated in the Regent Regulation. The mandate of Article 35, paragraph 2, states that the development and application of technology in waste management can be carried out with a digitization program for proper and fast waste collection; waste processing is carried out by applying biological technology and processing non-organic waste with recycling technology.

However, in its implementation, the local government itself is not ready to face the application of digitalization, so it still relies on manuals in terms of waste management. In fact, in the current era of information technology, local governments should be able to adapt quickly. When facilities and technology are available, the community can utilize them to manage waste and encourage awareness participation to process independently. Local governments have also provided information channels that are integrated with information systems at the national level. The available information system includes waste management legal products, policy and planning documents, waste handling performance reports, waste generation, waste sources, waste characteristics, area management status, etc. External factors pose challenges and obstacles to implementing waste management policies, and community participation in waste management is necessary. Furthermore, when community participation is in place, the local government will continue to make every effort to encourage the success of waste utilization

programs for waste power plants (PLTSa), waste-to-energy, and waste recycling so that they become more valuable. Thus, the government's plan to eliminate landfill construction by 2030 can be realized.

However, community participation is still a significant obstacle. That is why awareness and efforts to manage waste in Indonesia are minimal. Referring to Kompas R&D Data, out of 600 respondents, only 30 percent of respondents practiced waste management. Meanwhile, most others are not very interested in participating in waste management training. Most respondents, 82.3 percent, stated they did not know and had never heard of waste reduction and management programs. This portrait shows that the weak commitment of the community to reducing and managing waste is still a challenging task for the government.

Without personal awareness, working alone is quite difficult for the government. Therefore, collaboration and synergy will make completing the long and steep road of waste management problems easier. Indeed, the government should also provide recycling facilities and services that can be accessed for free. Although Tasikmalaya Regency is unlikely to be free of waste, the maximum handling done will be an excellent first step in waste management. However, many people are also reluctant to pay waste fees as a form of retribution that has been set. Limited waste management infrastructure, such as compost houses and banks, is increasingly challenging waste management policies that have not run optimally. The Kompas survey revealed that around 41.8 percent of respondents did not have a waste bank in their residence. The following external challenge is communication with related institutions engaged in waste management. Although there are not many, there are always institutions that only pursue profit or profit alone, not on a shared ideology to break the chain of chaotic waste management.

Conclusion

Tasikmalaya Regency is one of the regions in West Java Province that once had a history of being surrounded by waste piles in every corner of the city. However, along with the strong political will of the local government, the steep road of waste management in Tasikmalaya Regency began to unravel and find a solution. Communication in implementing waste management public policy is still far from the target and shared expectations. The problems faced in the field are not easy. The government, community, environmental organizations/NGOs, and producers have yet to find mutual understanding.

Regulations that have been issued are not socialized massively through effective campaigns, which has implications for the lack of public awareness in sorting waste. Most people are unaware of programs and ways to process waste so that it can have long-term benefits. The public and producers of plastic waste from food, beverages, cosmetics, and so on tend to ignore the government's big agenda of reducing plastic waste. This happens because some people experience information inequality and socialization that is not optimal concerning waste management. This is where there is a need for strict law enforcement to create a deterrent effect for anyone who violates the rules of the game that have been set.

Providing adequate facilities and infrastructure is still a crucial problem in waste management. Various findings in Tasikmalaya Regency challenge the government. In the future, the UPT fleet/garbage carts, janitors, and increased honorarium for officers will collaborate with all elements of the nation towards better waste management for a sustainable net zero waste management vision.

Limited funds in waste management must be resolved. The government must increase the allocation of funds. Apart from that, the effectiveness of enforcement and legal certainty related to waste management often mean that the government is caught up in political interests with inconsistent attitudes. Lawmakers must agree to strengthen regulations and provide severe sanctions to those who violate them.

Besides that, the lack of transparency and accountability in waste management inhibits realizing a waste-free area. In several other countries, such as in Asia, success can be demonstrated through an open process of political communication between stakeholders so that every process and policy taken can be of concern and well monitored by all parties.

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