

The Implementation of “GREBEK SAMPAH” Program in Socializing JAKARTA BERSIH 2020

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Abstract

As year goes by, the population in Jakarta along with the amount of waste keeps on increasing. This causes Jakarta Provincial Government creates a program called Jakarta Bersih 2020. It is the job for Jakarta Provincial Government’s Public Relations to spread the program to Jakarta citizens through socialization. This research is using qualitative research with campaign concept. It aims to know and understand the implementation of Jakarta Bersih 2020 by Jakarta Provincial Government’s Public Relations at Krukut Bawah riverbank. The primary data is collected through a semi-structured interview while the secondary data is gathered from books, academic journals, and online sites. Moreover, secondary data is also obtained from Jakarta Provincial Government’s Public Relations’ internal data. The result shows that the execution and implementation of Jakarta Bersih 2020 are not effective as it do not change the Jakarta citizen’s behavior towards waste disposal. The Communication, Information and Statistics Service of Jakarta Provincial Government is expected to work harder to implement the program by visiting the location regularly to do socialization and planning the media selection carefully in order to deliver the message.

Keywords: campaign, Jakarta Bersih 2020, socialization

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INTRODUCTION

The population of Jakarta's citizenship is keep on increasing every year. In 2015, the population has reached 10.196.173 people and increased for 10.309.310 people in 2016. The growth of Jakarta's citizenship population has caused the densely populated area which leads to the minimum settlements area. In Jakarta, the available area is only around 662 km², which absolutely would not be able to balance the rate of population growth (Febrianto, 2016). Hence, a lot of citizen cannot afford to buy a land and choose to live around the riverbank.

It also supported by the Head of Central Data Information and Public Relations, Sutopo Purwo Nugroho, that Flood in Jakarta is dominantly caused by the aspect happened in the upper, middle and the Jakarta part itself, especially the shallow river and the amount of people who lived around the riverbank (cited on Adhitia, 2017). Based on the Government Regulation Number 38 Year 2011 about river, it is forbidden to build a building in 10-20 m distance from the riverbank.

Moreover, the growth of population in Jakarta also affects the enhancement of the waste. According to the Head of the Environmental Service, Isnawa Adji, Jakarta's citizenship is tend to have consumerism habit which may lead to the huge amount of waste production. Jakarta Environmental Service's data showed that the waste volume in Jakarta is always increasing every year. For instance, in 2014, the total amount of waste in Jakarta has reached 2.067.534.86 ton. While in 2015 the waste in Jakarta has increased for 2.342.987.41 ton and swelled until 2.401.687.44 ton in 2016. The data from Sanitary Office of Jakarta Provincial Government showed the amount of waste lifted up in river, lake and reservoir around 90-220 ton per day. 90% of the total waste is entered through the canal. These wastes are believed as one of the problem that cause flood disaster. Abdul Muhari, an Indonesian researcher on Hazard and Risk Evaluation of International Research Institute of Disaster Science (IRIDes), Tohoku University, has been observed and implemented the simulation to know the cause of Flood in Jakarta (Utomo, 2014). Teguh Hendrawan, the Head of Water Management Office, stated that waste blocks the water stream and caused the occurrence of flood in some areas in Jakarta (Arubone, 2017). This is also supported by Sandiaga Salahuddin Uno, Jakarta's Vice Governor, that flood in Jakarta is dominated by the waste problem that keep

increasing (Iqbal, 2017). Especially in Tanah Abang, Central Jakarta, the waste production is reached 738 m³ for each day. Tanah Abang is becoming the huge waste producer in Jakarta. Those wastes are usually coming from the organic trash that ready to throw such as vegetables, while the non-organic thrash has been sorted by the scavenger (Rahayu, 2017).

Tanah Abang is flowed by Krukut River that has been categorized in red zone. Red zone itself means that the river is flowed by waste which included in severe stage. Krukut River has flowed for 4 km long in Kebon Melati District. It has less than 10 m wide and depth as the ankle (Widadio, 2017) and the stink is always smelled from the river. The Sanitary Management Unit of Jakarta Water Environment Office stated that there is 10 m³ of the waste that lifted up by the officer for each day. 90% of the waste is coming from the household waste around the district (Widadio, 2017).

The pile of waste is caused by citizen who not yet aware of sanitary and the government who did not assertive in giving sanction to those who throw the trash carelessly (Hidayat, 2014). This statement is supported by the citizen around named Ade, who said that waste in the river around her house is caused by the citizen within the district who did not aware to not throwing the trash to the river (Sari, 2017). Jakarta’s Governor, Anies Baswedan, said “grebek sampah” program that held by the Sanitary Management Unit of Jakarta Water Environment Office has aim to educate society to not throwing their trash in the river (Ifand, 2017). Besides, to handle the waste problem in Jakarta, “grebek sampah” program also becomes one of the Jakarta’s Provincial Government program to reach the term of “Jakarta Bersih 2020” (Clean Jakarta 2020). Through the program, Jakarta’s Provincial Government proclaims the more serious program in handling the waste (Rudi, 2016). This program held to unleash the socialization of Jakarta Bersih 2020. Even if, in the process of socialization, obstacle is always occurred either from the Provincial Government or the citizenship itself.

