

THE USE OF ONLINE MEDIA IN PROMOTING SOCIAL MOVEMENT ON WASTE PROBLEM

*(PENGUNAAN MEDIA ATAS TALIAN DALAM MENINGKATKAN
PERGERAKAN SOSIAL TERHADAP MASALAH SISA BUANGAN)*

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Abstract

This study aims to evaluate the application of social media in the activities in the campaign on waste management program. The research has been conducted through analyzing "the Galigasa Movement" - a waste management program, run by the Government of Palu Municipality, Indonesia. This study employed a descriptive and qualitative method, which included in-depth interview and observation. The result shows that social media such as Facebook, Instagram, WhatsApp and vlog have a significant contribution to promoting and disseminating the waste management movement. The contribution of online media to this movement was useful particularly in informing and persuading the local residents to participate in the environmental preservation. The advantages of online media such as interactivity, loss of intermediaries, efficient, attractive features, and direct contact with users, are the primary consideration in the selection of this media. However, the Galigasa movement team has not used the advantages of the features offered particularly on Instagram maximally. Therefore, in order that the message delivered successfully and got the attention of the audience, the team of the Galigasa movement should optimize all the advantages offered by the online media. Furthermore, although considered useful, waste management campaign on online media requires special treatment. It also takes time and creativity in designing a program to attract people involved in the movement

Keywords: Galigasa; Waste Management; online; Social Media

Abstrak

Kajian ini bertujuan untuk menilai penggunaan media sosial dalam aktiviti dalam kempen mengenai program pengurusan sisa. Penyelidikan ini telah dijalankan dengan menganalisis "Pergerakan Galigasa" - sebuah program pengurusan sisa yang dijalankan oleh Pemerintah Perbandaran Palu, Indonesia. Kajian ini menggunakan kaedah deskriptif dan kualitatif, termasuk temubual dan pemerhatian yang mendalam. Hasilnya menunjukkan bahawa media sosial seperti Facebook, Instagram, WhatsApp dan vlog mempunyai sumbangan penting untuk mempromosikan dan menyebarkan pergerakan pengurusan sisa. Sumbangan media atas talian untuk pergerakan ini amat berguna terutamanya dalam memaklumkan dan memujuk penduduk tempatan untuk mengambil bahagian dalam pemuliharaan alam sekitar. Kelebihan media dalam talian seperti interaktiviti, kehilangan perantara, kecekapan, ciri menarik, dan hubungan langsung dengan pengguna, adalah pertimbangan utama dalam pemilihan media ini. Walau

bagaimanapun, pasukan pergerakan Galigasa tidak menggunakan kelebihan ciri yang ditawarkan terutamanya di Instagram secara maksimum. Oleh itu, agar mesej yang dihantar berjaya dan mendapat perhatian penonton, pasukan gerakan Galigasa harus mengoptimumkan semua kelebihan yang ditawarkan oleh media atas talian. Selain itu, walaupun dianggap berguna, kempen pengurusan sisa pada media atas talian memerlukan rawatan khusus. Ia juga memerlukan masa dan kreativiti dalam merancang program untuk menarik orang yang terlibat dalam pergerakan tersebut

Kata Kunci: *Galigasa; Pengurusan Sisa, Atas Talian; Media Sosial*

INTRODUCTION

Wasted relates issue has become a serious concern in many areas in Indonesia. It has caused numerous problems such as flood and health problem. According to the study conducted by Widyatmoko (2018), there are about 229,907 tons dangerous wastes produced by industry in Indonesia per year, without proper treatment. As a result, there is seriously potential environmental contamination to occur which causes health hazards. A comprehensive waste management is urgently required to tackle the matters.

