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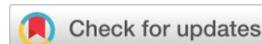
Environmental Campaign Advocate through Waste Digital Bank at Rural Area in Bali, Indonesia

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ABSTRACT

Garbage contributes significantly to the environmental damage. The issue of global warming is an emerging and growing issue. This research aims to understand Griya Luhu's proprietary strategy in delivering environmental campaign digital waste banks in rural areas. Environmental communication is an advocacy method. Environmental campaign advocacy is the act of persuading or arguing in favor of a particular cause, policy, idea, or set of values on an issue. Advocacy is a powerful medium for organizations with various social and environmental changes. Currently, the existing environmental campaign advocacy only focuses on urban areas. Economic limitations and waste issues have become the main reasons why Griya Luhu, an NGO Bali-Indonesia-based, wants to provide environmental campaigns to rural communities on Bali Island through their *Digital Bank Sampah* (Digital Waste Bank). This research was conducted through in-depth interviews with the Chairman and members of Griya Luhu. The outcome of this research shows that Griya Luhu used various strategies, including a communal approach, raising environmental issues, and empowering the community during the Digital Waste Bank program. Griya Luhu's primary strategy was to empower the community, especially in rural areas. Their empowerment is to push people to use digital technology and make the waste bank work more transparent. Thus, the community is more concerned with the environment, especially the problem of waste.

Introduction

The United Nations held a conference on living environments for the first time in Stockholm, Sweden, from June 5th to 14th, 1972. This conference was attended by more or less 6,000 people, consisting of 113 country delegations, representatives, and observers from almost all non-government organizations, as well as around 1,500 journalists from around the world [1]. The Stockholm Conference held that the effect of environmental conditions at that time was very concerning, with almost all over the world feeling an epidemic of Minamata that attacked Japan. The Stockholm Conference developed significant results, as the background PBB established a distinguishing auxiliary agency named the United Nations Environment Program (UNEP). Conference 2 Stockholm also sent forth the Declaration on the Human Environment. "*Man is both the creature and molder of his environment: the natural element and the manmade are essential to his well-being and the full enjoyment of basic human rights, even the right to life itself*". Humans are the creators and destroyers of the environment itself; neither natural nor artificial elements have the same amount of importance for the existence of humanity, namely their life necessities [2]. Global warming has become an important environmental issue over the last decade. Intergovernmental Panel on Climate Change (IPPC) reports regarding the cause of global warming are apprehensive. A report published in 2001 stated that there was a 6% chance of humans being the cause. In a subsequent report, in 2007, the percentage increased to 90% [3]. The result of this matter made many experts believe that the dominance of humans is the primary cause of global warming. Global warming can cause climate change worldwide and adversely affect human

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life. Global warming effects include drought, food and clean water crises, rainstorms, and outbreaks of tropical and other diseases, which have contributed significantly to damage to the living environment and global warming [3].

Indonesia has become one of the world's largest plastic waste. In 2019, Indonesia produced around 68 million tons of waste, with an amount of plastic of more or less 9,52 million tons, or 14% of the total waste based on data from The Ministry of Environment and Forestry. Indonesia was the second-largest waste-producing country in 2019. According to The Ministry of Environment and Forestry, approximately 72% of Indonesian society is careless about waste. Society usually does not pay attention to plastic waste, especially single-use plastics, because of their convenience in daily activities. This matter was delivered by director of waste management, Novrizal Tahar based on index report "*Perilaku ketidakpedulian Lingkungan Hidup* (environmental indifference behavior)" from Statistic Indonesia year 2018 [4]. Bali is one of Indonesia's islands that uses large amounts of plastic waste daily [5]. Referring to research by Bali Partnership, *Dinas Lingkungan Hidup* (DLH) Provinsi Bali from 2018 until the end of 2019 was recorded that the average waste generated per day was 4,281 tons. Of this amount, 2,061 tons of plastic waste has been taken care of, and 2,220 tons of plastic waste has not yet been considered. As one of the largest waste producers, Denpasar City produces approximately 160 to 200 tons of daily waste. According to Statistic Indonesia, Denpasar is ranked fifth in Indonesia in terms of waste production [6].

