

Crisis Management of Negative Publicity on Waste Management in Yogyakarta (A Study of the Handling of Negative Publicity Related to Waste by the Yogyakarta City Tourism Office as a Tourism Destination)

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ABSTRACT

Keywords

Crisis Management; Waste Management;
Yogyakarta City Tourism Office;
Positive Image

Crisis handling of negative news related to waste that is rampant in the city of Yogyakarta, affecting the Yogyakarta City Tourism Office to gain a negative image in the eyes of the public. The purpose of this research is to find out how the Yogyakarta City Tourism Office handles this problem. This research uses a qualitative approach with a case study method, where data is collected through in-depth interviews and data validation tests. The results obtained show that the waste management news faced by the Yogyakarta City Tourism Office is not the only problem. The crisis that occurred began with the emergence of various kinds of negative comments on the condition of the City of Yogyakarta. The conclusion of this research highlights the Yogyakarta City Tourism Office, how to handle negative news related to waste that can make the image of the Yogyakarta City Tourism Office even worse. The lack of dedication that is done makes it even murkier, from the view of local residents and even foreign tourists. This research was conducted to keep the reputation or image of the Yogyakarta City Tourism Office from getting worse, and Yogyakarta as a tourist destination.

1. Introduction

Waste is a part of human life humans cannot be separated from what is called waste. The more human needs, the more waste there is, and humans do not realize how piled up the waste they leave behind becomes a crisis. The poor waste produced by humans is not accommodated or managed properly. This will cause ecological problems in the form of water, air, and soil pollution, which can damage ecosystems and even lead to human extinction. The increase in waste is partly caused by a lifestyle that is too modern. According to Scholte, consumerism is human behavior that acquires quickly and also quickly disposes of various kinds of goods provided for quick use, but the satisfaction lasts only a short time. With that understanding, waste is related to a lifestyle based on the activity of consuming goods for stress relief or leisure activities. Waste arises not only from a need but also from human desires. A consuming lifestyle without rational thought makes humans buy goods without being based on their needs but rather buying to fulfill emotional desires or feelings.

Indonesia has contributed 64 million tons of waste per year. In 2019, Indonesia contributed 67 tons of waste. This is all based on reports from the Ministry of Environment and Forestry (KLHK)

that waste in Indonesia consists of from 60 percent of inorganic waste of plastic type with a presentation of 15 percent. Precisely in the year 2018, as many as 87 cities in Indonesia contributed plastic waste amounting to 1.27 tons. The Director of the Ministry of Environment and Forestry, Novrizal himself stated that 27 percent of the community from the ranks in Indonesia are not fully aware to care about waste issues, especially plastic waste. The type of waste that is difficult to decompose by the earth which can take decades to decompose so its nature continues to exist. Yogyakarta is inhabited by native residents and also residents from outside the province. It can be said that the residents of Yogyakarta are very diverse every year, the activities carried out by the residents produce waste as the final result of their activities. Yogyakarta is facing a waste crisis in several of its areas, it is known that there are 3 areas that have a waste crisis, these 3 areas are Sleman Regency, Yogyakarta City, and Bantul Regency. It is known that these 3 areas dispose of waste to the Final Disposal Site in the Piyungan Region. These 3 areas have very beautiful tourist spots, for example in Sleman, this area has a tourist spot Kaliurang located on the slopes of Mount Merapi, Kaliurang offers beautiful natural scenery. Yogyakarta City itself does not want to be outdone, the city also has interesting tourist spots because in the city, the tourism offered includes cultural and historical places such as the Yogyakarta Palace, Taman Sari, Vredeburg Fort, Kotagede, Sonobudoyo Museum, Alun Alun Kidul. And in the last place, there are beautiful beaches, there are Parangtritis Beach, Depok Beach, and there is Mangunan Pine Forest. The waste problem is not exempt from tourist spots so the Tourism Office must work hard to minimize the crisis of waste reporting in its tourism sector so that tourists come back to Jogja for vacation. (Ruether & Jonathan, 2023).



