

Trash Hero Yogyakarta Community Campaign Strategy in Education of The Community Through the Environmental Care Movement in The City of Yogyakarta

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Abstract. The waste management system remains a challenge in various countries around the world. In Indonesia, a country with a population of 275.77 million people, waste management is also a significant concern. Since the closure of the Piyungan landfill, Yogyakarta has been experiencing a waste emergency, exacerbated by minimal public environmental awareness. Trash Hero is a non-profit organization striving to combat waste through the awareness of its members. This study aims to determine the campaign strategies employed by the Trash Hero Yogyakarta community in promoting environmental care in Yogyakarta City. The research was conducted in Yogyakarta City, involving five research informants selected using a purposive sampling technique. These informants included the Chairperson of Trash Hero (1 person), Trash Hero management (2 people), and 2 community figures. Data sources for this research included both primary and secondary data. Data collection methods comprised in-depth interviews, observation, and documentation. One of the routine agendas carried out by Trash Hero Jogjakarta is the clean-up agenda. Namely the agenda for cleaning up rubbish as well as campaigning for rubbish and environmental issues. Trash Hero also carries out campaigns related to awareness about throwing rubbish in the right place.

1 Introduction

Waste is any material that is thrown away because it has been used up or has lost its primary characteristics or functions through human or natural activities. Since humans are creating more and more waste every year, it has a negative impact on the environment due to trash piling up and becoming impossible to contain or biodegrade. Today, more waste requires a very long time, sometimes years to decompose completely. This also speaks for itself—rising population equals greater waste generation. The contribution of the

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government is equally important as waste production is on the high side. Government organ agencies have policies on a major influencer on how disposal sites are managed and various sectors.

As stated by Indonesian Law No. 23 Year of 1997, pollution means entry or spread of substances, to energy from human activities into the environment which causes deterioration, and if functioning cannot be as original. Garbage management continues to be a worldwide problem. The World Bank said that about 1.3 billion tons of solid waste is generated every year around the world, most of it produced from each person weighing an average of 1.2 kg per day [1]. The same issue for waste management arises in a country with 275.77 million people like Indonesia. The Ministry of Environment and Forestry says Indonesia produced 21.7 million tons of waste in 2022, with most of it being food waste (41.4%), followed by plastic (18.5%), wood and organic matter (13.3%), and paper and cardboard (10.8%) [2].

Within the field of public relations, strategy is the more complex view in communication campaigns. As Gregory clarifies, strategy is a map and road of talk program matter priorities [3]. For each end goal, communication objectives are different, and it can be promotion or awareness-based campaigns. In a commercial, for instance: we only have to make consumers aware of that news but, more than that, in advertising the objective is to convince and sensitize so that eventually there will be sales [4]. However, the goal of PR differs because it wanted to educate, inform, and gain the support of a perception on terms that marketing cannot sell this product to them. Strategic planning, therefore, is a plan and management system to mobilize individuals to work towards the goals in practice.

A campaign, Sweeney Venus, is a route to the target and prescribes that you have to begin from where it would take you in the direction of what is right [5]. From a different standpoint, Ruslan presents that a communication campaign in public relations is designed to reach out and persuade the information, knowledge, understanding, and interest as well as their support from many audiences whose opinions and behavior will ultimately be changed [6]. You can have the most effective ad campaign in the world, but if your message isn't relevant and doesn't tap into what personally drives your target audience—you came up with nothing. A strategy is the articulation of ideas and principles in a campaign that will orient tactical decisions [3].

Strategies are tactics that provide a means to the ends of the organization's mission and objectives Thompson in [7] A strategy has to be taken from one person or group of people and passed on to another, meaning that some form of communication is necessary, but the most important purpose it can achieve is changing attitudes, opinions, and behaviors. For campaigns to succeed in public relations, the strategic communication is planned and executed very carefully.

Less than countries are used in PR campaigns to attract the public: participation, tied hands with current media giving out, basic historic language shortcuts, bribes (gifts), emotional triggers, impressionable consistent behavior, and banter—understanding and focuses the boundaries do not always refrain from breaking them [6].

The increase in waste generation is from the combination of accelerated population expansion, dynamism (industrialization and urbanization), and economic expansion [8]. While Yogyakarta—where people travel to for their studies! —is rife with waste management issues. The province as a whole creates garbage of 2111 tons per day (Environment and Forestry Service of the Special Region of Yogyakarta, 2016). Waste management is also the issue of cities, but universities where everyday activities are the source of waste generation. The consequential impacts include health risks, campus cleanliness, and environmental damage [9]. In 2023, the Yogyakarta Special Region Government closed down the Piyungan landfill due to overcapacity, resulting in waste accumulation and debate on the Cangkringan waste processing site establishment.