The waste problem in Bali is concerning, however. Tourists visiting Bali often experience discomfort due to waste issues, even though the largest source of income in Bali is the tourism sector. As a result, the tourism sector in Bali experiences a decline, especially during the rainy season, when many beaches, roads, and seas are polluted with plastic waste [7]. It's not only aesthetically disturbs tourists but also poses health risks. According to a research, plastic waste contains microplastics that can contaminate fishes and when consumed by humans, it can lead to cancer [8]. Various efforts have been made by environmentally conscious individuals and groups in the community to address the garbage issue in Bali. One of the groups dedicated to addressing this problem was the non-governmental organization Griya Luhu. Research conducted by Wulandari and Gusfa [8] titled "Empowering Environmental Communication of Walhi in the 2014 Legislative Elections" aims to understand the empowerment of environmental communication by the Non-Government Organization (NGO) environmental facility of Indonesia during the 2014 legislative elections (*Pileg*). This was a form of Walhi's intervention in the political sphere related to environmental issues, which significantly increased in prominence in 2013. The research methodology used was qualitative and descriptive, and involved data collection through observation, documentation, and in-depth interviews [9]. The results of Wulandari and Gusfa's research showed that empowerment through environmental communication by Walhi in the 2014 legislative elections to legislative candidates (*Caleg*) was carried out through lobbying techniques and received a positive response [8].

We can solve the waste problem through Environmental Communication and waste bank management. Environmental campaign advocacy is the act of persuading or arguing to support a particular cause, policy, idea, or set of values on an issue [10]. Advocacy is a powerful medium for organizations with various social and environmental changes. According to Pezullo and Cox [11], groups working in the environmental field are intermediaries between scientists, the public, media, and regulators. Environmental activists engage in several forms of advocacy, including methods, goals and audiences [12]. Griya Luhu is one of the waste bank managers in Bali. Griya Luhu is a start-up in the ecopreneur field to change the behavior and awareness of people towards continual waste management by using digital technology. Having a close background with environmental issues in rural area society, researchers will formulate a digital Garbage Bank advocacy campaign for waste problems in rural areas.

Material and Method

The research method used in this study is a qualitative method (qualitative research). Creswell stated that qualitative research is an approach used to explore and understand the individual or group meanings of a particular social problem/reality [13]. This research was conducted at an NGO that focused on sustainable empowerment in rural areas. Griya Luhu carried out this program through its program entitled Waste Digital Bank. Data were collected through interviews with two informants who were project officers from Griya Luhu. These considerations are adjusted to the credibility and ability of the informant as a source of data to understand the object or social situation being studied.

Data analysis techniques follow the approach of Miles et al. [14], including data condensation, data display, and conclusion drawing. The results of the research were analyzed by condensing, presenting, and concluding data [15]. The results of data collection were analyzed in three stages, namely data condensation, where the researcher sorted and coded the data to achieve categorization according to the research objectives. The second stage is the presentation of data, and the researcher presents the condensation results by elaborating on the concepts or theories. Thus, in the third stage, research can draw conclusions that can answer research objectives related to environmental campaign strategies in rural areas.

Result and Discussion

Result

Waste Problem

According to Law No. 18 of 2008 concerning Waste Management, waste is the remains of human daily activities or natural processes in solid or semi-solid form in the form of organic or inorganic substances that are decomposed or non-degradable, which are considered useless and disposed of into the environment [16]. Waste is a major contributor to the environmental damage and global warming. This indicates that waste contributes to greenhouse gases in the form of carbon dioxide and methane gas. Greenhouse gases are gases in the atmosphere that have the ability to absorb solar radiation reflected by the Earth, causing the Earth's surface temperature to increase.

