Stakeholder Participation in Waste Management Communication

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Abstract
This study explores stakeholder participation in waste management communication in Bandung City, which frequently faces waste emergencies. Despite the government's implementation of various waste management programs, the issue remains unresolved. Effective waste management requires active collaboration among all stakeholders, including government agencies, non-governmental organizations, media, and community leaders. Using a constructivist paradigm with a qualitative case study approach, this research examines the roles of government entities (Bandung City Environment Agency, PD. Kebersihan, and Bapelitbang), non-governmental actors (Forum Bandung Juara Bebas Sampah/BJBS, including environmental activists, academics, and business representatives), as well as media and community leaders. Informants were purposively selected based on their involvement in waste management efforts. Findings reveal that collaboration occurs between the government, legislators, and grassroots environmental activist groups, such as BJBS, which directly engages in waste management initiatives. However, from a pentahelix collaboration perspective, effective communication requires greater involvement of mass media, both conventional and digital. Currently, waste management communication relies mainly on social media accounts with limited reach, such as Humas Bandung, Dinas Lingkungan Hidup Kota Bandung, and Forum BJBS. This limited engagement hinders public awareness and participation. To achieve a sustainable solution, public involvement and awareness must be strengthened, ensuring that waste management is a shared responsibility rather than solely the government's duty.

1. Introduction

The waste problem in Indonesia remains a significant issue. The amount and types of waste continue to increase with population growth and technological developments. However, the pace of waste management solutions is still lagging. This is evidenced by waste production reaching 67.8 million tons per year. Organic waste dominates in Indonesia, accounting for 60% of the total, followed by plastic waste at 14%. Various landfills in Indonesia also exceed capacity, such as the Bantar Gebang landfill (Bekasi), Piyungan landfill (Yogyakarta), Sarimukti landfill (Bandung), Terjun landfill (Medan), and Suwung landfill (Denpasar) (Saraswati, 2022).

The high production of organic waste is primarily due to the high levels of food waste. According to the UNEP Food Waste Index Report 2021, food waste generated worldwide in 2019 was 931 million tonnes per year. Of this waste, 61% came from the household sector, 26% from the food industry, and 13% from retail (Forbes, et al., 2021). In Indonesia, food waste production reaches 23-48 million tons each year (KemenLHK, 2022; Saraswati, 2022). The impact of food waste can threaten human survival by increasing greenhouse gases and wasting land, clean water, and energy. The methane gas produced can significantly increase greenhouse gas emissions, which are much more dangerous than CO2 and chlorofluorocarbons (CFCs). This can lead to increased absorption of infrared radiation and a rise in the Earth's temperature, exacerbating the effects of climate change and global warming.

Thus, with the increase in waste volume occurring in line with rapid population growth and changes in consumption patterns in urban areas, waste remains a significant problem in urban regions. This issue affects almost all cities in Indonesia (Suryani, 2014). Each city has its own waste management strategy. Waste management is a form of implementing the government's duties and functions in providing public services to create a clean, healthy, comfortable, and beautiful environment (Dwiyanto, 2011). It is also a public service responsibility of both the central and regional governments as regulated in Law No. 18 of 2008. This law stipulates that waste management is a systematic, comprehensive, and sustainable activity that includes reducing and handling waste (UU No.18, 2008).

The accumulation and poor handling of waste indirectly contribute to flood disasters and are a source of disease. Disasters caused by overflowing waste can be mitigated with public awareness and care for the environment, including sorting organic and inorganic waste. Waste awareness can be observed through waste management practices at home, but data still show that people are not yet fully environmentally aware (Wulansari, et al., 2020).

Based on research from the Greeneration Foundation (Iqbal, 2019), a non-governmental organization concerned with waste problems, the average person living in urban areas in Indonesia produces around 0.5 kilograms of waste per day. This indicates that the increase in population in a city or region is directly proportional to the volume of waste produced.

This research is supported by 2018 Indonesian Environmental Statistics (SLHI) data showing that around 8.75 percent of households sort waste and use some of it,

10.09 percent sort waste and then throw it away, and the remaining percentage does not sort waste. The results of the BPS Socioeconomic Survey (SUSENAS) also show that only 1.2 percent of households recycle waste. This is further supported by data from the Environmental Indifference Behavior Index Report in Indonesia from the Ministry of Environment and Forestry (BPS, 2018), which shows that public awareness of waste management is at 0.72%, higher than energy management (0.16%), water saving (0.44%), and private transportation (0.71%).

