

## Communication Activities of the "Sehati Selalu" Waste Bank in Cakung District, East Jakarta

**Saktisyahputra**

Faculty of Social Sciences and Management, STIAM I Institute of Social Sciences and Management  
Saktinabil@gmail.com

### Abstract

Garbage is a widespread issue throughout the world, particularly in Indonesia. The problem of waste, particularly in Indonesia as a developing country, requires more attention as the rate of population growth continues to rise. According to various media reports, Bantar Gate, the final waste disposal site, will be completely full and unable to accept any more waste within the next five years. Regulation No. 77 of the Governor of the Special Capital Region Jakarta concerns on waste management within the hamlet. Researchers are interested in conducting research on Communicative Actions at Sehati Selalu Waste Bank, Cakung District, East Jakarta, using Jurgen Habermas' Communicative Action Theory. The research method in this study used the Phenomenology of Edmund Husserl. Meanwhile, observation, interviews, and documentation are all methods for gathering data. Based on the researchers' data findings, data results, and discussions, it can be concluded that the communicative action to increase community participation carried out by the "Sehati Selalu" waste bank, Cakung district, East Jakarta, is to disseminate information to the community through supervisors in the urban village with the assistance of the participation of neighbourhood, hamlet, urban village head, and subdistrict head Management as community controllers offline. Offline communication actions are also carried out through social media platforms such as Facebook and Instagram for environmental services Cakung.

### Keywords

action, communicative; bank; garbage; sehati; selalu; cakung



## I. Introduction

Garbage is a serious issue that must be addressed. Garbage is an inextricably linked component of human life, as all humans must generate waste. Garbage is a waste product of all human activities. The increase in waste volume is proportional to the increase in human consumption.

Garbage is a common problem faced by the whole world, especially Indonesia. Especially in Indonesia as a developing country, waste is a problem that must receive more attention as the rate of population growth continues to increase. The rate of population growth is very influential on the volume of waste which is the result of population activities. The amount of waste produced in a certain area is proportional to the population, various types of activities, and the level of consumption of the population for material goods.

Approximately 96% of the shipments were packed in thick plastic with additional bubble wrap. Plastic wraps most typically encountered are masking tape, plastic wrap, and bubble wrap. Even in Greater Jakarta, plastic waste from package packages outnumbers plastic waste from packaging. According to the findings, 60% of those polled believed that using plastic wrap did not lessen the chance of being exposed to Covid-19. According to

studies, the SARS-CoV-2 virus may persist on plastic surfaces for three days, much longer than on cardboard or stainless steel. The outbreak of this virus has an impact of a nation and Globally (Ningrum et al, 2020). The presence of Covid-19 as a pandemic certainly has an economic, social and psychological impact on society (Saleh and Mujahiddin, 2020). Covid 19 pandemic caused all efforts not to be as maximal as expected (Sihombing and Nasib, 2020).

Siti Nurbaya Bakar, Indonesia's Minister of Environment and Forestry, estimates that the country's waste piles will total 67.8 million tons this year. According to Siti, this figure is likely to rise further. She stated that “the waste heap is very large, with an estimated 67.8 million tons in 2020”. It appears that it will continue to grow in tandem with population growth and rising standards of living.

**Table 1.** Amount of Garbage into the Bantar Gebang Integrated Waste Management Site by Vehicle Origin Agency (Tonnage/Year)



Note: data is recorded from January to November every year

In addition to waste from every area of Jakarta, the Activity Management Unit Water Agency, and Business to Business, there is waste from market waste and the Forestry Service. Market waste accounts for approximately 7% of all waste sent to the Bantar Gebang Integrated Waste Management Site. Meanwhile, the Forestry Service contributed only 0.1 % waste.

**Table 2.** Average Amount of Waste that Enters the Bantargebang Integrated Waste Management Site Every Month in 2019



Note: The number of rites is the number of ritations for garbage trucks that enter the Bantar Gebang Integrated Waste Management Site.

According to the graph above, while East Jakarta is the largest contributor of waste (21 %), South Jakarta has the highest number of garbage trucks (7,239). The number of garbage trucks that entered the Integrated Waste Management Site in 2019 was 36,991 trips with 205 thousand tons of garbage per month. This means that each garbage truck transports approximately 5.6 tons of garbage each month.

The waste problem in Jakarta is growing increasingly serious and widespread, as the volume of waste continues to rise year after year. East Jakarta produces the most trash in Jakarta Province. On the other hand, the Bantar Gebang Temporary Garbage Storage, Bekasi, West Java, is recognized to be a concern for garbage accumulation as a location for shipping Jakarta residents' waste without first processing it, and the contract will expire at the end of 2021. The Intermediate Treatment Facility (ITF) in Sunter, North Jakarta, is still being built.