The impact of accumulated waste that cannot be decomposed for a long time contaminates the soil. The waste in question is material that is not used because its main parts have been used, and are unwanted and economically worthless [17]. Plastic waste creates several problems for humans and the environment, such as decreasing health quality, decreasing environmental quality, and impacts on social and economic aspects. Decreasing Health Quality is a health problem due to inadequate location and waste management (uncontrolled waste disposal), so that the place is suitable for several organisms and attractive to various animals that can spread disease. These include diarrhea, dengue fever, fungi, and diseases caused by tapeworms or microplastics. A Decrease in Environmental Quality, such as the seepage of waste liquid that enters the drainage canals, irrigation canals, or rivers, will contaminate the water. The existence of various organisms is threatened and can even disappear, so the biological aquatic ecosystem can change.

The last are several Impacts on Social and Economic Aspects, which are explained by inadequate waste management causing a low level of public health, which also means increasing healthcare costs for treatment. Decreased living comfort due to the accumulation of garbage and creation of an unpleasant and unhealthy view. Deterioration in the quality of infrastructure such as drainage, irrigation and roads due to the entry of waste into the canals and Disruption of economic activity due to pollution disturbance due to poor waste management.

Waste Digital Bank Griya Luhu

Non-Government Organizations (NGOs) are currently recognized as third actors in development activities, human rights, humanitarian action, the environment, and other public areas [18]. The Non-Government Organization was first formed in the late 1980s as a provider of new solutions to long-term development problems because the government was considered inefficient in development and its development projects were also ineffective. The number of NGO also experienced a massive increase during the 1980s and the 1990s. Non-government organizations are well known for their two types of activities: providing services to people in need and organizing policy advocacy and public campaigns to achieve social transformation.

Non-Government Organizations are also active in various other specific roles such as conflict resolution, cultural preservation, environmental activism, policy analysis, and providing information. Lewis [18] mentions that NGO can be seen as a kind of tabula rasa, where current ideas, hopes and worries about social transformation are projected. Griya Luhu is an environmental activist NGO in Bali that focuses on the Digital Waste Bank. Griya luhu service are Digital waste management system, Waste collection and Waste facility consultation [19].

Griya Luhu's philosophy is griya, which means home, and luhu refers to waste. The name is derived from the philosophy that successful waste management manages waste as close to the source as possible. The source is our house and every door in the house. Houses produce a large amount of waste. Almost 60% or more of the waste that comes to the TPA comes from households. This encouraged us to build an ecosystem close to

our homes. In our logo, people might see the shapes of leaves that also move in green job sectors that cannot be separated by the color green and the picture of leaves. Meanwhile, we compile a few things before they are shaped similar to the leaf doors. It describes Griya Luhu as home (Figure 1).

The head of Griya Luhu, Nia, explained that Griya Luhu is a digital waste bank that originates from conventional systems and then develops into digitalization in 2020. Griya Luhu prepared a system or application in 2020. The history of the formation of Griya Luhu comes from obstacles encountered in the field: a flood disaster. This flood disaster caused data loss and encouraged the digitalization of Griya Luhu. The managers of Griya Luhu have an age range of less than 30 years. In this age range, there are no obstacles to using digital communication technology. As Griya Luhu grows, most customers or operators involved in our activities become mothers. The dominance of mothers pushes Griya Luhu to bring digital to the village and attempt to make subjects that can use our digital basis. The Griya Luhu Application focuses on environmental system upgrades to enhance the efficiency of data storage and monitoring using only one gadget (Figure 2).
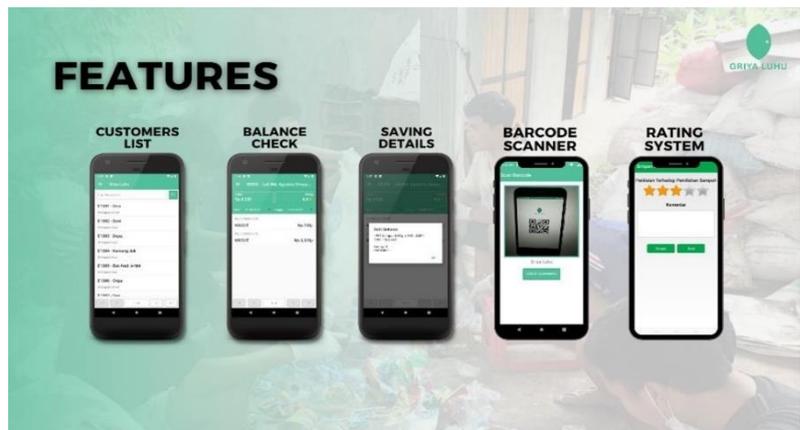