Managing waste is not only a technical matter of how to collect and then send waste to temporary storage sites (TPS) or final processing sites (TPA), but waste management activities also involve community participation and supervision (Hendra, 2016; Sidiq & Prawira, 2019). Therefore, waste management is a form of public service that is the responsibility of the City or Regency government (Qodriyatun, 2015).

Institutions, policies, operations, finance, and community participation are crucial for the realization of integrated waste management. Institutions pertain to the existence of entities responsible for waste management (Siswantini and Mahestu, 2018). Policies relate to the availability of waste management regulations at the national, district, and city levels. Operations refer to the availability of a waste management system supported by the necessary facilities and infrastructure. Financing involves a commitment to allocate the appropriate budget for waste management. Community involvement, along with conditions that enable the implementation of community roles and participation in waste management, is also essential (Puspa, 2017).

The challenge of making urban areas comfortable places to live and creating clean and green cities is a global issue that requires future solutions from all parties. Based on research by (Purbani, 2017), the physical aspects of the urban environment that need attention from the Central and Regional Governments include: (1) Municipal Environmental Waste Management, (2) Clean Water and Waste Water Management, (3) Air Pollution, and (4) Management of Green Open Spaces (RTH). Non-physical environmental aspects include: (1) Management and Institutions, and (2) Enforcement of Laws and Regulations.

A number of metropolitan cities in Indonesia are the largest waste contributors. The efforts of these cities to reduce waste are not commensurate with the waste produced (Rosalina, et al., 2020). Metropolitan and large cities in Indonesia, such as Jakarta, Bandung, Yogyakarta, and Surabaya, are the largest contributors to waste in the country. This data is supported by the National Waste Management Information System (SIPSN) in 2020 regarding waste reduction for each Regency and City, which was uploaded to the Ministry of Environment and Forestry's SIPSN (KemenLHK, 2022). Regions with very large populations also produce significant amounts of waste, playing a crucial role in waste management in Indonesia, including the reduction aspect.

Refer to the findings Rosalina (2020), among the waste-contributing cities, several large metropolitan areas recorded in the Ministry of Environment and Forestry's SIPSN (National Waste Management Information System) have reduced waste above the national average. Notably, the City of Bandung recorded an 8% waste reduction in 2020. The Head of the Environmental Service of Bandung City, Dudy Prayudi, even claims that the reduction has reached 20%. According to him, this success is supported by the activities and roles of stakeholders, including environmental activist groups who assist

the region (Interview, 15 December 2022). At the initial stage of this research, researchers confirmed supporting data by interviewing the Director of Waste Management at the Ministry of Environment and Forestry, Novrizal Tahar, who stated that Bandung is one of the cities in Indonesia with significant green-movement actions, driven by environmental activist groups to encourage changes in people's behavior. This is especially true when local governments start to think about and design various programs and policies to reduce and handle waste from upstream, as well as community participation movements.

Bandung, the city with the third largest population in Indonesia based on the Central Statistics Agency (2018), has almost 2,490,622 people within an area of around 167 km². High population density and growth have made Bandung grow into a metropolitan city, tourist destination, and hub for urbanization. With this high population growth and influx of tourists, activities in Bandung have become less conducive. The condition of Bandung is worsening, and the amount of rubbish is a serious problem facing the city (Sembiring, 2015). Waste remains one of the most pressing environmental problems in Bandung.

Historically, Bandung, once nicknamed the Flower City, was labeled the Garbage City due to the large amount of unmanageable waste scattered in large volumes. This resulted in an environment that became smelly and dirty, a decline in public health, flooding, and the loss of the city's beauty. Notably, in 2005, Bandung experienced a severe crisis when the landfill exploded, turning the city into a sea of rubbish. This event should not be repeated, but currently, the risk of increasingly full landfills remains a time bomb if waste management is not handled seriously.

Looking at the data on waste conditions in West Java, the comparison of population, waste production volume, and waste volume handled in the Regency/City of West Java Province reveals that Bandung City, with a population of around 2.5 million people, has the highest waste production volume compared to other cities in West Java. Based on these environmental challenges, the Bandung City Government prioritizes strategic initiatives aligned with the vision, mission, and programs of the Mayor and Deputy Mayor during each term, particularly in the 2018-2023 period with the vision of "Realizing a Superior, Comfortable, Prosperous, and Religious City of Bandung."

