

Social Marketing Strategy of Solo Bersih Community in Creating Public Awareness of Managing Waste

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ABSTRACT

Keywords

Social Marketing
Environmental Campaign
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Communication Strategy
Persuasive Communication

Environmental change and lack of waste management efforts now become crucial issues that often go unnoticed and can be fatal to society. The existence of Solo Bersih Community (KSB) is a non-profit organization that emerged with a movement to create concern for the environment and waste in Solo City (Surakarta) to bring a change in people's behavior for the better. This study aims to determine the application of social marketing by KSB. This research is also supported by social marketing theory, conducted qualitatively descriptive with case study method. The main data obtained from the study were sourced from interviews and observations. A literature study was conducted to find supporting data. This research resulted in findings of four important points that become a benchmark for the success of KSB's social marketing, including the implementation of persuasive activities in campaigning public awareness, applying four levels of communication approach to target adopters in delivering campaign messages and building strong community representatives, the role of stakeholders in collaborating on program implementation, and sufficient access to information media as a transmission channel for delivering messages to the public. KSB also optimizes four communication strategies, namely redundancy, canalizing, informative, and educative. It can be concluded that social marketing in a community is the key to changing people's behavior if it can be applied with effective communication strategies.

1. Introduction

Environmental issues focused on waste are one of the crucial problems in Indonesia caused by the results of poorly managed public consumption. Piles of waste cause many problems and risks of environmental pollution which if left unchecked will cause serious environmental damage. Solo City is one of the cities that has experienced rapid development in recent years. This is evidenced by the increase in the amount of waste as a result of public consumption.

Based on the data in the past three years, the total daily waste figure of Solo City reached 313 tons in 2021 until it continued to increase in 2022 as many as 376 tons and 2023 as many as 419 tons (BPS, 2023). The emergence of the KSB is the answer to the seriousness of the problem which acts as a means of actualization and collaboration of environmental activists with a mission to persuade the public to care about the waste and as a facilitator of environmental communication. Social marketing is a marketing technique used to change people's social behavior voluntarily for a better life (Kotler & Nancy R., 2008). Kotler & Roberto also mention four stages in social marketing, namely analyzing, researching and selecting, planning production. Organizing, implementing, monitoring, and evaluating is the unity of the last stage. They also explain how ideas, society, and habits can influence each other.

Elmada et al. (2020) researching Jambi City's waste management through digital media using the online Focus Group Discussion (FGD) method resulted in findings that there are still limited efforts

to manage waste due to a lack of understanding, access to information, and media functions on environmental issues. In addition, the lack of community as the most effective communication channel to raise awareness, and the lack of collaborative efforts by outsiders. Rais et al. (2024) Conducted research with a different focus, namely on communication strategies, and the role of regional heads in waste management. Using a qualitative approach and snowball sampling technique in the Kanyuara community resulted in low recycling efforts by the community and indicators of communication strategies with redundancy techniques (repetition) were considered more effective for the community than canalizing, informative, and educative. Another research using the interview method as a data collection technique examining the communication strategy of the “Bye Bye Plastic Bags” campaign program concluded that the campaign was effective as an effort to reduce tourist waste in Bali substantially even though it was still not optimal participation of the target audience of all generations (Briandana & Saleh, 2022).

Based on references to previous studies, this study has several differences that can be used to complement previous research, namely in the scope of research conducted in Solo City, differences in the use of data collection and sampling techniques in this study were carried out to obtain more in-depth data and information that was not found in previous studies. The concept of discussion offered in this study is not only on communication strategies but on the application of social marketing strategies that are established inside and outside the community.

2. Method

Qualitative is used in this research with a case study approach to determine the depth of data obtained from a phenomenon. This study used primary data sourced from data processing through structured interviews and observations, also secondary data used were sourced from literature studies of journals, books, and supporting articles. This research is located in Solo City and its society as the population. The informant determination technique used is purposive sampling by considering certain criteria that have been set by the researcher. The main informants are the lead of the KSB and the administrator is a public relations coordinator who plays an important role in coordinating the program. The supporting informants involved in this study are the general public. This study used triangulation of sources and techniques followed by an analysis of data quality according to the guidelines of Miles & Huberman (1994) with the stages of data collection, reduction, presentation, ending with concluding to test the validity of data.