The growth of the population in Indonesia, which increases every year, also influences the changing of consumption pattern and the social lifestyle that has caused the increase of garbage pile. The Government of Indonesia through the Ministry of Environment has launched a program “Indonesia Bebas Sampah 2020” (Indonesia Waste Free 2020). This program is motivated by the national momentum “Waste Care Day” every February 21 to increase public awareness related to the importance of protecting the environment and processing waste. Along with the program, the Government of Palu City, Central Sulawesi Province through the instructions of Palu Mayor Number 660.2 / 387 / HKM / 2017 has also initiated a social movement to tackle household waste. The Program called “Galigasa movement” (3G) is an acronym of “*Gelar Aksi Lingkungan Gelar Amankan Sampah*”. The words “Galigasa” are also taken from the Kailinese (the traditional language of local people in Palu). “*Gal*” means “Clean”, and “*Gasa*” means “very clean”. Through this program, the government of Palu City is attempting to invite various elements of society to participate in the waste management effort in Palu City. This movement is expected to inspire all citizens of the city to be cultured clean, both in the home environment, business environment, hotels, offices and public space environments.

Several activities have been carried out in the success of this program. Various environmental communities also participate and even become a driving force in this movement. However, without active participation from the general public, achievement of activities will also be slow. For that, it takes a special formula to awaken and invite the general public to take part in this environmental movement. This is where the role of mass media needed as a means of socialization of conscious environmental movement to the community.

The mass media has proven to be an essential tool in supporting the success of an activity. The role of the mass media with its ability to reach the broader community strongly supports the socialization of new ideas in both national and international contexts. So it is not surprising that in every particular activity or program, mass media serve as the primary tool to promote the activity. The function of mass media in mobilizing public awareness on the environmental issues has been illustrated in various studies. Sanjaya (2017), for example, argued that the environmental movement has now been popularly conducted online. His research about digital social movement found that online media has effectively facilitated the spread of environmental movement through the online petition. However, the digital movement still has some limitation that requires offline action to raise people awareness on the environmental issue.

Online media is a type of mass media that has paid any attention to people worldwide, including Indonesia. Based on data revealed by the Indonesia Internet Service Provider Association

(APJII), during 2017, more than a half of Indonesia population are Internet users (around 146.26 million users of 262 million total populations). The data can be seen in the following figure:

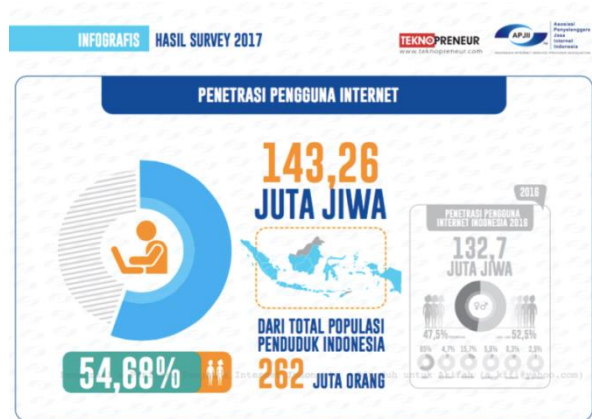


Figure 1. Penetration of Internet User in Indonesia
(Source: APJII, 2018)

Similarly, a data from “We Are Social” a social marketing agency in Singapore, recorded that Internet users in Indonesia are 132.7 million users in early 2018 (50% of its total population). From the total Internet users, almost all of them are active social media users. The data can be seen in figure 2.



Figure 2. Internet user data in Indonesia
(Source: we are social.com)

The survey also noted that from January 2017 to January 2018, the annual growth of social media users in Indonesia reaches 23%. This data put Indonesia in the top three worldwide after Saudi Arabia and India. It shows that social media has become the vital tool to reach the broader community which strongly supports the socialization of new ideas in both national and international contexts. Laer & Aelst (2010) stated that the Internet is an essential tool in determining the success of social movement activity.