As a Regional Apparatus Organization, the Bandung City Environment and Hygiene Service (DLHK) supports the Mayor in enhancing the comfort of Bandung through spatial planning, infrastructure development, and regulating the use of quality and environmentally sustainable spaces, focusing on environmental quality and waste management. Effective collaboration is crucial to address various issues, requiring strong communication among stakeholders, including the Bandung City Government and community stakeholders who monitor environmental and waste concerns.

The Bandung City Government continues to innovate and invest efforts into waste management solutions, recognizing the critical importance of preventing Bandung from becoming a "trash city" again. Research (Surakusumah, 2008) identifies unresolved waste issues in Bandung, including low public awareness, suboptimal cleaning services, inadequate organic waste separation, limited landfill space necessitating expansion through collaborative efforts, and inconsistent law

enforcement outlined in Regional Regulation Number 9 of 2018.

Addressing the waste problem is inseparable from environmental conservation efforts crucial for global sustainability. Collective awareness and action are essential to safeguarding the environment amidst the waste challenges faced by Bandung. Therefore, enhancing public awareness and participation in environmental conservation is imperative, highlighting the vital role of stakeholder collaboration in fostering environmental consciousness and concern.

The waste problem is inseparable from the importance of preserving the environment to safeguard the Earth. This necessitates collective awareness to collaboratively protect the environment, specifically addressing the waste challenges observed in Bandung City. Therefore, more concerted efforts are required to foster and enhance public awareness and participation in environmental conservation, aiming to prevent ongoing environmental degradation. This underscores the significance of stakeholder collaboration in effectively communicating public awareness and fostering environmental concern.

2. Research Method

The method used in this research is qualitative methods. A qualitative approach can be built or constructed as a research strategy that emphasizes words rather than quantification in data collection and analysis, and also emphasizes an inductive approach in the relationship between theory and research which can produce a theory. This research chose a qualitative approach for several reasons, apart from describing events or social realities, but also to search for and reveal forms and actions of communication management waste in the city of Bandung through collaboration with the stakeholders involved.

Qualitative approach (Creswell and Creswell, 2018) explained that one of the characteristics of a qualitative approach focuses on the processes that occur or results. Qualitative researchers are particularly interested in trying to understand how things emerge. The qualitative approach taken by researchers will focus on the reality that is happening, both through observing the research subject and finding out the factors that caused it to happen, then looking for solutions to the problems that are happening.

This research uses a case study type of research (Yin, 2018) which aims not only to explain what the object under study is like, but how it exists and why the case occurred. As the issue of waste in the city of Bandung is still an ongoing problem. The main reason is because the problem is very specific and has a pattern (there is an element of it being done intentionally) even though various waste management efforts or programs have been carried out by the Bandung city government. So this incident is a case worth researching. The assumption is that there are inappropriate ways of handling waste.

Case study research (Yin, 2018) not only answers research questions about what the object under study is, but comprehensively about how and why the object occurred and can be viewed as a case (having patterns and elements of intention). Stake (2005) divide case study research based on case characteristics and functions. According to

him, cases are not just objects but cases are studied because of their unique characteristics. Case study research does not depend on the research method, but on how to choose the right case to study. Stake divides case study research into in-depth case studies (Intrinsic Case Study), that is research carried out with the aim of examining special and unique cases, namely by placing a case that represents other cases. This type of research does not intend to build a theory, but it can become a theory if it is the only case in the world. An intrinsic case is a case that is studied in depth and contains interesting things to learn that come from the case itself (Stake, 2005). This case is commensurate with an in-depth case study (intrinsic case study) which is carried out on a case that has high specificity and uniqueness. This case is similar to a single case study which only involves one particular environment and in a certain period. One neighborhood was chosen because it was considered to have unique qualities that other neighborhoods did not have (Yin, 2018).

This research applies a case study approach seeking to investigate how and why contemporary events occur (Yin, 2018). In this context, researchers will reveal how and why these communication actions are carried out by the Bandung city government in dealing with waste which is a fundamental issue in environmental issues in the city of Bandung, thus various policy communications in managing the environment need to be supported and considered together with stakeholder participation as part of development.

The technique for determining informants in this research uses the Purposive Sampling technique, as stated by (Sugiyono, 2017), a sampling technique as a data source with certain considerations, namely the person who is considered to know best about what we expect, or perhaps as the authority so that it will make it easier for researchers. explore the object or social situation under study. Informants who are sources of information know about the research being researched, considering that they are the ones who know the research information best. The selection of informants was carried out using a purposive sampling technique or deliberate selection with several considerations. The informants in question are informants who are directly involved or informants who are considered to have the ability and understand the related problems.