Government, until now, keeps making some programs and activities due to build and improve the image of the city. This is done by using two-way communication between the instances. The choice and use of strategy from someone is able to give positive effect. Thus, it is needed a public relation officer to support the success of an activity or a program that has been planned. The role of public

relation in a government instance is needed as a bridge between an organization and society. Therefore, the researchers are interested to do a research on program implementation done by Jakarta's Provincial Government in socializing Jakarta Bersih 2020.

This study refers to the main theory by Michael Pfau's and Roxanne Parrot's book entitled *Persuasive Communication Campaign* (1993) which explained that campaign is a process arranged consciously, gradually, continuously and implemented in a certain time. It is done due to influence the objective that has been defined (Heryanto, 2010). Another definition according to Roger and Storey in their book *Communication Campaign* mentioned that campaign as a group of planned communication act which aimed to create a certain effect to a big amount of people also done continuously in a certain time (Heryanto, 2010). In this case, the object is the implementation program by Jakarta's Provincial Government Public Relation in socializing Jakarta Bersih 2020. There are nine points in socializing, namely; aware, gradual, continuous, certain time duration, public awareness, offer information, public education, reinforce the attitudes and behavior, and behavior modification. According to Newson, Scott and Turk (1997), a public relation do the campaign activity for;

a. Public awareness

Generally, campaign is done to create the public awareness. The awareness of something that related to the social concerns such as education, health regulation, prosperity, and environment sustainability.

b. Offer information

Usually the information offered has been prepared through the printed media such as brochure, magazine and guidance book on the constitutional regulation in more complete way. Including the help of expert and special fund allocation to public, community and civil society organization that need to implement the campaign program for social concern.

c. Public education

The public relation ability is to educate the public emotionally. Supported with the complete campaign materials on information and purpose of a program. Also it has value on education against the citizen.

d. Reinforce the attitudes and behavior

The campaign should be able to strengthen the values or change the public behavior through the agreement with positioning statement of interviewees.

e. Behavior modification

The ability phase on establishing the campaign is to change the behavior and convincing public on certain social program.

Based on several points above, the Government of Special Region of Jakarta use five stated points above which are the socialization aimed for creating public awareness, providing information, educate public, strengthen values, and change the behavior of public. The concept in this research use government public relation. Generally, this concept has function to improve government responsive attitude and providing public information to regulate own regulation (Lattimore, Baskin, Heiman & Toth, 2010, p. 363). Public relation in government institutions has some main tasks such follow (Sari, 2012):

- a. Observing and learning about desire and aspirations in society
- b. Advising to react on what should be done by government institution as required by public
- c. Ensuring satisfactory relation between public and government officials
- d. Informing and explaining on what have been endeavored by government institution.

From the explanation above, it can be concluded that the main task of Special Region of Jakarta’s government public relation is becoming intermediary between public and government institution. The government public relation can convey the public aspirations to the government’s institution. Afterward, the government public relation can inform the things that would or have been done by direct socialization to the Jakarta’s society. According to Soekanto (2010) socialization is social interaction process which is referred to the dynamic social relations. The interaction is occurred due to each of individual aware to other parties who cause changes to the behavior on what should be done.

This socialization aims to improve awareness or knowledge to catch people attention and provide good perception and opinion toward activity from such institutions so it will impact to a good

image in public. Generally, socialization is delivery of values in purpose for well-internalization performed in certain time and continuously.

The socialization process information can be defined as delivery of values to society in purpose to know and understand more about certain issues, equalize public perception with the government. The parties which are performed socialization namely as socialization agent. Fuller and Jacob identify that there are five main kinds of socialization agents including family, play group, mass media, and education system (Sunarto, 2004). In case to know how is the implementation of Special Region of Jakarta of government public relation socialization in socializing Jakarta Bersih 2020, hence this research uses several concepts that have been explained before. It can be resumed in the research design below:



Figure 1. Research Design
Source: Researcher's data processed

Research Method

In this research, qualitative is used as a method to get depth information and data, so that the conclusion can be drawn clearly.

According to Sugiyono (2010), qualitative method is a method used to investigate nature of object condition, and the researcher here is a key instrument, the collecting data technique is conducted by triangulation, then the analysis has inductive characteristic and the result is more concern on the meaning rather than generalization.

Triangulation is conducted to examine the truth of the result, meanwhile, the data analysis technique is conducted as following steps:

- a. Data reduction means as summarizing and choosing basic things, and focus on important things, searching the theme and patterns.
- b. Data presentation. In this step, after the data being reduced, hence the next step is presenting the data. The data presentation in qualitative can be conducted in short description, figure, the relation between each category, flowchart and so forth. However, the most used in data presentation is narrative.
- c. Drawing conclusion and verification. The stated conclusion is temporary and will change if the strong evidence is found in the next data collecting (Sugiyono, 2010).