3. Result and Discussion

3.1. Functions and Roles of KSB in Creating Environmental Awareness and Waste Management

KSB is a non-profit organization engaged in the environment that was formed based on the common goals of reducing and managing waste. The community held several activities to convey its campaign message, especially related to education and information on managing waste, namely through interactive activities such as playing while learning that have the concept of educational games that target not only community members but also the wider community. The public as target adopters argued that knowledge about the environment and waste if conveyed in a fun way could increase target exploration. Socialization and workshops are also held to provide an understanding of various waste materials and the environment such as types, sorting, and recycling of waste which is then created into valuable goods also making the community more productive and creative in processing waste. Another activity to make people aware of waste is the “Clean Up Day” action carried out by descending directly to educate and invite the community to clean the surrounding area, usually held during Car-free Day, Environmental Day, and International Waste Day. KSB also optimizes 3 waste management principles reduce, reuse, and recycle by focusing on waste reduction-recycling.

This research also resulted in findings that a community must have a strong representation in society so that the influence of the change movement can be felt and accepted. KSB builds

community representatives to strengthen internal and external members by conducting routine activities in the form of an internal discussion and evaluation to design further strategies that will be implemented and also carried out regularly to find out what forms of activities must be improved or replaced. On the other hand, maintaining communication and cooperation with parties who have helped the implementation of the KSB program is a way to strengthen external relations. Both of these are done to maintain the long-term role and function of KSB.

From the implementation of activities, some of the impacts of change are not only felt by community members but also by the wider community by those who work together. KSB has collaborated several times with company stakeholders and organizations in supporting activities, including several companies such as Eiger, Gardoe Tea, Le Minerale, Wardah Cosmetic, Pertamina, Student Athletics Championships (SACI), and the Putra-Putri Solo Community. Not only with companies and organizational groups, KSB also collaborates with parties directly related to waste, including the Environmental Agency (DLH) and waste banks in Solo City that were temporarily stopped but are now active again. KSB also represents a good community image that is carried out through media, both social and conventional. Instagram @komunitassolobersih is preferred by KSB to spread its persuasive educational messages and information. KSB tries to maximize reach to the younger generation through Instagram. The use of Instagram features and content is also maximized such as the inclusion of KSB's main slogan in the Javanese language "Niat Apik Kanggo Solo Resik", which means KSB has a good intention for realizing Solo as a clean city. KSB also uses Twibon in some activity content and documentation. KSB has succeeded in attracting interest and attention which is dominated by the younger generation. KSB also involves radio media in expanding campaign messages. The use of radio media is intended to reach people who do not or have not been able to access Instagram. KSB will soon create a supporting website with some features including information about waste, updated waste calculations in Solo, and discussion rooms between the community and KSB to maximize the role of KSB as an environmental facilitator.

KSB also applies four levels of communication approaches to convey campaign messages, namely through intrapersonal, interpersonal, group, and mass communication to target adopters. Intrapersonal communication is carried out by instilling one's sensitivity by showing activities to the community to introspect themselves. Interpersonal communication is carried out by reminding each other and spreading campaign messages or education about waste and the environment to the community, this communication is usually carried out directly by community members to the target adopter during the implementation of programs. The third type of approach is group communication which is carried out by conveying messages and education in groups which is usually held during socialization activities and workshops involving more than two adopters. Mass communication is carried out to target more adopters by expanding the reach using media, one of which is radio.

KSB also experienced several obstacles. KSB programs require a large number of participants to gain great influence, sometimes KSB still lacks community members and volunteer participation. As a non-profit organization, KSB also has funding barriers in carrying out the programs. Funding assistance provided through the cooperation of stakeholders sometimes cannot meet the expenditure of managing activities.

3.2. KSB'S Social Marketing Strategies

3.2.1 Social Marketing Product Design

Kotler & Roberto (1989) illustrate that there are three constituent elements of social marketing products, namely ideas, physical entities, and behavior that will be applied to target adopters. The idea contains what social products should be marketed so that later they will answer "what the target audience believes and does". People who originally thought that waste was not a serious problem changed their mindset because of the new idea and then believed that waste can damage the environment and then they decided to interpret a good and bad assessment of an idea, highlighted by the community is that throwing garbage in its place is better than littering. This new idea creates value which relates to the overall idea of what is true and considered important. Values are designed to elicit empathy and participation from the target adopter to be someone who is spontaneously active

in conveying and transmitting messages or information, in this case, it is about the environment and waste (Miyazoe, 2022).

The physical entity forming social marketing products refers to the real form of existence of entities involved in social marketing. In this study, the form of physical entity is the KSB itself as a driving actor who can coordinate messages to create a change in results, the society of Solo City, and supporting parties such as stakeholders. Change agents can be interpreted as a person or group of people who provide influence and reliability in decision-making in a community problem to create a source of change and innovation by the goals of the organization that houses it (Aymanda Nababan et al., 2023).