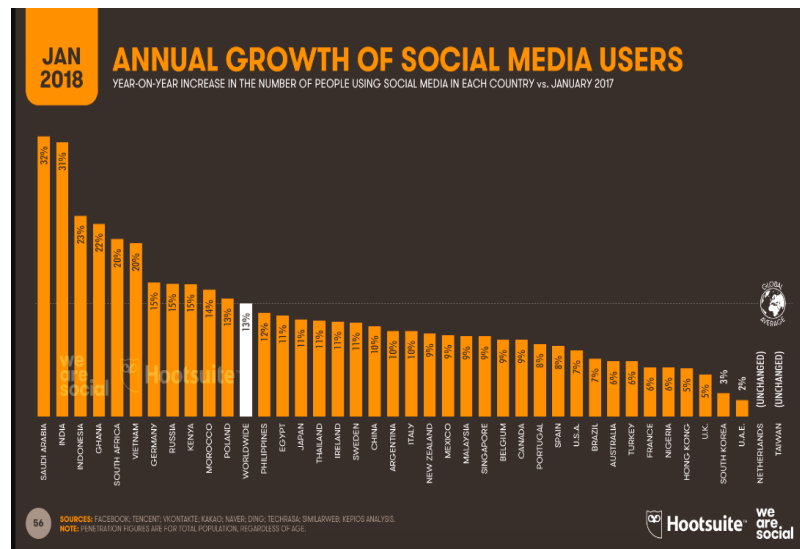


Figure 3. The annual growth of social media users each country
(Source: Wearesocial.com)

From the phenomenon that has been mentioned, the researchers are interested in examining deeply about the role of social media in the success of the Galigasa movement program. This paper is intended to evaluate the extent to which online media are utilised in the handling of the waste problem through a social movement. The focus of this research is to explore the types of social media used in the Galigasa program.

MATERIAL AND METHODOLOGY

The approach of this study is qualitative research. The data collected through depth interview with the selected member of the Galigasa team who understand the program process and who also manages the official social media account of Galigasa movement. There are four informants interviewed in this research: 1) Anshar Munir as a former team leader of Galigasa, 2) Smiet as a current team leader, 3) Alif Fajrin as an IT planner of the team, and 4) Apriyanti as an environmental activist and also a member of the Galigasa team.

The online observation is another data collection method of this research. This study is conducted by observing the message flow over the social media account. In order to obtain a precise data of the social movement, the researcher attempted to follow the Galigasa social media accounts such as Facebook and Instagram and is involved as a member in the WhatsApp group of the team.

DISCUSSION

As has been mentioned previously, the word "Galigasa" is derived from the Kailinese (the traditional language of local people in Palu). *Gali* means "clean", and *gasa* means "very clean". According to Smiet, the current team leader of Galigasa, the philosophy of the waste management program was taken from the local wisdom of Kaili (Palu ethnic) of the so-called *Nolelei*. *Nolelei* is an activity of Kailinese by which citizen is directed to clean the environment by using a traditional tool, such as *kentongan* (a piece of wood hit by a stick) followed by the loud voice of a selected person. This local wisdom has long been eroded as the advance of communication technology.

The use of online media on waste management campaign

Regarding online media utilization, the Galigasa movement team has organizing several effort, such as engaging with social media like Facebook, Instagram, and WhatsApp, and keep updating the

public trend in the information and communication technology, such as using the popularity of Vlog (video log) in order to raise the sympathy of citizen to participating in the movement. Ali fajrin (The IT planner of Galigasa movement) in an interview with the writer said, "We are trying to adopt the latest media platform that becomes a trend in society". Similarly, Purwani (2016) stated that the way people communicate had changed every period of time, in which a variety of social media has become a popular way of communication recently. Thus, it is inevitable that people should follow the changing trend of using the popular media.

As has been released from several surveys about media online, which put Indonesia as the top three social media users, it shows that Indonesia citizen is a potential market for the online campaign. This tendency is also applicable to Palu municipality. According to Fajrin, a citizen of Palu can be reached easily through social media, mainly by using the link of some communities' social media account which has become the partner of the Galigasa movement Program". The friend list or the follower of the social communities in their social media such as Facebook and Instagram can become potential resources in promoting the program to the whole society. Purwani (2016) stated that the social media invites anyone interested in participating by giving contribution and feedback openly, giving comments and sharing information into the fast and infinite time, which then generate the forming of a community with similar interest.