Purposive sampling in determining informants is not based on strata, position, guidelines, or region but is based on certain objectives and considerations that are still related to the research problem, in this case key informants are determined on the basis of people who are involved or directly related to the research focus. namely those who carry out environmental communication efforts in the city of Bandung in handling the environment referring to (Orr, 2014), namely apart from the government itself, also NGOs/environmental activist community groups, interest/business groups, academics, media, political officials and (figures or opinion leaders) of the local community, they are as follows: (1) Bandung City Environment and Cleanliness Service and Cleanliness Official of the City of Bandung as the leading sector for implementing environmental policies and handling waste; (2) Political officials, in this case legislators (Commission C DPRD Bandung City) and Bapelitbangda as a team formulating environmental management in Bandung City; (3) Activist groups or environmental activist communities as controllers and collaborators in the implementation of waste

policy in the city of Bandung, such as YPBB, GSSI, and the BJBS Forum (Bandung Free Waste Champions); (4) Local communities (community leaders) in areas that are pilot Waste Free Zones and those that have not yet become Waste Free Zone areas in Bandung City (KBS); (5) Local media (Pikiran Rakyat and detikjabar) which are concerned in reporting various waste issues in West Java and especially the city of Bandung.

3. Results and Discussion

Stakeholder participation in handling Bandung City waste can be seen from the communication activities of a forum that cares about Bandung City waste, namely the BJBS (Bandung Waste Free Champion) forum which consists of a combination of NGOs, academics, bureaucrats and associations/private sectors, in providing assistance. In the region as implementing waste management policies, encouragement to monitor policies formulated with the government, and also the involvement of various stakeholders in the pentahelix framework to jointly improve waste in Bandung City in particular and Greater Bandung in general. So researchers see this reality as part of advocacy communication and stakeholder collaboration.

Advocacy Communication in Waste Management in Bandung City

There is a non-government forum which consists of bureaucrats, consultants, practitioners, academics, sponsors, and individuals (volunteers) who focus on environmental issues, namely the BJBS Forum (Bandung Waste Free Champions). This forum was formed in 2013 during the leadership period of Mayor Ridwan Kamil. This forum plays a role in overseeing and advocating various pro-environmental government policies and programs. Starting from the One Million Biopori program, Waste Free Zone (KBS), to the KangPisMan movement and contributing to the drafting of Bandung City Regional Regulation Number 9 of 2018 concerning waste management. The BJBS Forum's support for the Bandung City Government in handling waste continues to flow, the BJBS forum is committed to collaborating with the Bandung City Government in assisting and monitoring the handling of waste problems.

Based on Coordinator of the BJBS Forum, Ria Ismaria, stated that those who are members of BJBS have the same background, the same vision, have the same desire to fix the waste problem, so that they voluntarily engage directly in approaching the community by introducing waste processing methods, especially they are fellow alma maters from ITB, most of whom are ITB Environmental Engineering alumni. In the end, BJBS (Bandung Free Waste Champion) is a forum for collaboration and communication across stakeholders in the context of handling waste problems. Even though they are a combination of communities and individuals from various roles (NGOs, consultants, bureaucrats, academics), they agreed to abandon their status when they sat together to think about waste in the city of Bandung. They helped encourage and oversee Mayor Ridwan Kamil's policy at that time to be pro-environment and fix the waste problem.

BJBS has carried out many studies, giving birth to a master plan, including KangPisMan which was born from a Focus Group Discussion (FGD) with the Bandung

City Government (MC and Juli, 2019). BJBS carries out various policy advocacy efforts for policy makers (Mayors) and communities to obtain responses so that they are more aware and understand about waste problems. This is in line with the form of advocacy. Advocacy is a form of persuasive communication, which aims to influence stakeholders in policy making. One of the important missions of a public organization, like the government, is to inform about new policies or maintain old policies or how to implement these policies. This communication involves the public or community or related stakeholders who are directly or indirectly affected by a policy. Therefore, the communication carried out is to build influence so that the public will accept or support the policy, or influence to get public support as well as to obtain input on the design of legislative and regulatory policies.