Figure 1. Griya Luhu's official logo.   **Figure 2.** Griya Luhu Application.

Griya Luhu's team members embrace the gender equality concept, with 50% of the members being women. Therefore, all the team members were local workers. Griya Luhu has ten organizers with more than 600 volunteers. The team came from different backgrounds but had the same purpose of dealing with the problem of improper waste management. Griya Luhu's waste management concept is Reduce, Reuse, and Recycle. Reducing this means reducing single-use waste, such as plastic bags, plastic bottles, and plastic straws. Reusing is using back things that can be reused for the same function or other functions —for example, drinking bottles and shopping bags from fabric. The third concept is recycling to reprocess waste into new valuable goods or products.

Environmental Campaign Advocacy Waste Digital Bank Griya Luhu In Bali Rural Areas

Communication refers to "a process or series of actions where people share symbols when they create meaning through interactions" [20]. The word "symbols" can be replaced by "messages". Symbols or messages have various forms, including verbal and nonverbal symbols, signs, and body language (e.g., touch and eye contact) [21]. Environmental communication is an important field of communication. Researchers believe that people need environmental communication because "The environment itself has little voice in the public realm without human interference' [11]. Employing environmental communication, we exchange comprehension of environmental and environmental issues, forming a relationship with nature [22]. The most significant environmental communication purpose is to push behavior commitment pro-environmental society [22,23].

Cox [24], in his book Environmental Communication and the Public Sphere, stated that environmental communication is a pragmatic and constitutive means of comprehending the environment to society, as well as our relationship with the universe. This relationship is a symbolic medium used to create environmental issues and negotiate responses to environmental problems. Environmental communication is used to create misunderstandings regarding environmental issues. In pursuance of Cox, he divided two functions of environmental communication into pragmatic and constitutive functions. Pragmatic functions are characteristic of education and help to solve environmental communication issues. By contrast, constitutive

functions cover environmental communication that helps represent nature and environmental communication issues, which are comprehension subject for us in shaping our perceptions of nature [25].

Environmental communication is an advocacy method. Environmental campaign advocacy is a persuasive action or debate to support purposes, policies, ideas, or a particular set of values [26]. Advocacy is a powerful medium for organizations with various social and environmental changes. According to Hammond [27], The Philip group, which moves in the environmental field, is a mediator between scientists, society, media, and regulators. Environmental activists have moved in a few forms of advocacy. In advocacy, there are differences in purposes, methods, and audiences.

The opinion or statement above is in accordance with Griya Luhu's goal, which is to introduce how a digital waste bank works, with the target being rural or rural areas in Bali. A campaign is one form of advocacy used by groups, businesses, agencies, and institutions to share their purposes. Many campaigns have been conducted to win or reach their purpose, such as minimizing waste issues, reducing health risks due to smoking, promoting family planning, or pushing society to save energy. According to Nia (a head of Griya Luhu), introducing a digital system is one of the challenges for Griya Luhu, for example, the village community in Giayar Regency. Griya Luhu gave this to the community. Currently, the Digital Garbage Bank application is used by more than 30 thousand customers in Bali and more than 700 waste bank units in Bali.