Anshar Munir, the former chief of the Galigasa movement, explained the primary function of the movement is to educate the community through the pattern of learning by doing related to waste management, mobilizing the potential of every village through specific particular working unit for waste management, organizing database for the community complaints on waste problems, and systematically utilizing the online media as the main media of information dissemination of the Galigasa movement. In short, it is the pattern that is used to raise people awareness toward the waste problem.

The interrelationship between individuals and online media shapes new behaviours among its users, one of which is the culture of narcissism, individual encouragement to present themselves. Narcissism culture is increasing along with the growth of social media. It provides comprehensive platforms for narcissistic to present their self and maintain their great networking offered by social media (Buffardi and Campbell (2008); Ong et al. (2011)). Here is why social media can be an effective way to promote any activity as well as persuading people to make an actual contribution and documenting through online media. This phenomenon is seen as an opportunity by the Galigasa movement team to attract the participation of the society. The effort in persuading society's contribution on the movement through social media is reflected by some programs that has been organized, such as, the video program "*Masyarakat Bertanya, Walikota Menjawab*" ("Citizen Asking, The Mayor Answering"), Cleaning photo Contest on Instagram, and documentation on inter-village cleaning competition which pictures are posted on social media. Such programs may stimulate people to contribute and pay attention more to the movement.

Below are some online media platforms that is used by the Galigasa movement in promoting waste management program

Video Log (Vlog)

The trend of using Vlog among social media users has become one strategy to invite the society to contribute to the movement. People are directed to make a video of themselves asking and commenting around the waste problem in Palu. Their video will be responded by the mayor and vice mayor of Palu city and being published through online media (Facebook, Instagram, and Youtube). As the first stage, the Galigasa movement team is active to invite citizen by visiting them and record their question and comment on the waste problem in Palu. Next, the citizens are expected to participate more and create their vlog. This strategy has been running for a couple of months and has created several videos. However, compared with the number of followers and friends on the Galigasa movement social media official, the number of vlogs considered

unsuccessful. There have been less than 10 vlogs from publicly commenting about the waste problem in Palu.

Facebook

Based on the data from 'wearesocial.com' in January 2018, Facebook is the most popular social media platform. The ability to let users to share text, photos and videos to others keep maintaining its popularity among other online media (Pittman & Reich, 2016). In order to be better known, the Galigasa team utilise the Facebook account in socialising their activity.

The citizen informs the location of garbage piles uses Facebook application. Such information usually becomes a trigger for Galigasa team to take action. There are some information related to the activity of the Galigasa team in a village. The activity post on Facebook may spread quickly through friend list of people who are tagged on the post.

Instagram

The citizen may not be able to be convinced to participate in waste management without showing actual activity. The advantage of Instagram that focuses on visual message has a significant role in the waste management information dissemination. It provides complete features to show better pictures and video. Moreover, the capability of social networking sites as general in linking many people become an opportunity for those who use such platforms to campaign. Activities such as "Leave 'Comment' on friends' posts", "'Like' friends' posts", "Upload photos", "Upload videos", "Tag friends in posts", "Put # Hashtags" on posts", Use "# Hashtags" to search for things and "View online shop pages", may spread users' message easily (Ting, 2014). Regarding Galigasa movement, Instagram has a massive contribution on the information diffusion. The power of "# Hashtags" which is only appeared on Instagram, and could be used to link posts with similar characteristics. For example, the information about Photo contest posted on Instagram using Hashtag on some similar posts (see figure 6), this message might be seen in other posts, which are on the hashtag. So, the information will not only end up in the Galigasa account followers but will also spread to others who connect to the hashtags. The networking strategy is ideal for directly reaching out to audiences, and thus, for becoming involve actively in the waste management movement.