There are two elements of behavior, namely individual actions and sustainability practices. This is in line with the results of research where awareness to change behavior will be awakened first through the individual himself. The beginning of individual behavior change will lead to the sustainability of practice. The sustainability of this practice will later have an impact on the success of change more broadly leading to community empowerment movements. In line with the main objectives of social marketing theory by Kotler & Zaltman, it emphasizes the study of factors that influence social attitudes or the environment and act on the social system in which a person grows up that brings changes to new behaviors (Baptista et al., 2021).

3.2.2 Stages of Applied Social Marketing Strategies

Charles Berger in his book concludes that planning plays an important role in the success of communication goals, composed of a series of action plans for how information or messages will be conveyed (Berger, 1997). In this study, at least four stages of social marketing planning were involved. The first stage is the analysis of problem recognition. Problem determination begins with analyzing the imbalances that occur in society. The existence of this imbalance can be a gap in discussion to be used as a social problem. Social marketers must understand what problems they are targeting. A lack of understanding of the problem will lead to obstacles in identifying social marketing goals and potential problem-solving (Wymer, 2021). Referring to the results of this study, environmental problems that are not addressed properly will cause environmental damage. By considering the impact and importance that involves many people, a social problem can be used as a research discussion.

Second, after analyzing the existing problem, selecting and targeting become the next stage. The categorization of the target adopter can be determined by involving psychological, geographic, or demographic aspects. If you already know who the target of social marketing is, then it is easier to reach out and communicate pre-designed messages (Swapnil Dahikar, 2020). KSB conducted the first research with consideration of regional scope because the focus of marketing social products is centered in the Solo area according to the name of the community. In its membership, KSB does not specifically categorize the people of Solo City, meaning that both people who live in Solo and only those who have activities in the area are targeted by the community.

Third, Kotler views solving social issues with planning the production stage using a combination of commercial and non-commercial marketing strategies based on the application of 4P's marketing techniques, namely product, price, place, and promotion (Kotler & Zaltman, 1971). Social marketing products are behaviors that the target adopter wants to achieve to shape social change itself, in this case, it is a campaign product about waste and the environment achieved from the implementation of KSB activities. The place is the element in which social campaigns are carried out. The choice of place has a role in the success of the program and the achievement of the adopter's target. In social marketing, price refers to the price paid, usually in the form of nonmonetary incentives such as self-respect, and benefits obtained by adopters. Promotion is carried out to support product, price, and place to be better known by considering message delivery tactics, message communicators, creative elements as support, and communication media used (Lee & Kotler, 2023).

Organizing, implementing, observing, and evaluating the implementation of programs become the last stage that has been running. The four aspects in this stage mutually influence each other. Organize functions to maximize the implementation of the program. Observations are made to find

out how far the program is following what has been planned before. The evaluation is carried out to find out what needs to be improved from the implementation of the program.

According to Anwar Arifin (1994), there are four communication strategies, namely redundancy, canalizing, informative, and educative. When compared with the results of previous research, it is stated that the use of redundancy techniques is considered more effective in sensitizing the public than the other three techniques. However, in this study, the use of a combination of these four techniques is considered to have a wider and more sustainable impact. The redundancy technique is more aimed at people who do not know the impact of environmental damage and waste which KSB repeatedly warns. Meanwhile, canalizing techniques are applied after people begin to realize what attitudes need to be changed by using persuasive messages. After the community is aware, educational and informative techniques are applied so that the community gets more knowledge about waste that will prevent the repetition of previous attitudes in the future.

The results of previous studies have shown that the lack of community essence and lack of access to media information make campaign messages not conveyed effectively. In this study, mobilizing actors have a crucial role and function in the formation of community beliefs to adopt new behaviors. The greatest community involvement in the transformation shown in environmental conservation campaigns is through the application of social marketing strategies and strategic theories in helping to increase behavioral adoption and the application of social marketing is considered more effective, especially in encouraging interpersonal communication through participation or public events (Green et al., 2019). Access to information as a support for delivering educational messages is also a success factor for social marketing that can be obtained through various types of media.

4. Conclusion

The involvement of a community in social marketing efforts related to environmental issues provides an important function and role to the community in changing behavior. This behavior change cannot be done spontaneously, but must first adjust to the conditions of the community itself through the stages of formulating strategies to form community trust. In the implementation of its social marketing activities, four important points become a benchmark for the success of KSB, including the implementation of persuasive activities in campaigning public awareness, a communicative approach in delivering campaign messages, and the role of stakeholders in collaborating on the program implementation, as well as sufficient access to media and information as a transmission channel for delivering messages to change community behavior. KSB also optimizes four communication strategies, namely redundancy, canalizing, informative, and educative in its social marketing strategy.

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