He et al. [28] stated that environmental communication is divided into pragmatic and constitutional functions. Pragmatical functional characteristics educate and solve environmental issues. Contradicting, the constitution's functional characteristics help in representing nature and environmental issues, whereas. For Griya Luhu, a clean and free natural waste environment represents a healthy environment that can support the progress of the Balinese, especially in rural areas. According to *Badan Pusat Statistik* (BPS) [29], a rural area is defined as an administrative region at the village/district level that fails to meet specific criteria regarding population density; the proportion of agricultural households; and the presence of urban amenities, formal educational institutions, public health facilities, and other related factors. In line with the Griya Luhu Rural Area target, these are villages where the community does not have direct access to waste. Therefore, they have a problem: they are confused about where to take their waste because they do not have a fleet to transport their waste, as in big cities.

Finally, they commit acts of violence against waste, throw waste carelessly, pile it up, or burn it. The Griya Luhu community has criteria similar to those in the Gianyar Regency, especially in the northern part, which is still very dependent on plantation or agricultural activities. The current waste bank management is the majority by the smallest unit in the Banjar (village), named women. This majority is the reason behind the simple design of the application features of Griya Luhu. The difference between Griya Luhu and other waste banks is that they carry out environmental advocacy campaigns directly at the source. Griya Luhu uses a communal approach to society. This approach starts with giving introductions to the village headman, followed by having a cadre (tellers at waste management). The next step was to make people the main customers. These steps follow the usage of applications that are divided into a few levels.

First, the replacement for saving books at the customer level. For individuals who want to become Griya Luhu customers, potential customers must have registered accounts. Each customer with registered accounts receives their ID and password. The function is to replace the saved books and reduce the cost of printing books by 5,000 per year. For example, if one unit has 300 customers, it will be a village expenditure. Every customer can see their credit, balance, and salvageable items in the application. Second, the operator levels people behind the operation of the waste bank. At this level, there are features for weighing and recording when the customer wants to save, and the teller records the type of goods and then calculates how many credits the customer receives. Griya Luhu has features and withdrawal for the garbage collection facility from the waste bank unit gathered at the primary waste bank. These features and withdrawal access were only available for the cadre in charge.

Third, we consider the admin level. The admin level function arranges the saveable type of items, price arrangement, and report type (monthly, exemplar, balance, how much per unit gets, simple data such as graphics and pie chart about the amount of waste collection data, and the exact item). The admin is part of the primary bank, Griya Luhu's role as one of the primary waste banks at Gianyar Regency. To open savings at the household level, they can provide their savings to the neighborhood or hamlet levels. For Banjar and Bali citizens, savings will be made. After their savings are ready-made, the operators or Kader collects their waste. The person in charge can carry out further processing if they want to, and then they can request to pick up to the primary waste bank, Griya Luhu. After these, the team will schedule a pick-up time.

Griya Luhu also socialized in small groups to build a solid foundation before direct communicating with the people. Griya Luhu always starts the socialization with the village headman to describe resource-based waste management. This method of socialization will give additional value and not trouble the people, especially post-COVID-19, when many workers return to their hometowns. For this reason, Griya Luhu contemplated ways to help these workers through a digital waste bank. In addition to giving people the advantage of treating their environment, people can get extra benefits by gaining money, although this is not the primary purpose. From this day on, Griya Luhu can continue to educate the people. The results of the study support Cox's statements [24] about one of the campaign advocacy strategies being education.

Advocacy campaigns can be broadly defined as strategic approaches involving communication with specific goals. Public education and advocacy campaigns, also known as social marketing, constitute a field of environmental communication. This field encompasses campaigns aimed at altering people's behavior to achieve desired social or environmental objectives [11]. It should be noted that the waste bank system was implemented in Bali. However, a common issue arises when the community has already sorted the waste, but during transportation by waste trucks, the waste is combined again, leading to a sense of trauma among people when sorting the waste. This behavioral challenge poses an obstacle for Griya Luhu in introducing waste-sorting education at the village level. Pezullo and Cox [11] stated that the basic factors that underlie the success of environmental campaign advocacy are objectives, audience, and strategy. In this study, the researchers found an appropriate implementation of Pezullo and Cox's statement.