The existing zone of the Piyungan Regional TPA is very full and exceeds capacity, so waste services at the Piyungan Regional TPA cannot be carried out from 23 July 2023 to 5 September 2023 [10]. Please cooperate with districts/cities to take steps to handle waste independently in their respective areas -each," reads the notification letter [11]. The impact of the closure of the Piyungan Regional Final Disposal Site (TPA), Bantul Regency, Special Region of Yogyakarta is starting to be seen. Piles of rubbish are starting to decorate several corners of Yogyakarta City (Figure 1).



Fig. 1. The piles of rubbish

Pangaribowo and Russiana said that piles of rubbish stretched across the rubbish depot on Jalan Merbabu, Kotabaru, Kemantren Gondokusuman, Jogja City [12]. Local residents said the stretch of rubbish was about 50 meters long. Piles of rubbish stretched along the south side of the road until they almost blocked the road. The height of the rubbish pile reaches approximately 3-4 meters. The rubbish stretches from the rubbish depot to the east. The waste is dominated by plastic packages of various sizes. There was even a medium-sized mattress among the pile of rubbish.

As an organized environmental movement on the ground, community-based waste movement by Trash Hero Yogyakarta have contributed to social and behavioral changes regarding waste. Syawalidan and Badruddin argues that communities are thereby the most important movers of changes, as they promote institutionalization and education to enforce new social norms related to environmental duty [13]. Similarly, Darma et al. Looking at Bali, a tourism-led environment for the third paper in the Top 10 community engagement was found to play an essential role in tackling waste-related issues, as embodied by initiatives such as Trash Hero Indonesia that ensure to keep both aspect of the region intact [14]. Parker and Prabawa-Sear provide insight into the limitations of environmental education in Indonesia, particularly urban spaces such as Yogyakarta, while advocating for community-based action and a framework which positions environmental responsibility as an example of active citizenship expression [15]. These studies together emphasize the importance of community campaigns similar to Trash Hero campaigns aimed at educating and engaging populations on sustainable waste management practices.

2 Methodology

This study uses qualitative methods, with the primary technique being semi-structured in-depth interviews based on naturalistic observation and content analysis of documents. We selected the qualitative approach because we wanted the broad and in-depth experiences of those who are involved in indoor and outdoor social interaction both surrounding and influencing how environmental awareness transpires within Trash Hero Yogyakarta community. This method is ideal for understanding how participants experience community-based efforts for achieving behavioral change, since it provides in-depth information on the part of participants and their motivation. This kind of research would

have been less suitable for a quantitative approach, as it is concerned with investigating the architecture of a social phenomenon rather than focusing on numerical data or general trends.

Key informants were Yogyakarta Trash Hero Coordinator (1 person), Trash Hero Members (2 people), Community Figures (2 people) and members of the local community. Those interviews contribute a wealth of information to discuss about the role of Trash Hero in promoting environmental awareness and waste management practices. The purpose of the field observations was to observe real and regular (non-crisis) participation in TH activities in order to get first-hand knowledge on how public engagement is intended cumulatively for waste management actions.

In addition, a document analysis was conducted on mass media (newspaper) clippings and reports of Trash Hero Yogyakarta to provide the necessary background information, as well as support for findings derived from interviews and observations. These records provide a more comprehensive view of the public popular front and campaign (1914) commenced. The results of the main data source, support this theory as commitment from Trash Hero members, active local community involvement, and other parties to take responsibility in waste management are needed to create environmental behavior. And addressing this, especially in Yogyakarta where environmental consciousness is lacking.

Advantages of the chosen methodology were that it enabled us to delve deeply into participants perceptions and social dynamics of environmental movements. On the other hand, there are also counterarguments for instance the unreliability of qualitative research and that results cannot be generalized. While these limitations do not detract from the overall research objective, the more qualitative approach is in-line with what we aim to accomplish- a depthful investigation of how community's work towards increased environmental awareness. The results were analysed using a thematic analysis approach. This involved reviewing and coding the interviews, observation notes and documents for common themes—such as community participation, environmental education, and hurdles in promoting awareness about environmental protection. With this iterative method, the thematic analysis could be refined during its development and secured triangulation by comparing data from various sources. The use of thematic analysis helped the study to gain interpretation from the participants viewpoints which could not impart more reliable trait to finding regarding research question

3 Result and Discussion

Public awareness of waste is still very minimal. Even after the closure of the Piyungan landfill which caused a buildup of rubbish in residential areas. According to Nur Azizah, a lecturer at Fisipol UGM and active at the Center for Environmental Studies, in an interview with the media, he said: "This closure is not the first time. But it keeps repeating itself and there is no right solution yet," explained Nur. According to him, regulations regarding waste management have long been regulated in Law Number 18 of 2008 concerning Waste Management. Unfortunately, implementation of these regulations is still very lacking. "If we look at the law, its contents are very sophisticated. It has mentioned 3R (Reduce, Reuse, Recycle), and EPR or Extended Producer Responsibility has even appeared. If we check again in 2008, the previous TPA was a Final Disposal Site "It has been changed to a Final Processing Site. So in idea, the law has adopted that only residues go to the landfill," said Nur [16].

