

**PUBLIC RELATION COMMUNICATION STRATEGY OF BANDUNG CITY
GOVERNMENT
IN TACKLING THE LITTER STYROFOAM**

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ABSTRACT

The title of this research is Public Relations Communication Strategy of Bandung City Government in Tackling the Litter Styrofoam. This research is considered necessary because of the problems related to waste management on the duty of Bandung City Government in particular to the issue of maintaining environmental quality to keep them clean, prosperous, obedient and friendly in accordance with the vision and mission of the Bandung City. It is needs to be a comprehensive way, both preventive and repressive. In recent months, Bandung City has sufficient rainfall increase and create streams that exist beyond the threshold, causing the river to overflow and uncontrolled flood the streets. Recently issue about floods in some areas of Bandung City as the result from unstoppable Styrofoam trash, because is a basic material from Styrofoam isn't easily break down. Therefore we should bear made of Styrofoam waste management that handled by a variety of parties, not only the government responsibility but it is also expected to be an awareness for the residents of Bandung City as part of the community that inhabits the region surrounding Bandung City.

Therefore to establish a public awareness about the importance of tackling a litter Styrofoam is one of the responsibilities from the government public relations Bandung. Public Relations role itself that should be able to interprets, analyze and evaluate public behavioral tendencies and can evaluate government programs relating public interest.

The purpose of this research to determine how the communication strategy of the government public relations Bandung in tackling a Litter Styrofoam, in this case to identify the policies and procedures of Bandung City government public relations agencies and any program of public relations activities related issues Styrofoam waste reduction. This research expected with the green political that protects ecofriendly aspects.

This research used descriptive method analysis. The apparatus of government in department of communication and information as a subject of this research. Data collection through interviews, observation and documentation.

Keyword: Communication Strategy, Government Public Relation, Styrofoam, Green Political

INTRODUCTION

Based on an analysis by Jackson and Sorensen topic about the environment has become more frequent in the international agenda over the last three decades. While the number of people are increasing over time. Global population increases rapidly, the pursuit of higher living standards is a potential threat to the environment. Waste is one of example where it cause adverse effects to the next generation.

If earlier we know that international security and the global economy area are two main areas of traditional issue in world politics, mostly researchers state that environment has emerged as a major area of the third issue. That's why now the issue about the environment becomes quite crucial because it seems become a global problem, a problem experienced by all countries that must be addressed and addressed through collective action and it can't be separated from the role of the state, given its role as an actor belonging to the most important in international relations as a politically, green politics finally become one of the elements that contribute to intervene.

The problem about environmental issues not only become a global issue in the micro sense, but also can be studied in micro, how applied by policy makers, either the central government or the municipality government / county.

The government of Bandung City through a circular letter by the mayor officially imposed a ban of using Styrofoam for food and beverages from 1 November 2016. This ban following the dangerous effects of using Styrofoam. The ban was imposed in all government agencies, educational areas, and particularly in the field of food business operators in Bandung City. It was stated by the head of field pollution control and environmental damage in Bandung, Teti Mulyawati, in *Bandung Menjawab*, which is a routine activity of public relations department of information and communication Bandung on TuesdFajaray, 18 October 2016.

In terms of health, Styrofoam often the disease to humans. Styrofoam material is dangerous because it is made from styrene granules which processed using benzene. Whereas benzene including substances which cause many diseases like thyroid gland, disrupt the nervous system, causing fatigue, accelerated heartbeat, insomnia, trembling body becomes, and become easily agitated. In some cases, benzene can even lead to loss of consciousness and death.

In addition to the high production of waste Styrofoam generated is considered important application of these rules. Results of research conducted by Dr. Daman Huri (Professor of *Institut Teknologi Bandung*) shows that waste of Styrofoam is cause obstruction water flow in the rivers and cause flooding in Bandung City. Environmental management in Bandung City almost dominated a waste, especially in the river dominated waste Styrofoam which is unravel.

Based assessment, waste generated by the Styrofoam in Bandung City reached not less. Department of environment and cleanliness of Bandung City noted, the volume of waste Styrofoam has been touched the figure of around 27 ton. That number is significant, especially if it is not immediately controlled or banned will accumulate which could have an impact on flood.

Early action from the department of environment and cleanliness Bandung City are socialize about adverse effects of using Styrofoam. It is expected that many parties involved and contribute to realizing free Styrofoam. Once given the direction but still using Styrofoam, it will be penalized, either in social sanction or reprimand or even revocation of business license. Therefore needs an efforts to continue ban Styrofoam socialize through various channels/ media. Through by socialization will be aware and know how dangerous Styrofoam for the environment and human.