According to the informants, compared to Facebook, Instagram is more frequently used in the Galigasa movement campaign. This is due to the supporting features that do not exist in other online media. This tendency is based on the number of responses obtained by the Instagram account of the Galigasa movement. The principles of the theory Uses and Gratifications, in this case, is applied, where audiences tend to choose to consume media that are considered capable of satisfying their needs. Various comforts obtained in Instagram media in connection with the Galigasa movement, making the media more attractive. Although, the advantages of the features offered in Instagram has not been used maximally by the Galigasa movement team. It is seen in some postings that tend to be normal without maximising the effects and editing system offered in the application. Therefore, in order that the message delivered can really get the attention of the audience, the team excavated the Galigasa should optimise all the advantages offered by the online media. Therefore, the expected goals can be achieved.

However, the response from the society showed in every activity and information posted in the social media both Facebook and Instagram is relatively small. It shows that although social media has been successful as campaign media in some activities, it has a slight function to raise people attention in the environmental movement. Afrianty, an environmental activist, who was also one of the Galigasa team further maintained that as far as her experience in campaigning the environmental awareness, the online media campaign is considered effective. However, it takes time and creativity in designing the program to attract people involved in the movement.



Figure 4. Information about photo contest posted on Instagram

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WhatsApp

The popularity of WhatsApp which is integrated with mobile phone number, are also utilized by the *Galigasa* movement team. This is done by creating WhatsApp group which members are all functionary of Palu municipality including the mayor, all sub-district head, head of villages, journalists, researchers, academicians, and all the function units from every village. The information come into the WhatsApp group is considerably massive. Most members regularly report their activity related to waste management as well as report a place that requires serious action.

Base on the observation through the WhatsApp group of *galigasa*, the researcher found that the members of the WhatsApp group actively post every activity relating to waste management

program. Accounted there are more than 50 messages included text, photos and videos posted on the WhatsApp Group every day. The complaint posted on the WhatsApp usually gets quick response, since it is monitored by the Palu Mayor. It shows that among other social media, WhatsApp is considered the most effective online media platform which people may interact directly and get fast reaction.

The Function of Social Media based on Theory

The power of social media in spreading information is supported by several theoretical advantages as expressed by Mc. Quail (2011): a) Interactivity, which enables rapid and reciprocal response from communities and governments to information on waste management; b) The presence of vertical and horizontal communication that promotes equality, so that the user is more able to feel his or her involvement in the issues being discussed; c) The loss of intermediaries, means a reduced role of journalism to mediate relations between citizens and governments; In this case even though galigasa movement team still conducting socialization through cooperating with conventional media (print and electronic), online media remain the main media in reaching the community. d) Online media offer low cost for the sender and receiver; by means of social media, the information to be conveyed does not need to involve a lot of media organizations that usually require operational costs. As stated by informants of this research, in order to promote the galigasa movement through media partners, Palu City Government must spend tens of millions per year. e) Direct contact for both parties, meaning there is no delay process information, because both parties can directly communicate; f) The loss of restrictions on contacts, the power of online media that can reach all areas with unlimited distances, allowing more targeted users. All this advantages enable the effectiveness of the waste management program campaign.

CONCLUSION

Online media such as *facebook*, *instagram*, *whatsapp* and *Vlog* have a significant contribution to promoting and disseminating the waste management movement. In Palu City, Indonesia. The contribution of online media to this movement was useful particularly in informing and persuading the local residents to participate in the environmental preservation. The advantages of online media such as interactivity, loss of intermediaries, efficient, attractive features, and direct contact with users, are primary consideration in the selection of this media. However, the galigasa movement team has not used the advantages of the features offered particularly on Instagram maximally. It is seen in some postings that tend to be simple without maximizing the effects and editing system offered in the application. Therefore, in order that the message delivered successfully and get the attention of the audience, the team of *galigasa* movement should optimize all the advantages offered by the online media. Furthermore, Although considered effective, waste management campaign on online media requires special treatment. It also takes time and creativity in designing program to attract people involve in the movement.

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