Looking at the recent handling of waste in Yogyakarta, one of the experts from Gadjah Mada University (UGM) revealed several facts from a regulatory and social perspective regarding public concern for waste. "The question is, why is it that after it's full after it's closed, it's just noisy. Have we not had a rubbish problem all this time? Now we can see

that, what we thought had been managed all this time, it turns out it hasn't," explained her. Public awareness of waste is still very minimal. According to him, public awareness of waste is still very minimal. Even after the closure of the Piyungan landfill which caused a build-up of rubbish in residential areas. "This closure is not the first time. But it keeps repeating itself and there is no right solution yet," she deliberated. The waste problem is still an issue that receives attention. Responding to the condition and issue of waste, the Trash Hero Jogjakarta community came up with a noble mission to reduce the amount of waste in the Jogjakarta area which has also been a chronic problem for many parties.

The leader of Trash Hero Jogjakarta in a presurvey interview said, Trash Hero is a non-profit organization that tries to fight waste based on the awareness of its members. "We are frankly not paid by anyone, we do this because self-awareness and seeing that this waste problem has become a concern and threatens the lives of many creatures, from plants, animals to humans themselves, are the main perpetrators. He admitted that Trash Hero itself is a community located in several countries around the world "There are several countries such as Switzerland, the Netherlands, Japan, the United States, Singapore and of course Indonesia," he said.

Trash Hero Indonesia itself has a parent community whose center is in Bali and currently Trash Hero is in at least 50 cities throughout Indonesia. Trash Hero Jogjakarta itself was officially formed in August 2022. He also mentioned that Trash Hero is a non-profit organization that tries to fight waste based on the awareness of its members.

"Frankly, we are not paid by anyone, we do this because we are self-aware and see that this waste problem is worrying and threatens the lives of many creatures, from plants, animals to humans themselves as the main perpetrators. Other member of Trash Hero itself is a community in several countries around the world. "Trash Hero exists in several countries such as Switzerland, the Netherlands, Japan, the United States, Singapore and of course Indonesia," he said. Trash Hero's mission is to invite people to work together to clean up and avoid waste production and especially to create a waste-free earth

Founded in Thailand in 2013, today Trash Hero is in over 100+ locations worldwide, through a network of local chapters and state organizations. The parent organization is registered in Switzerland under the name Trash Hero World, which is a non-profit organization. Trash Hero Indonesia itself has a parent community whose center is in Bali and currently Trash Hero is in at least 50 cities throughout Indonesia. Trash Hero Jogjakarta itself was officially formed in August 2022. One of the routine agendas carried out by Trash Hero Jogjakarta is the clean-up agenda. Namely the agenda for cleaning up rubbish as well as campaigning for rubbish and environmental issues. "Our routine agenda is clean up every Sunday, usually at 4 pm in Alun-alun Kidul Jogjakarta. Generally, in one clean up we can collect 12 to 15 kg bags of rubbish. There we also carry out a campaign related to awareness about throwing rubbish in its place, " he explained.

In carrying out its activities, Trash Hero generally emphasizes four things that are always socialized to the community. Namely an appeal to bring your own shopping bag, bring your own Tumbler or drinking bottle, stop using plastic straws and also start getting used to bringing your own food container. This indirectly becomes the urgency that Trash Hero brings and is also in line with the vision they carry out, namely 3 R, reduce, reuse and also recycle.

Volunteers clean up rubbish in the Alun-Alun Kidul (South Square) area, Yogyakarta the Yogyakarta Trash Hero Community together with Hyatt Regency took action to clean up plastic waste to campaign for tourists to care about environmental cleanliness and reduce the use of single-use plastic. The approach taken by Trash Hero is based on the following five principles: 1) Positive: we focus on solutions (not problems), on the future (not the past), and on what went well (not on who was at fault or who blameworthy); 2) Open and neutral: we work independently, bringing society together towards goals that benefit all

parties; 3) Show, not teach, then repeat: we lead by example, taking small steps that if done repeatedly will result in something big. With activities carried out regularly, the changes that occur will last a long time; Think globally, act locally: our local chapters are the backbone of our movement. Trash Hero World provides training, supporting materials and global tools to strengthen their aspirations. No money involved: our local chapters do not charge or profit from their activities. Expenditures are funded by donations in the form of goods and services from local sponsors, and all products are sold at their production price, with publicly accountable receipts. By looking at the problems above, this research aims to analyze the Trash Hero campaign strategy in educating the public about the environment in Yogyakarta

Trash Hero also collaborates with universities, including UMY, in building the character of caring for the environment, especially regarding waste management, among junior high school students. This activity took place at the "School Based Waste Management Training" event at SMP Muhammadiyah 10 Yogyakarta. This training is aimed at students and the waste alms task force from Muhammadiyah Middle School 10 Yogyakarta. The main goal is to educate students about types of waste and the proper way to sort waste.