Based on the exposure, it is need research concerning about socialization program prohibition of using Styrofoam. This is related how a strategy communication of the government Bandung City. The strategy is essentially planning and management to achieve a goal. To achieve these objectives, a

communication strategy must be able to show their operations tactical should be done within the meaning of that approach may be changed at any time depending on the circumstances strategy communication is what determines the success or failure of a credible form of communication effectively Thus, according Effendy (200:300), communication strategies, both macro and micro has dual function:

1. Disseminate messages that are informative persuasive and instructive systematically target to obtain optimal results.
2. Bridging the cultural gap due to the ease of obtaining and ease operationalizing mass media is powerful where if left unchecked will destroy cultural values.

To see how the strategy communication activities undertaken by the government Bandung City, the question research focused on the research:

1. How the process to fact finding, planning, actuating and evaluating, in socialization waste reduction Styrofoam in Bandung?
2. What kind of communication activities undertaken by the Department of Environment and Cleanliness, Department of Communication and Information, and Public Relations Bandung City in tackling a waste of Styrofoam.

RESEARCH METHODS

This research is using descriptive analysis with qualitative approach, which is a says method , analyze and classify status of variable or theme symptoms or circumstances that exist, which is the state according to what their symptoms when the study was conducted. Based on Neuman (1991) the descriptive method is analytical method that aims to describe in detail about social situation or relationships between the symptom with other symptoms in a community and focuses in question about who is involved and how a symptom occurs research

contains the views or late to describes the state of the process and action with the aim to explain certain phenomena in detail.

Description of analytical used to describe the strategy communication undertaken by the Government Bandung City, ranging from research are fact finding, planning, actuating communicating, evaluating and describes the activities of tackling waste Styrofoam in Bandung. Subject of this research Department of environment and cleanliness Bandung, Department Information and Communication Bandung. Data obtained from the head division (B3) Hazardous and Toxic by department of environment and cleanliness, Ibu Hj. Siti Khadijah, ST., MT., Head of Sub Division of Publications and Documentation, Bapak Meiwan Kartiwa , S.Sos and Head of Sub Division of Partnership Information Society, Ibu Tetty Siti Hasanah, SH, and became focus of this research are strategy and activities of government in tackling waste Styrofoam.

Data Collection Methode

To obtain accurate information needed data sorted and valid, to reveal the problems in this research is:

- Interview Methods

Interview are conversations with a specific purpose of collecting data by means of question and answer done by two parties, the interviewer who asked the question (interviewer) and the interviewee (interviewee). The type of interview used free interview structured. This means that interviews use interview frameworks (interview guidelines), but did not rule out the possibility of new questions that have to do with the problem, so avoid the interviews are rigid and less directed. Preparation of these items was done before the interview. The formulated items need not to be asked in sequence. Similarly the use and selection of words for interviews need not be done before. Interview instructions only provide an overview of the process and content of the interview to keep all the planned subjects covered entirely. This interview aims to collect data from informants in this research, the

informant is Head Division of B3 (Hazardous and Toxic in Department of Environment and Cleanliness), Head Division of Publication and Documentation, Head Division of Counseling Department Information and Communication.

- Documentation Method

Documentation method is looking for data on things or variables such as notes, magazines, agenda, etc. This method practice by collecting and searching data where is written in this research document is taken from the media-print. Media such as newspapers, literature, books and journal, electron media in official websites (bplh.bandung.go.id), (ppid.bandung.go.id and berita.bandung.go.id.) and (@humasbdg).

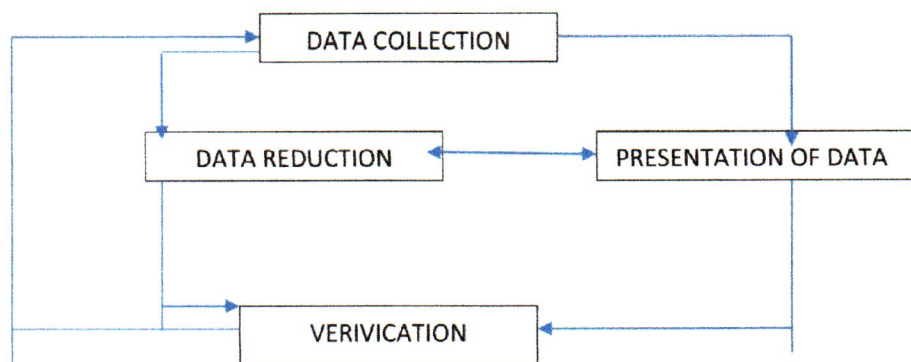
Data Analysis

According to Patton, data analysis is a process of arranging the order data, organize them into pattern, category and basic unit descriptions. The analysis technique used descriptive analysis, means of data obtained from the field will be presented as it is then analyzed descriptively after the data collected from the field of research, it is time identified data, categorized and then interpreted and drawn conclusions accordingly.