The way to achieve a Indonesia Bersih Bebas Sampah (Clean Waste-Free) by 2025, which is stated in Presidential Regulation Number 97 of 2017 concerning National Strategy Policy (Jakstranas) regarding the Management of Household Waste and Similar Household Waste, became the trigger for BJBS to approach the Bandung City Government at that time and also carry out regional movements. The waste-free movement will not provide any meaning to waste management if it is limited to momentary movements such as the waste collection movement, but this movement should be interpreted as a movement to build an integrated and sustainable waste management system.

This condition is realized by waste activists in the city of Bandung, that solving the city's waste problem cannot be realized instantly, but must pay attention to all aspects related to waste management, such as regulatory, institutional, operational, financial and community participation aspects. According to David Sutasurya, a waste activist from YPBB, the city of Bandung has many individuals and institutions who care about the waste problem, but they are going it alone, so the impact is not felt.

Taking into account these conditions, these waste activists then launched a movement towards a waste-free city starting in 2013, through the formation of the Bandung Waste-Free Champions (BJBS) forum. The core team, as explained by Ria Ismaria, acts as a representative forum in providing input to the government to resolve waste management problems faced by the Bandung City government. The core team, through a discussion forum, explored various inputs from forum participants and conveyed these inputs to the city government.

At the beginning of its formation, this forum was considered part of the support team for the mayor of Bandung, so this forum was considered easy to enter government. However, as acknowledged by Ria Ismaria, this forum is independent, open to all participants who have the same vision and mission in solving the waste problem in Bandung City, the waste problem is different from other environmental issues, waste is produced by the community, but management is ultimately the responsibility of the government. In fact, the community as waste producers is required to participate, especially in reducing waste generation. However, in practice, demanding community participation is not easy, especially if there is no adequate system support. Therefore, the role of community facilitators such as the various institutions that are members of the BJBS forum is very important.

This is the same as what David Sutasurya, Executive Director of YPBB and the

BJBS Forum Team, said regarding the support of the Mayor of Bandung as Regional Head who needs to be concerned about waste management, The forum, which was formed as a forum for collaboration, finally began to open access during the Ridwan Kamil period and there was an even more massive push to get closer to politicians, namely during the run-up to the Oded-Yana Pilwalkot in 2018. Cross-wall and cross-sector communication at BJBS aims to encourage changes in the waste management system Bandung should be based on four principles: zero waste, decentralized, community-based participation and integration. Zero waste aims to change people's behavior so that they produce less waste. Decentralization is intended to change the paradigm of waste management, which has been centralized at the Sarimukti TPA to be decentralized at the sub-district level. Participation or community-based means that the community is encouraged to carry out waste processing and is integrated, meaning encouraging the realization of integrated waste management from planning to implementation (BJBS, 2014).

In its development, this forum also contained individuals from government circles who were responsible for handling Bandung City's waste problem, including representatives from the Environmental Service (formerly BPLH) and PD Cleanliness. Various inputs have been submitted to the government through communication and information dissemination and then realized in the form of activities, such as the waste-free area program. The reality of communication through BJBS advocacy assistance in the Bandung City Waste Free Zone in implementing the KangPisMan movement is illustrated in several activities below:



Figure 1. BJBS Advocacy Activities in the Waste Free Zone of Bandung City

Since its formation in 2013, the BJBS forum has carried out various activities such

as regular monthly meetings, discussion forums in WhatsApp groups, social media activation and implementing knowledge management. Several activities resulting from collaboration with various parties have resulted in the Free Sampah.ID (BSID) program, a forum that maps various waste problem activities by utilizing internet technology, oversees the preparation of the waste management master plan for the city of Bandung, encourages the development of waste-free area programs and implements biodigester programs and various other ongoing activities (Interview with Andi Mochamad, BJBS Forum Secretariat, 2022).

This forum was also successful in bringing its participants into internal government roles in waste management, such as BJBS participants sitting on the board of directors of PD Cleanliness (Gungun Saptari Hidayat), and also the Advisory Council of PD Cleanliness. Waste management does require different attention and handling from other environmental problems. Multi-sector forums in the environmental sector are not only those that deal with waste like BJBS, there are many other forums such as the Citarum river forum, forums that care about urban forests, and others. But the waste problem is different from other environmental issues, waste is produced all the time, every day by the community, but management should not be the responsibility of the government alone, but rather the responsibility of the waste producers themselves.