The service team consisting of collaboration between Muhammadiyah University of Yogyakarta (UMY), coordinated by Muhammad Muttaqien (UMY lecturer), the Trash Hero Yogyakarta community and AKSHI UMY, was led by a speaker and accompanied by six assistants. After socializing the importance of waste management, students were divided into four groups to carry out Plogging, namely cleaning the area around the school while observing waste. During the Plogging action, students are accompanied by a service team to observe and sort waste according to its type, such as organic, inorganic, residue, and Hazardous and Toxic Materials (B3). After that, students return to class and present the results of their observations.

The Trash Hero Yogyakarta approach of working with communities through clean ups and education is proving an effective method for implementing the much-needed grassroots environmental responsibility in the city. Despite the widespread public engagement with calls to action most environmental campaigns focus on, behavior change often falls back to previous norms as evidenced by repeated issues related to waste management. This reflects how these campaigns tend to reach those who were likely already committed volunteers and overlooks deeper structural conditions that need addressing more broadly. That and more coordination with local governments might become necessary, from allowing public participation in policy design to tougher prescription of waste regulations. There is a Catch-22 to this model as Trash Hero, for example, can only do so much provided the wider government or corporate territory. But to fight the waste problem in Yogyakarta effectively, programs à la Trash Hero have to be part of a wider-systematic (and systematic) solution that involves consistent policy enforcing, urgent educational shifts, and planned public facilities. This would make certain that the gains from grassroots movements are not stand-alone but lead to a more permanent and durable way to solve the waste crisis.

4 Conclusion

Waste is any material that is discarded or discarded; is the result of human or natural activities that are no longer used because their main elements or functions have been taken away. Nowadays, more and more waste are produced by humans, this amount is increasing every year. Public awareness of waste is still very minimal. According to him, public awareness of waste is still very minimal. Even after the closure of the Piyungan landfill which caused a buildup of rubbish in residential areas. The waste problem is still an issue that receives attention. Responding to the condition and issue of waste, the Trash Hero

Jogjakarta community came up with a mission to reduce the amount of waste in the Jogjakarta area which has also been a chronic problem for many parties. One of the routine agendas carried out by Trash Hero Jogjakarta is the clean-up agenda. Namely the agenda for cleaning up rubbish as well as campaigning for rubbish and environmental issues. The routine agenda is clean up every Sunday, usually at 4 pm at Southern Square of Jogjakarta. Generally, in one clean we can collect 12 to 15 kg of trash bags. Trash Hero also carries out campaigns related to awareness about throwing rubbish in the right place. Trash Hero collaborates with other organizations such as universities, including Muhammadiyah University of Yogyakarta (UMY) to educate school students in the Yogyakarta area. In carrying out its activities, Trash Hero generally emphasizes four things that are always socialized to the community. Namely an appeal to bring your own shopping bag, bring your own tumbler or drinking bottle, stop using plastic straws and also start getting used to bringing your own food container.

In nutshell, this research reveals that Trash Hero Yogyakarta has an integrated program in managing and caring for environment and waste, other than direct campaign toward those issues. The second main action is the cleaning schedule on a weekly basis, where they manage to collect hundreds of kilos, between 12 and 15 kg mostly. These activities not only help remove waste but also provide an opportunity to communicate and educate the public on how they can play their part in keeping environments clean.

Besides the clean-ups, Trash Hero Yogyakarta includes educational campaigns for public recycling. That would mean encouraging people to ditch the plastic as part of a broader strategy to tackle plastic waste, by using reusable items like shopping bags, water bottles and food containers. It also works closely with educational establishments, such as Muhammadiyah University of Yogyakarta (UMY), providing practical waste management on the ground to students. One of the initiatives resulting from this partnership is in teaching students about waste sorting programmes, disposal methods and how important it is to reduce, re-use and recycle.

In conclusion, this study indicates that the combination of practical clean-up activities with raising public awareness and collaborations with local schools and universities in Trash Hero Yogyakarta has been successful at achieving a higher level of environmental concern as well as motivation to perform waste management behavior.

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