Source: (Tribun Yogyakarta, 2023)

Waste in Alun Alun Kidul (Alkid) Yogyakarta has indeed become one of the issues that need serious attention, especially because Alkid is one of the very popular night tourist destinations. Tourist activities such as riding odong-odong, enjoying street food, to local traditions such as “Masangin” often leave a significant amount of waste, this crisis can be seen from several aspects. The accumulation of waste, lack of visitor awareness, certainty of waste management, environmental impact, the waste problem in Alkid is not only the responsibility of the relevant office, but also requires cooperation between tourism managers, traders, and visitors. With collaborative steps, Alkid can remain a comfortable and clean tourist destination. The Yogyakarta Tourism Office has been quick in addressing the waste crisis in the tourism sector with The Yogyakarta Tourism Office actively provides clear and precise information about the crisis handling process, and is open to the

media and the public. In addition, this study needs to be researched because the case of the waste crisis that occurred in Yogyakarta is an important issue because it can provide an understanding of protecting nature and preserving the culture in Yogyakarta, as well as how the Yogyakarta Tourism Office handles this kind of crisis.

2. Method

This research uses a descriptive qualitative approach with a basic post-positivistic paradigm view. The method used in this research is a case study on Crisis Management of Negative News on Waste Management in Yogyakarta (Study of Handling Negative News Related to Waste by the Yogyakarta Tourism Office as a Tourist Destination) According to Bogdan and Taylor. (Abdussamad, 2021) Qualitative research is a research method that produces descriptive data in the form of written or spoken words from people and behaviors that can be observed. This research approach focuses on a comprehensive understanding of the background and individuals. In qualitative research, the researcher's involvement in the process or interaction with the environment that is the focus of the research is an important factor.

3. Result and Discussion

Chronology of the Crisis

Tourism in the context of Yogyakarta is understood as a superior potential in an effort to increase regional income. Tourism in Yogyakarta is conceptualized as superior tourism that is once again expected to revive the community's economy. Furthermore, how Yogyakarta sees tourism can refer to the vision of DIY tourism development as stated in the DIY Development Vision 2012-2025. In it, there is a vision of tourism development that contains, "The realization of Yogyakarta as a World Class Tourism Destination, Competitive, Cultured, Sustainable, Able to Encourage Regional Development and Community Empowerment". As an illustration of the abstraction of tourism development in Yogyakarta, researchers obtained data on tourism visits in Yogyakarta. (<https://jogjakota.bps.go.id/id/pressrelease/2024/10/01/902/perkembangan-pariwisata-daerah-istimewa-yogyakarta--agustus-2024.html>) This is based on BPS data, the number of foreign tourist visits to DIY in August 2024 fell 8.85% compared to July 2024, from 11,120 to 10,136 visits. Although foreign tourists decreased, there was an increase in Nusantara tourists. In January-August 2024, it increased by 20.89% compared to the same period in 2023. This increase is equivalent to 21.04 million to 25.44 million trips.

When the Special Region of Yogyakarta closed the Piyungan landfill from July 23 to September 5, 2023, there was a huge controversy about the fear of a waste emergency. Due to the closure of the Piyungan landfill, the distribution of waste from upstream to downstream will be disrupted, with garbage piled up and scattered on the roadside. Some of the places where waste was found piling up were TPS Terban, Gondokusuman and in the Mandala Krida Stadium area of Yogyakarta. The lack of adequate storage locations means that it takes a long time to resolve the problem and waste accumulates in several TPS. The waste emergency in Jogja also shows the importance of having advanced waste management facilities or technology. Considering that Yogyakarta continues to experience an increase in the number of tourists every year.

a Accessibility

Accessibility is the ability of users to access the information and services provided. According to Sarjana, a resident of Terban, the piles of garbage cause unpleasant odors and a dirty environment. Meanwhile, the government through the staff of the Yogyakarta Environmental Agency (DLH),

Slamet Supriyo, also agrees that the closure of the Piyungan landfill is the main factor that causes the distribution of waste to become irregular. The concern about the waste crisis is also felt by housewives. Yolanda Medya, a housewife who lives in Sempu, Wedomartani, Sleman, complained that uncollected garbage causes odor and flies. Some garbage also released maggots and spilled from plastic bags. This is because some tourists gave testimonials about unpleasant experiences when traveling to Jogja.