This proves that waste management is not just about technical management, but what is more important is that behind waste there are many factors in people's behavior that must be changed with very diverse characteristics. This is the communication challenge to be able to change the paradigm or mindset that "garbage is not thrown away, but managed".

Stakeholder Collaboration in Waste Management in Bandung City

Beside from the advocacy communication that is built in handling waste, other research findings are the existence of stakeholder collaboration in various coordination, partnerships, communications and collaborations that are built across stakeholders, between government and non-government in handling Bandung City waste. This can be seen from various concrete actions in public spaces as follows:



Figure 2. Gathering of the BJBS Forum with the Elected Mayor 2018-2023, Oded M.

Daniel. (Source: @forum_bjbs, 2018)

This figure shows that there was a meeting between government and non-government parties, namely cross-sectoral communication environmental activists who were members of the BJBS forum to discuss waste issues in the city of Bandung, equalize perceptions, present experts in their fields, make joint agreements for the realization of the vision and mission which is the goal of the program Regional Head at that time. This is where stakeholder collaboration is involved.

Stakeholder collaboration was introduced in the conservation concept "Stakeholder Collaboration Building Bridges for Conservation" (World Wildlife Fund (WWF), 2000). It is said that stakeholder collaboration is a process where groups with the same or different perspectives can exchange ideas (listen and learn each other) in finding solutions that suit their vision and goals, namely managing human activities that impact the environment. In other words, stakeholder collaboration is seen as a collaborative process between various parties who have interests related to a project, initiative, or organization. These stakeholders include individuals, groups, or entities who can be influenced by or have an influence on decisions and actions carried out by a particular program. In practice, stakeholder collaboration involves active communication, stakeholder involvement from the start, providing a communication platform or forum for sharing information and thoughts, and a willingness to work together to achieve common goals.

This shows stakeholder collaboration in the Bandung City Regional Leadership Coordination Forum (Forkopimda). Various strategic issues and problems in the City of Bandung cannot only be resolved by the Bandung City Government (Pemkot), but there needs to be collaboration from various stakeholders. These strategic issues include waste, managing street vendors (PKL), implementing car free days (CFD), vandalism, and handling floods (Bandung City Public Relations, 2023). This is in line and has an intersection with the strategic issue of waste management in urban areas in Bandung. This Forkopimda consists of the Mayor of Bandung, Chairman of the Bandung City DPRD, TNI (Dandim), Police (Kapolrestabes), and District Prosecutor's Office (Kajari).

The regional government together with the Regional People's Representative Council carries out regional government assisted by elements of regional apparatus related to the implementation of affairs which are the authority of the regional government. In certain matters, the regional government is assisted by other elements such as vertical agencies in the region, in the form of carrying out general government affairs and other remaining matters. Forkopimda was formed based on Law Number 23 of 2014 concerning Regional Government, namely the need to form a forum called the Regional Leadership Coordination Forum or abbreviated as FORKOPIMDA. Historically, the Regional Leadership Coordination Forum was previously in the form of Regional Leadership Deliberation or MUSPIDA for short. The function of Forkopimda was to support the implementation of general government affairs by regional governments.

Various realities of communication in stakeholder collaboration in handling waste in other Bandung cities were also seen at the Coordination and Monev Meeting of Performance Achievement Targets for the Mayor's Promise Program and RPJMD

Targets and the strategic projection report which was held on July 27 2022 in the Waste Free Zone (KBS) RW 02 Banjirsari Kel. Sukamiskin, Arcamanik District, Bandung City, was attended by all relevant OPDs, regional elements, and institutions or communities.



Figure 3. Coord rgets for Achieving Performance ts, 2022 Strategic Projection Report (Source: Observation, 2022)

Likewise, support and appreciation from the DPRD in handling Bandung City waste. This appreciation is related to waste handling in Bandung City where the Bandung City Government always tries to collaborate with community participation. The DPRD is equally committed to resolving the waste problem which must continue to be monitored together with all stakeholders. Chairman of the Bandung City DPRD, Tedy Rusmawan, was present at the socialization of the KangPisMan Movement at the Bandung Pendopo (2023), he appreciated the activities of the Bandung City Government that waste handling must be completed together, KangPisMan socialization activities need to be held more massively in the hope that Bandung City's waste handling will not depend on at Sarimukti TPA again.

The implementation of KangPisMan is an effort to minimize waste from being thrown into landfill, including as implemented in several pilot Waste Free Zones (KBS) in Bandung City. The pilot KBS is a region that implements KangPisMan, which is a successful region or area (success story) that tends not to experience problems when there is a buildup of rubbish as usually happens after Eid or at the end of the year due to the large flow of tourists on holiday in the city of Bandung.