The purpose of data analysis is to simplify the data into a form that is easily read and interpreted. This research requires precisions and accuracy, as well as provide an explanation for these data in accordance with the reality on the ground, so that a good report aids.

Data analysis was carried out in stages, in this research data analysis consists of several steps: (1) Data Reduction, after data founded, researchers did coding to each existing data in order to unknown sources, then eliminate data which is considered not support, (2) presentation, researchers complied and sorting into sections and each category is named, (3) drew a conclusion, is synthesized or look

for a link between one category to another category, then analysis and conclusions drawn.



Qualitative Data Analysis Model Milles and Huberman

Technique Validity Data

Researchers used the method of triangulation data, which is a technique checks validity of data which utilizing something else outside data for the purpose of checking or as a comparison against data. This can be done by: (1) comparing data observations with results of interviews, (2) Compare interviews with the contents of document.

RESULTS FROM THE RESEARCH

The problem about waste in Bandung City as if it never stops. The government efforts to tackling waste at the provincial, municipal, and county. Various programs to clean names “waste city” (in bahasa called “kota sampah”) are continues to be done. “War” against a waste was often thrown by the government, including the government of Bandung City. It was called 3R program (reduce, reuse, recycling, paid pouches and biodegradabl) but all the program has not been able to reduce waste production per day in Bandung City.

Moreover since flood in Bandung at the end of 2016 ago, shows that volume of plastic waste and food packaging made from Styrofoam which is quite a lot of piling up in the river flow. Volume of waste Styrofoam as one of the background ban for using Styrofoam packaging in Bandung.

In a circular letter from the Mayor of Bandung City, listed five referral regulations. Regulations No. 18/2008 on Waste Management. Regulations No. 32/2009 on Environmental Protection and Management; Government Regulation No. 81/2012 on Waste Management Household and similar Household Waste. Then Bandung Regional Regulation No. 3/2005 on the execution Orderliness, Cleanliness, Raciness or K3 (*Ketertiban, Kebersihan, Keindahan*) as amended by Bandung City Regulation N0. 11/2005 circular of the Ministry on Environment and Forestry Number SE.12/PSLB3/PS/PLB.0/8/2016 dated August 3, 2016 on the Step Reduction of Food Waste and Packaging of Food and Drink.

Reason for banning Styrofoam, such as circular among others referring to the results of research Fitdiarini and Damanhuri (2011) about the Styrofoam Waste Material Flow Analysis in Bandung. Mentioned that the entire weight of Styrofoam waste in Bandung City, which is 27,2 tons/month; 2,67 percent stored in stores; 19,19 percent will be recycled; 6,32 percent scattered; and 71,82 percent disposed to landfill Sarimukti or *TPA Sarimukti*. Styrofoam is not environmentally friendly, because it can't be decomposed by nature (non-biodegradable). Styrofoam will accumulate and pollute the environment. Styrofoam carried to the river, will be able to damage the ecosystem and water biota. The mixing of Styrofoam materials with heavy-metal waste, when rinsed with water will be avoided, resulting in heavy metal contamination in Waste Disposal Site or *TPS* and Final Disposal Site *TPA*. Styrofoam causes garbage Styrofoam will be floating on the water surface and block the flow of river and eventually lead to flooding.

In this regard, the government urged not to litter, especially into rivers and waterways violation of these restrictions will be penalized in accordance with the

laws and regulations that apply to use food and beverage containers that can be reused both for eating and drinking place or take-home use packing materials of food and drinks are readily biodegradable and safe for food and beverages (BPOM standard) implement educate all parties about waste management is good and right; bodies responsible for each of the regions to control and supervise the region, by creating rules including the imposition of sanctions in case of violations in the region. The sanctions provided in the form of something that is educational as an attempt gradually to stop using Styrofoam material. Furthermore, efforts began to use a material that easily decompose in nature and do not endanger health, especially for use as food and beverage packaging Styrofoam.