Objective

In line with what was stated by Pezullo and Cox [11] findings, it is important to distinguish between long-term goals and the specific goals of advocacy campaigns. Where in this case long-term goals as long-term goals are in accordance with the vision of Griya Luhu, namely Griya Luhu is a community that has long-term goals, especially to change people's behavior in carrying out good and resource-based waste management. This study argues that campaigns are related to planned behavior carried out by individuals or groups [30]. In addition, campaigns are concerned with direction, strengthening, and movement towards socially acceptable goals [31,32]. Supported by the results of interviews with Griya Luhu, waste management behavior carried out by residents is not only carried out by young people but is now carried out by almost 80 to 90% of mothers and fathers in the village. Griya Luhu is an ecopreneur who uses digital technology to change people's behavior and awareness for sustainable waste management. The community is no longer seen as an object but as a driving subject for a better waste management system.

Audience

Based on the findings that have been presented, the researcher considers that Griya Luhu has identified his audience optimally and is in accordance with Pezullo and Cox [11] statement regarding two types of identifying relevant audiences, namely the primary audience and the secondary audience [11]. The primary audience in the environmental advocacy campaign conducted by Griya Luhu are all elements of Balinese society, including civil society, government, and market players, collaborating on waste management through digital waste banks. Meanwhile, various other supporting segments, such as people outside Bali, visiting tourists, and social media followers who assist Griya Luhu in spreading the campaign, are part of the secondary audience. Cutlip et al. [33], stated that communication programs must match environmental realities. Effective communication requires a supportive social environment that is largely influenced by the mass media. Therefore, it can be concluded that the message context can influence people's attitudes if the message conveyed is in accordance with the current environmental conditions, and the message delivery media used is appropriate [34].

Strategy

According to Pezullo and Cox [11], strategy is the identification of critical sources of influence or "influence" to persuade the audience to make decisions. Furthermore, it explains three types of strategy: democratic politics, education, and the use of market power. Campaigns also rely on educating the audience as part of their strategy. Griya Luhu emphasizes a communication strategy by utilizing the role of a key person or in this case the village government, as an incentive for community participation to participate in the source-based waste management process. In addition, Griya Luhu designed various communication programs such as outreach, technical training, and assistance with waste banks, as a form of transmitting knowledge regarding the dangers of waste and the importance of waste management [11]. Next, the researcher takes a deeper look at the environmental campaign advocacy strategy carried out by Griya Luhu through a cultural approach known as *Trihitakarana*. This local culture contains the understanding that humans have three types of

relationships, namely the relationship between humans and humans, humans and the environment, and humans and God [35]. Establishing this cadre is to make it a communication bridge because Griya Luhu believes that these original cadres have more power than Griya Luhu when delivering messages to their relations. Such power comes from their frequency of meeting in daily activities, such as shops in the market, different from Griya Luhu only meeting on certain occasions. Learners will provide tips on handling complaints, such as problem solving and communication.

Conclusion

Environmental communication is reflected in all forms of its activities, both in the form of activity programs, advocacy campaigns for the environment, and the various collaborations that Griya Luhu has carried out. In general, the digital waste bank account effectively raises awareness in the rural community regarding the importance of sustainability for waste problems. The challenge is to expand the program to cover a larger area of Indonesia. Hence, the program needs to have more comprehensive planning for improvements and development. Comprehensive planning can begin by considering society, rural areas, stakeholders, and the sustainability concept itself. The outcomes of this research show that the strategy used is a communal approach, raising environmental issues around the community and empowering the community during the programme. The primary strategy of Griya Luhu with the Waste Digital Bank program is to empower society, especially villagers who want to solve waste problems. Griya Luhu also socialized with small groups to build a solid foundation regarding the conception of the waste problem and the solution. In addition to being able to take care of the environment, they can also gain economic benefits.

Acknowledgements

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