However, stakeholder collaboration at the political superstructure level becomes mere discourse when in the end it is not in line with the grassroots movement of more massive environmental activist community groups that directly carry out waste management actions in the areas they assist. Cross-sector communication between the political superstructure and political infrastructure is still limited to lip service, not visible in real, sustainable action.

Based on the results of this research, within the framework of stakeholder participation and collaboration, stakeholders must interact with each other, share

information, work together in identifying problems, formulating solutions, and making decisions that consider the perspectives and interests of all parties involved. However, what happened was that this did not fully work according to the concept of stakeholder collaboration which has the aim of achieving mutually beneficial results and creating added value for all parties involved, mutually supporting each other.

If this stakeholder collaboration is carried out, it will at least produce several benefits such as: (1) increased understanding: collaboration allows stakeholders to understand each other's perspectives and needs. This helps in designing more comprehensive and sustainable solutions; (2) identification of better solutions: by involving various stakeholders, collaboration allows for a variety of ideas and approaches in formulating the best solution to the problem at hand; (3) broader support: involving stakeholders in the decision-making process and implementation of programs/policies can create broader and sustainable support, because all parties feel they have involvement and interest in the success of the program, especially the existence of an understanding in handling waste in the City Bandung; (4) reducing conflict: by engaging in a collaborative process, stakeholders have the opportunity to communicate directly, understand each other's concerns and interests, and find solutions that can reduce the potential for future conflict.

Thus, stakeholder participation in waste management requires support and policy advocacy from grassroots movements such as the Bandung Waste Free Champions (BJBS) forum. If we return to the definition, advocacy in general is an organized initiative that seeks to change official policies or laws, or the way in which these regulations are implemented. Policy advocacy is the intentional process of informing and influencing decision makers in support of policy change and evidence-based policy implementation, including resource mobilization.

According to (Ruben and Steward, 2013) communication to carry out policy advocacy is also public communication. This public communication plays an important role in creating and disseminating messages for activities as individuals, activities in relationships, groups, communities, organizations and society, how this advocacy can move people in the region to start changing to sort waste and even get involved in waste processing.

Communication in policy was initially top down, or the initiative came from public organizations (government), but in reality the process was bottom-up from grassroots movements. It will be two-way communication when this political infrastructure is included in the communication process, only the government will be responsive, waiting for the ball, not picking up the ball, not based on the initiation of political actors in the political superstructure. In principle, policy advocacy will not only influence society but also the policy environment itself, namely involving political and social aspects, so that it is more conducive to accepting policies.



Figure 4. Policy Advocacy Communication (Reasearch Data, 2023)

Local leaders or community figures and community roles have a stronger influence among the community than formal leaders who rarely interact directly with the community. Moreover, through this advocacy communication, conveying and strengthening policies that are part of the government's message and the reputation or image of the government with consistency between statements, words and actions taken, in accordance with the promise of the campaign message in the Pilwalkot also becomes a part of this advocacy. Beside that, public input is needed, especially when formulating new policies or regulations, such as: regulating certain issue areas, spending budgets, and evaluating government programs. This advocacy communication is basically to capture what aspirations the community wants, what context they are facing, what socio-political factors must be considered, all of which need to be considered and accommodated at the planning or policy formulation stage. Input from the BJBS forum and elements of society is needed to improve the quality of waste policy. The aim of this communication is to obtain input from the community to improve the quality of policies or initiatives, to meet community expectations, in accordance with needs in the field so that policies can be implemented, whether they hit targets or not.

Policy advocacy requires communicators who have a strong understanding of government policies and priorities as well as the progress of their implementation. The need to carry out policy advocacy needs to be accompanied by identification of the following forms of communication, including through:

1. *Campaign:* A campaign is an activity carried out in order to socialize discourse, ideas, views on certain policies or cases with the aim of gaining support from the public. Campaigns carried out in public spaces, both mediated and non-mediated/direct/face-to-face, are also aimed at building awareness (awareness raising) and public opinion (opinion), including for socialization and mobilization. Social media is currently one of the communication campaign channels, including waste management campaigns with the aim of equalizing public perception, increasing new knowledge, strengthening understanding, and even changing attitudes and behavior regarding waste issues.