Styrofoam prohibition gets broad support from various parties, but the ban on using Styrofoam is still minimal socialization efforts. Should be made and strategies undertaken by the government and policy makers, so that socialization ban on Styrofoam can be heard, obeyed and implemented with the full awareness by the public as part of the citizens of Bandung. Strategies that need to be done one of them is a communication strategy by city government in promoting a ban on the use of Styrofoam in the city-How the communication strategy was designed and implemented? In this research was conducted.

In communicating, communicator as the sender of message does not just a deliver the message to the communicant. Communicators deliver message must devise a download plan or strategy. In this case, the Government of Bandung City (Dinas Lingkungan Hidup dan Kebersihan – Public Relations Diskominfo Setda Bandung) as communicators and need to devise a communications strategy to convey a message about prohibition of the use Styrofoam to civil society Bandung as a public/ communicant. Related with Public Relations communication strategy of Government Bandung City, then the required working methods as mentioned Ruslan (2005), namely:

1. Research (Fact Finding)

Before making a communication to the public, PR must first know who will be given the message and how the communication state. It is necessary for the research, because it is important to get the factors of the public. Without knowing state of the public, then the communications made by the PR is not on target. There are several research techniques in public relations, namely: (a) Survey, (b) Case Studies, (c) Analysis of the activities, (d) Analysis of documents, and (e) The research "follow-up". In connection with it, the city government conduct research techniques such as analysis of documents, namely extent to which an appeal from a circular letter Mayor of Bandung can be known and applied by citizens concerned, especially for business actors of food where packaging made by Styrofoam. Through the technique of "Document Analysis", it is necessary next step, namely the formulation of the planning strategy.

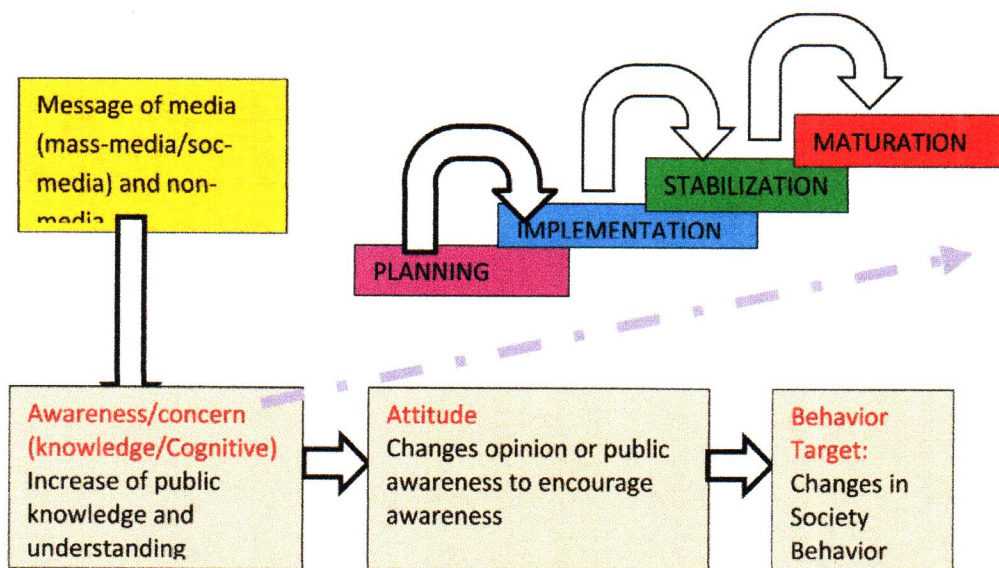
2. Planning

After getting the facts of data from the research, next step is planning right designer, to achieve goal of seizing public opinion. Planning strategy will provide a tremendous contribution to the success of program target. The communication strategy is planned to achieve certain goals, has a target special audiences (with the public), as well as designed and delivered to get the expected results of this strategy can be changed by rules, practice organization or individual behavior.

Some things need to be formulated in this plan are the basic of thinking, objectives, activities, location, time, purpose, implementing organization, material, cost and time schedule. In stage communication planning devoted to the change in people's behavior, starting from the introduction stage (to create awareness/knowledge → cognitive changes, an increase in the level of public knowledge and understanding), namely how people know and be aware the dangers of using Styrofoam-through a variety of information through the mass

media and non-media the information gained through the activities of group communication organizations in the community.