There were interviews with several tourists. Asmi (28), a tourist from Makassar, was disturbed by the piles of garbage in the Malioboro area. She admitted to smelling an unpleasant odor when traveling by delman. Meanwhile, another testimony from the same news also appeared, Mentari (20), a tourist from Surabaya, admitted that she was shocked when she first saw a lot of garbage scattered in Yogyakarta. She, who admitted that she often visited Jogja, never felt that there was a lot of garbage piled up until she saw the content. Although it did not scare her from traveling to Jogja, the garbage news surprised her.

b. Interactivity

Interactivity is a level of two-way communication that refers to the ability to establish a reciprocal relationship between advertisers and consumers, where both can give and receive information. In this stage, the Yogyakarta Tourism Office provides information through Instagram. @pariwisata.jogjakarta. As a stakeholder in the DIY Provincial Government, the Tourism Office is one of the government mouthpieces working to respond and try to reduce the waste crisis that is wrestling in cyberspace. In an interview session conducted with the DIY Tourism Office, researchers conducted a question and answer session with Anita Verawati, S.Psi.Psi.,M.M as Head of Marketing of the DIY Tourism Office.

"So, if the settlement strategy, it is adjusted to our duties and functions (agency) not the DIY Regional Government, because it will be very different. For example, in responding directly to negative news about garbage, we do not respond directly, but in the case of big holidays, we inform the public in general, that Yogyakarta is ready to welcome tourists with CHSE (Cleanliness, Health, Safety, and Environmental Sustainability) conditions." Said Anita Verawati (January 20, 2025).

This is an effort to educate and prevent, as well as invite the public to participate in maintaining cleanliness. In the context of social media, Anita Verawati explained that the DIY Tourism Office produces light content as a form of hygiene campaign. For example, in social media, the DIY Tourism Office provides recommendations for tourist attractions while inserting a campaign to keep the location clean.

c. Credibility

Through social media channels, the DIY Tourism Office produces a variety of content aimed at maintaining a good image and maintaining public trust in the DIY Tourism Office. The counter-narrative carried out by the Yogyakarta City Tourism Office is once again done to bring out the good side of Yogyakarta and tourism itself. This is shown by several contents such as; the cleanliness of Jogja, favorite tourist destinations in Jogja, also shown how the Jogja tourism industry is also an industry that is aware of waste management. The agency also conducted several activation activities together with Dimas-Diajeng, in this case to promote tourism. This is expected to encourage the creation of a positive trend.

"The blow-up of garbage news in Jogja is partly because Jogja is in the spotlight. Whatever happens in Jogja is always in the spotlight. Everything is quickly spread on social media.

Meanwhile, tourism is the economic locomotive of Jogja City. So, we also need to counter bad news. But the agency also does news about the clean side of Jogja, and also favorite tourist destinations. We show the tourism industry that can handle waste well. We counter with a good display. It does not mean covering up but also displaying good news."

The results of the interview with Caesaria above reinforce the actions then chosen by the Yogyakarta City Tourism Office in this case to create a counter-narrative in the public to maintain a good image of Yogyakarta and its tourism.

d. Irritation

Talking about the crisis that occurred, the crisis itself is an event that has a major impact on an institution. In the context of the crisis that occurred in Yogyakarta related to waste, this crisis can affect Yogyakarta's tourism sector, both in terms of existence and continuity. This is because Yogyakarta relies on the tourism sector to boost the community's economy. This is directly proportional to the number of people in Yogyakarta who depend on tourism. Both on a large, medium and small scale. Speaking of the concept of crisis that reflects on the book entitled Public Relations, Issue, & Crisis Management, by Rachmat Kriyantono (2015: 197-198), crisis is defined as a period of crisis associated with an event that has negative potential. Furthermore, another explanation of the crisis can also be obtained from the explanations of Duke & Masland, Mitroff, and Kouzmin, in the same book as above. Through their explanations, it is emphasized that a crisis event can cause destructive impact or damage, both materially and non-materially to each entity involved in it. This will affect institutions such as losing markets, public sympathy (in the context of government), profits, and even existence.