2. *Public consultation or hearing:* A policy advocacy process with the aim of obtaining input from the public on a particular problem or issue with a focus on listening, learning, sharing experiences, approaches and ideas. Public consultation becomes a medium for equalizing public perceptions in overcoming problems, seeking consensus, agreement, absorbing aspirations, becoming part of it as is done in the BJBS forum which is a forum for coordination, communication and collaboration across walls, across sectors.

3. *Policy Dialogue:* Policy dialogue becomes a reflective process involving people from different interest groups discussing issues in which they have common but not necessarily identical interests. This assumes that people in different positions will have different perspectives on other policies or interventions, as is the case with the BJBS Forum which consists of bureaucrats, consultants, practitioners, academics and representatives from several NGOs that focus on the issue. environment, especially waste. Ultimately their scientific backgrounds are different, multidisciplinary, pentahelix with the same goal and vision, namely together to fix the waste problem in the city of Bandung and its surroundings. Policy dialogue will be successful if each party involved in the dialogue is open to each other. The aim is to achieve a common understanding of the problem and the views of stakeholders, and lead to finding solutions or solving problems together. The focus is the process of equalizing opinions.

Identification of policy advocacy needs shows that communication is not only to inform new policies, but also to involve the community and emphasize collaboration between the community and government. Two-way communication is needed to find solutions to policy problems that arise, to carry out mutual interactive communication and reflection which ultimately results in an increased communication capacity of the government in carrying out public service functions. The policy advocacy function can ideally build the community's ability to be involved and involved in strategic and political processes. This reflects the function of democracy, policies are taken based on the interests of the people, reflects deliberative principles, accountability and transparency, listening to different aspirations and interests.

Stakeholder collaboration needs to involve communication, cooperation and coordination, meaning that dialogue must be open, transparent and participatory and must encourage stakeholders from various backgrounds and perspectives to contribute to the identification and goals and objectives of collaboration. Processes that are not participatory run the risk of being dominated by the strongest, loudest, or best-resourced groups who seek to shape the process for their own purposes. Additional interests must be discussed and the process must be sufficiently open, until deliberative democracy is achieved.



Figure 5. Stakeholder Participation Model in Treatment Garbage in Bandung City (Research Data, 2023)

In the end, stakeholder collaboration can be a principle that must be had in communication regarding urban waste management. Despite the reality of the research findings, the process that occurs in handling waste in the city of Bandung is still unidirectional and responsive, only waiting for issues to emerge, news of a waste emergency, or the problem of mattresses being thrown into the river, then the government level in this stakeholder collaboration will move and counter this problem in internal coordination meetings between structural officials. This means that the political superstructure only waits and relies on stimulus from grassroots political movements. Researcher view that waste management in Bandung City does not reflect synergistic stakeholder collaboration, as is the concept of environmental communication from a green politics perspective (Ardianti, 2023).

4. Conclusion

The participation of stakeholders in waste management in the city of Bandung consists of NGOs, academics, bureaucrats, and the private sector, and those who are members of the BJBS (Bandung Waste Free Champion) Forum. BJBS plays a role in advocating for waste management policies, monitoring government policies, and involving various stakeholders. Advocacy Communication that BJBS, a non-governmental forum, oversees and advocates for pro-environmental policies, such as the One Million Biopore and KangPisMan programs. They also contributed to the preparation of the Bandung City Regulation No. 9 of 2018 concerning waste management. BJBS facilitates collaboration and communication across stakeholders, including governments, in handling waste problems. They encourage changes in the waste management system based on the principles of *zero waste*, decentralization, community-based participation, and integration. Stakeholders need to interact, share information, work together in identifying problems, formulating solutions, and making decisions. However, in practice in waste management in the city of Bandung, this collaboration has not fully run according to the concept. Effective collaboration can improve understanding, identify better solutions, create broader support, and reduce conflict.

Stakeholder participation requires policy support and advocacy from grassroots movements such as BJBS. This advocacy involves public communication to influence decision-makers and drive policy change. Public communication is carried out by policy advocacy involving campaigns, public consultations, and policy dialogues. The goal is to inform new policies, engage the community, and emphasize collaboration between the community and the government. There are still challenges in waste management in the city of Bandung in order to realize synergistic and effective collaboration, but what happens is still unidirectional and responsive, in this case the government is waiting for stimulus from the grassroots movement. Synergistic

stakeholder collaboration is needed in accordance with the concept of environmental communication from the perspective of green politics.

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