The next stage is the implementation stage is the stage of a change in attitude of change opinion or public awareness, so as to encourage awareness at this stage began to change attitudes would be more concerned to start leaving or no longer use a case food packaging made by Styrofoam. The final stage which is the stage of consolidation and maturation, the final goal is a change in behavior society and business actors really had to replace the case/packaging by switching to more environmentally friendly materials. When viewed in a planning scheme behavior change communication is as follows:



3. Implementation (Actuating/Communicating)

In this context, all outcomes and government programs require high publicity in the media, and therefore demand the readiness of competent public officials in their fields to speak up and convey the information mastered through mass media. Good relationship between the communicator, in this case the government with the media, becomes one of the important requirements for information to be conveyed acceptable to the community without any change in meaning. In addition, communicating government programs and policies is also not easy. As in the

implementation of socialization ban using of Styrofoam as a case/ packaging of drink or food. Business actors in the culinary field, in particular, need to know and understand information from public affairs about the dangers and health effects of contaminated food raw materials Styrofoam as a resource. Public officials have an obligation to provide information to the public related the field of duties public interest, in order to ensure public participation in habit of diverting a good relationship between public officials with the community will result in a communication that support the development process, including development planning. Therefore, public officials must have an effective communication strategy, in which the messages they convey can be accepted by people of public officials should be able to manage messages related policies that they convey to be easily understood by the public. There are four important factors to be considered in draw up and carry out a communication strategy (actuating/communicating):

- 1) Know the audience. Audiences are active so that between communicators and communicant not only a mutual relationship, but also influence each audience who were targeted in the dissemination ban on Styrofoam are preferably business in the culinary enthusiasts who need to use the container. To get to know the audience, the government of Bandung City, BPLH-Diskominfo-PR's approach to plunge directly into every district and village, then to educational institutions.

- 2) Prepare the message, which was to determine the theme and material main requirement in influencing audiences of the message is able to arouse the attention. Early communication effectiveness in arise of attention the audience to the messages conveyed. This is in accordance with the Procedure AA or From Attention to Action procedure, means that arouse the attention for the next move person or people to carry out activities in accordance with the objectives that were defined. Another thing that

concerns the public attention, Wilbur Schramm (in Arifin 1994:69) suggests what is called availability (meaning the content is easy to obtain and does not ask for too much energy) and contrast (meaning the message is in terms of using the sign- Signs and mediums have sharp differences with their surroundings), both of which involve using signs of communication (sign communication) and the use of the medium. In the environment and the city's splendor, as the leading BPLHD together with Bandung Clean Action Community held an exhibition and socialization of the use of alternative packaging of Styrofoam in Bandung Indah Plaza terrace, Merdeka Street Bandung, on 14th December 2016.

The event that carries the theme "Goodbye Styrofoam" where presents 10 communities and entrepreneurs packaging food made from non-polystyrene. On another occasion, the theme "Goodbye Styrofoam" was packed in the form of t-shirts, pins, and outdoor media such as banners, posters and stickers, to be given free of charge to traders snacks were previously using Styrofoam material into not using packaging Styrofoam anymore. In a sense, the media has become a reward for those with full consciousness refused to leave the packaging of food and drink made from polystyrene.

- 3) Establish a method, in which case the method of delivery can be viewed from two aspects: by way of its implementation and in the form of content. By way of implementation, can be manifested in two forms, namely the method of redundancy (repetition) and canalizing. While the second, according to the form it was known influencing audiences by way of repeating on audiences. Canalizing methods that affect the audience to accept the message and then slowly change attitudes and thought patterns

in the direction we want. Informative method is aimed at using the mind of audiences and takes the form of information, news and so on.

Persuasive is a method that influencing audiences by persuading. In this case stirred public to good thoughts and feelings. Educational methods to give something to the audience and idea based on the facts, opinions and experiences that can be accounted for in terms of truth with deliberate, organized and planned with the aim of changing the behavior of the audience in the desired direction. Overall in carrying out this actuating, Bandung City Government establishes the overall abovementioned method.

- 4) Selection of communication media. In this case the government of Bandung choose one or a combination of several media, tailored to the objectives to be achieved the message and the techniques used. The conventional mass media remain the most strategic medium to convey a message through the news written by journalists (the media) regarding the prohibition of Styrofoam in the city can be used as headline news in newspaper or on radio and local/ national television. In addition to the mass media, it is important also to publish through social media that is currently being loved among the young. Through social media here, messages and information flow can be more open and more massive because it is through conversation that continually rolled out in social media, indirectly could lift a topic into a trending topic. So that people who previously did not knowing to knowing.