If we look in more detail at the factors that lead to the emergence of a crisis, it can be categorized through its source. In general, crises can be grouped into several groups based on the source of the cause, namely: management crisis as the most common, natural disaster crisis, technological crisis, confrontation crisis, and violence in the scope of work. The explanation above will try to be analyzed with a case study of a crisis that occurred in Yogyakarta related to the waste crisis. This is classified as a crisis due to the many negative perceptions that arise from the public (netizens), related to the accumulation of garbage in several areas of Yogyakarta as a result of the closure of TPST Piyungan. This can have implications for the reputation, image, and existence of Yogyakarta as an area that is widely known as a favorite tourism destination in Indonesia. Not without data, the latest record of Yogyakarta tourism visits in 2024 has touched 10.9 million tourists. Although this also has implications for increasing waste production to the point of 300 tons a day.

The crisis that occurred regarding waste in Yogyakarta in the aftermath of the closure of TPST Piyungan can be categorized as a Communication and Reputation Crisis, as described in crisis management theory. This crisis arose due to the unpreparedness of the waste management system after the closure of TPST Piyungan. This led to the accumulation of waste at various points, unpleasant odors, and negative impacts on tourism and public health. In this context, the Agenda Setting and Framing theories of mass communication can explain how the media shaped public perceptions of this crisis. The research showed that media coverage such as Tribunjogja.com focused on the social and economic aspects of the waste problem, including the closure of TPST Piyungan due to poor management. The impact of the closure includes the accumulation of waste in the TPS and depot, as well as the unpleasant odor that disturbs residents. Economically, the income of residents who work in the waste management sector is also affected, which in turn affects the health of the wider community.

The crisis that led to this aggravation can actually be seen from the beginning of its occurrence. Steven Fink, through the Crisis Lifecycle theory, divides it into four stages, namely, Prodromal Stage, Acute Stage, Chronic Stage, and Revolution Stage. In the prodromal or initial stage, it needs to be recognized that the signs of a crisis have been seen with the overflowing of TPST Piyungan. Better waste management is needed

4. Conclusion

Chronologically, it can be seen in this research that the signs of a crisis have actually been predicted. This is related to the upstream and downstream of waste management specifically in Yogyakarta City and in general in DIY. The age of TPST, which has been decades old based on an explanation from Ms. Caesaria from the Yogyakarta City Tourism Office, is not optimal in receiving waste shipments from various districts in DIY. On the other hand, it needs to be fundamentally understood that Yogyakarta can generate more waste than usual during the daytime when the population increases when various residents from other regions come to work. The waste situation that exceeds capacity can also be seen from the number of tourists who visit Yogyakarta every year. Considering that Yogyakarta is synonymous with tourism and tourism is the mainstay of its economy, the possible stages of a crisis need to be taken into account so that it does not affect the city's image and tourism.

To see this, Steven Fink has put forward the Crisis Lifecycle theory which contains the stages of a crisis. Starting from the prodromal, acute, chronic, and revolution stages. In the case study of the negative news crisis about waste, this problem can actually be seen from the beginning, or at the prodromal stage, where TPST Piyungan has exceeded capacity, and the upstream to downstream management mechanism is still weak. The acute and crisis stages are the stages that determine the effectiveness of the solutions taken. This will affect how much impact the crisis will have. In the case of the waste crisis in Yogyakarta, the waste crisis can have an impact on the image of a city that is closely related to tourism. So, the Yogyakarta City Tourism Office immediately carried out public relations work to carry out crisis communication. This is expected to reduce the existing negative news. As for work communication, the agency communicates with related OPD to be able to collaborate in parsing waste management techniques from upstream to downstream. To respond to negative news, based on the results of the interview with Ms. Caesaria, the agency produces content that is counter-narrative. This content cooperates with the role of *dimas* and *diajeng* whose content is education and promotion related to cleanliness and tourism. The agency also invites tourism entrepreneurs to become a zero waste industry. At the revolution stage, several formulations of more fundamental countermeasure policies related to waste management must be taken immediately by the Tourism Office and other OPD within the DIY Regional Government. In general, the stages and solutions taken by the Yogyakarta City Tourism Office and other OPD in dealing with the negative news crisis have been quite successful, as evidenced by the number of tourists that continues to increase every year. Although there is a big record, this does not mean that the waste problem is completely over.

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