RESULT AND DISCUSSION

The socialization program conducted by Jakarta’s Provincial Government of Communication, Information and Statistic Service and Special Region of Jakarta Government is a process which is arranged consciously through well-preparation. Besides that, mass media and society is invited to see directly the condition of Krukut Bawah riverbank. The next result shows that campaign held by Jakarta’s Provincial Government of Communication, Information and Statistic Service is also conducted gradually and sustainably start from 2017 and 8-9 times of meeting to discuss the right strategy. This program is also conducted continuously started by Sanitary Management Unit of Jakarta Water Environment Office (Dinas Lingkungan Hidup Provinsi DKI Jakarta, 2017) and doing collaboration with Jakarta’s Provincial Government of Communication, Information and Statistic Service.

The socialization of Jakarta Bersih is also performed in certain times based on the purpose in 2020. It is hoped that this program can be performed continuously up to 2020. From the result of the research, internal informant said that campaign program is conducted to raise public awareness, especially in the Jakarta riverbanks Krukut in case to keep the environment clean by not throwing trash to the river.

Jakarta’s Provincial Government of Communication, Information and Statistic Service aims to offer information by providing information to educate public. It is performed by the help of

opinion leader Giring Nidji, Mangara Pardede, Aditya Pamungkas and Dia Ekowati. These opinion leaders convey full information expressively and persuasively which has purpose to reinforce the attitudes and behavior to do not throwing trash in riverbanks. As stated by external informant, this program able to change attitude and ensure public to do not throwing trash in river, even it is not maximal yet.

The media used in this socialization program is also suitable for group in campaign concept according to Ruslan (Ruslan, 2013). The suitable group is general media as like phones, and letters. Another media used is mass media in a form of television and internal media that are spoken and visual word in a form of visual photo slide to persuade.

The main media used in the program is also suitable with campaign concept that is meeting media, meeting in Kebon Melati District office to discuss Jakarta Bersih 2020. In this case, campaign is also performed in social media such as Facebook, Twitter, and YouTube.

In this current time, Kebon Melati society has reduced the bad habit to optimize the campaign. Some people are helping to clean up Krukut Bawah River, further, they also give advice to other people in case to keep the environment clean, especially Krukut Bawah River. The succeed of Jakarta's Provincial Government of Communication, Information and Statistic Service in socialize the Jakarta Bersih program 2020 in Kebon Melati region is supported by the factor in conveying the messages by always paying attention to the interviewee they chose.

After this research is being conducted, the public relation concept of Jakarta's Provincial Government of Communication, Information and Statistic Service is suitable as required by Sari. She told that a communication has been obtained a whole and well performed (Sari, 2012). Afterward, Jakarta's Provincial Government of Communication, Information and Statistic Service also has characteristics as stated by Effendy (2013) in which Jakarta's Provincial Government of Communication, Information and Statistic Service also involving information and persuasive activity from both two sides.

The function of Jakarta's Provincial Government of Communication, Information and Statistic Service is also suitable

with the function of public relation stated by Cutlip, Center, and Broom. Jakarta’s Provincial Government of Communication, Information and Statistic Service has public relation practice including publicity, press agency, public affairs, and management issues in fulfilling Jakarta Bersih 2020 idea (Cutlip, Center & Broom, 2006). As for Jakarta’s Provincial Government of Communication, Information and Statistic Service is based on Kriyantono (2008) about public relation aim which creating same public understanding, build a positive image, public opinion, and goodwill. Public relation according to Nova (2011) including publication, event, message, company image, and community involvement also has been performed by Jakarta’s Provincial Government of Communication, Information and Statistic Service such as using newspaper as media publication of Jakarta Bersih 2020 to socialize with public.

In doing task as public relation, Jakarta’s Provincial Government of Communication, Information and Statistic Service is already in line with John D. Miller statement about government in doing realization of public aspiration, advising the society to doing good things, bridging society and government and inform about activity that has been performed (Sari, 2012). The main function of government public relation has been conducted by Jakarta’s Provincial Government of Communication, Information and Statistic Service as well by providing information to the public and become communicator of information (Lattimore, Baskin, Heiman, & Toth, 2010).

CONCLUSION

Based on the analysis above, it can be concluded that Jakarta’s Provincial Government of Communication, Information and Statistic Service which collaborated with Jakarta’s Environmental Service have lack of intense socialization. It is seen through the socialization program that only hold once in a year. The media chosen by Jakarta’s Provincial Government is television and news. However, these types of media are not fit for Krukut River citizen, since they have lack information about the media and the information is not successfully delivered to them.

This study suggests Jakarta’s Provincial Government of Communication, Information and Statistic Service to improve the

frequency of socialization program, at least four times per year. Therefore the message could be implemented well by the target. The researchers recommended that government should make the plan carefully before running the socialization program. A research on the mostly watched television channel in Krukut River citizen is needed. It may open the cooperation between government and the television channel itself, hence the program through television media can be delivered well.

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