Based on the for factors, below is a communication strategy of Government Bandung City in the form of media messages are used as a reference for the public either through print or electronic media.

Selamat Tinggal Styrofoam

Apakah Styrofoam?

Styrofoam adalah salah satu merek produk busa polystirene yang paling terkenal di dunia, sedang kemudain secara luas dianggap mewakili seluruh produk polystirene.

Waspada! Bahaya Styrofoam

Kebijakan pembatasan di sejumlah negara telah berkaitan dengan masalah pencemaran lingkungan, terutama pada di Indonesia, khususnya Kota Bandung, karena busa polystirene sangat sulit terurai oleh alam.

Menurut WHO (2004), nilai Provisional Tolerable Daily Intake (PTDI) monomer stirena sebesar 500 µg/kg BB, berdasarkan hal itu, jika terdapat sering menggunakan kemasan busa polystirene tidak masalah paparan yang masuk ke dalam tubuh melebihi angka tersebut dan perlu diwaspadai adanya risiko monomer stirena yang bersifat karsinogen.

SARIT BARAN

KEMENTERIAN LINGKUNGAN-HIDUP DAN KEKUTANAN
DIREKTORAT JEMBAJA, PENGELOLAAN SAMPAH,
LIMBAH DAN BAHAN BERBAHAYA DAN BERACUN
BANDUNG SE-2015/01/01/01 & 02/01/01
TENTANG LANGKAH LANGKAH PENGELOLAAN SAMPAH
SISA MAKANAN DAN WADAH PEKASAN
MAKANAN DAN MINUMAN

Pasal 11. Menghimbau penggunaan bahan styrofoam untuk wadah dan kemasan makanan dan minuman.

7 Alasan Kuat #SelamatTinggalStyrofoam

10% Sampah dari styrofoam mencapai 10% volume TPA di seluruh Indonesia.

Styrofoam tidak terurai secara alami di alam.

Menurut EPA & WHO, proses pembuatan styrofoam merupakan penghasil limbah berbahaya terbesar ke-3 di dunia.

Bila digunakan sebagai kemasan makanan, utamanya makanan dengan suhu tinggi, potensi kontaminasi zat racun ke makanan sangat tinggi.

Jika ingin dibaurkan membutuhkan teknologi tinggi, mahal, dan menghasilkan gas beracun.

Dibuat dari campuran 90-95% polystirene dan 5-10% gas dengan menggunakan blowing agent seperti CFC (Frosh) yang merusak lapisan ozon.

Sebagian besar sampah di sungai Kota Bandung adalah styrofoam, sebagai salah satu penyebab terbesar penyumbatan sungai.

Alternatif Pengganti Styrofoam

Gelas Pisang
Baski Bambu
Mangkuk/Bungkus Kertas
Piring/Gelas Keramik
Compostable Plastic (larurat)

Pating baik menggunakan MISTING & TUMBLER
Hempal makan & tempat minum pakai ulang!

4. Evaluation

This step is intended to match up where the program or plan has been implemented. At this stage the government public relations Bandung undertake an assessment of: whether all programs can be implemented in full, whether the difficulties experienced during the activity, whether the messages are delivered accordingly instructed, whether the purpose in seizing opinions public can be reached and so on.

CONCLUSION

Based on the results of the research, it can be concluded about communication strategy by the Government Bandung City in socializing the prohibition/ban about Styrofoam:

1. The process of fact finding research by performing planning “document analysis” planning communications intended for the cognitive changes, changes attitude to change people’s behavior execution (communicating/actuating) directed at audiences familiar strategy, compose the message, set the method and the communication media selection and evaluation (evaluating) the extent of the communication strategy successfully implemented effectively and efficiently.
2. Activities communication undertaken by Department Environment and Cleanliness or *Dinas Lingkungan Hidup dan Kebersihan* and Public Relations of the Secretariat Bandung, in disseminating the prohibition of using Styrofoam in the City, is through “Goodbye Styrofoam” initiated with communities Bandung Clean Action, through various media channels, both conventional mass media and contemporary (social media) as well as outdoor media such as banners, posters, stickers, pins and t-shirts were given free of charge to businesses foods/beverages that have been successful in replacing the case/packaging with environmentally friendly material. The call “Goodbye Styrofoam” is expected to be an ongoing program, by continuing to strive to do thorough evaluation and monitoring, utilizing all parties to continue work together in combating waste made from polystyrene and it can be reference for the policies in other regional government.

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