This is where communication problems occur and there is a sharp difference between the expected conditions (*das sollen*), namely the creation of economic revival and environmental goodness for the residents of the Cakung East Jakarta District by following the Government Regulations of the Republic of Indonesia, the Minister of Environment Regulation and the Jakarta Special Capital Region Governor Regulation by sorting and managing as well as waste recycling through the Waste Bank which should be present in every hamlet in an optimal manner with the current reality (*das sein*) namely the lack of community participation (Life World) in this excellent program, resulting in distortion. Both those initiated by the Government of Indonesia to the Governor of Jakarta Special Capital Region with the concept of Reuse, Reduce and Recycle as well as through the Sehati Selalu Waste Bank, Cakung District, East Jakarta.

Based on this data, researchers are interested in conducting research on Communicative Actions for the Sehati Selalu Waste Bank, Cakung District, East Jakarta to find out, understand, and explore the why and how communicative actions in building the concept of rationality of the Sehati Selalu Waste Bank, Cakung District, Jakarta Timur.

## II. Research Method

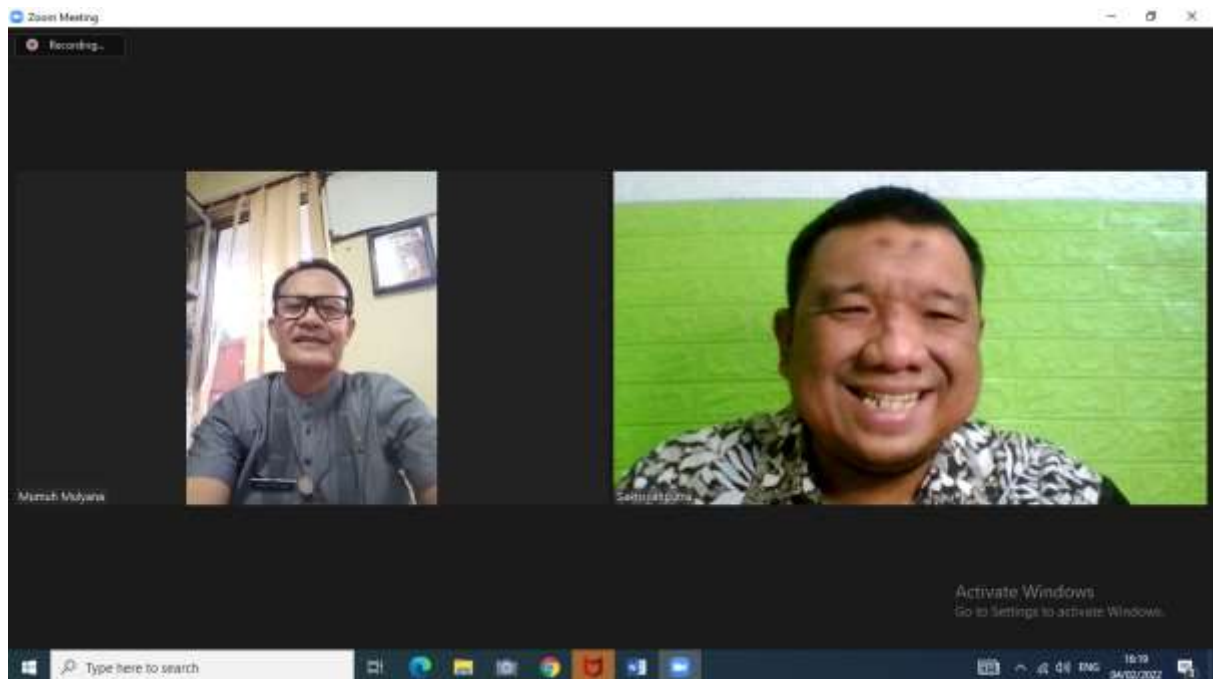
According to McCharty (Habermas, The Theory of communicative action vol 1, 1981) says that Habermas connects three focuses in his theory of communicative action, namely: (1) building the concept of rationality that is no longer dependent and limited by the premise of subjectivity and individuality of modern philosophical thought and social theory; (2) to build an integrated concept of society through a life world and paradigm system, and finally (3) to re-sketch it against critical theory that analyzes and explains its pathology in such a way as to suggest a diversion (the concept of society) rather than an enlightenment project.

Data analysis occurs in qualitative research both during and after data collection is completed within a specific time frame. At the time of the interview, the researcher had studied the responses of the participants. If the researcher finds the answers to the questions unsatisfactory after analyzing them, he or she will continue the investigation until he or she has obtained data that is considered reliable. According to Miles and Huberman (1992), qualitative data analysis tasks were completed interactively and were continued until they were saturated. Data analysis includes activities such as data reduction, data display, and data verification (Ronda, 2018).

### III. Result and Discussion



Documentation of the Sehati Selalu Waste Bank in Hamlet 10, Penggilingan Village, Cakung District, East Jakarta



Documentation with Mr. Mumuh Mulyana, SE., MA as Head of the Environmental Implementation Unit of Cakung District, East Jakarta on Friday 4 February 2022 at 16.00 WIB

The researcher interviewed Mr. Mumuh Mulyana, SE., MA, 52, who lives in the Dormitory of the Environmental Service Unit Pondok Bambu, neighbourhood 14 Hamlet 01 Pondok Bambu Village, Duren Sawit District, East Jakarta, about the critical waste problem in the Jakarta Special Capital Region, particularly in East Jakarta. This is

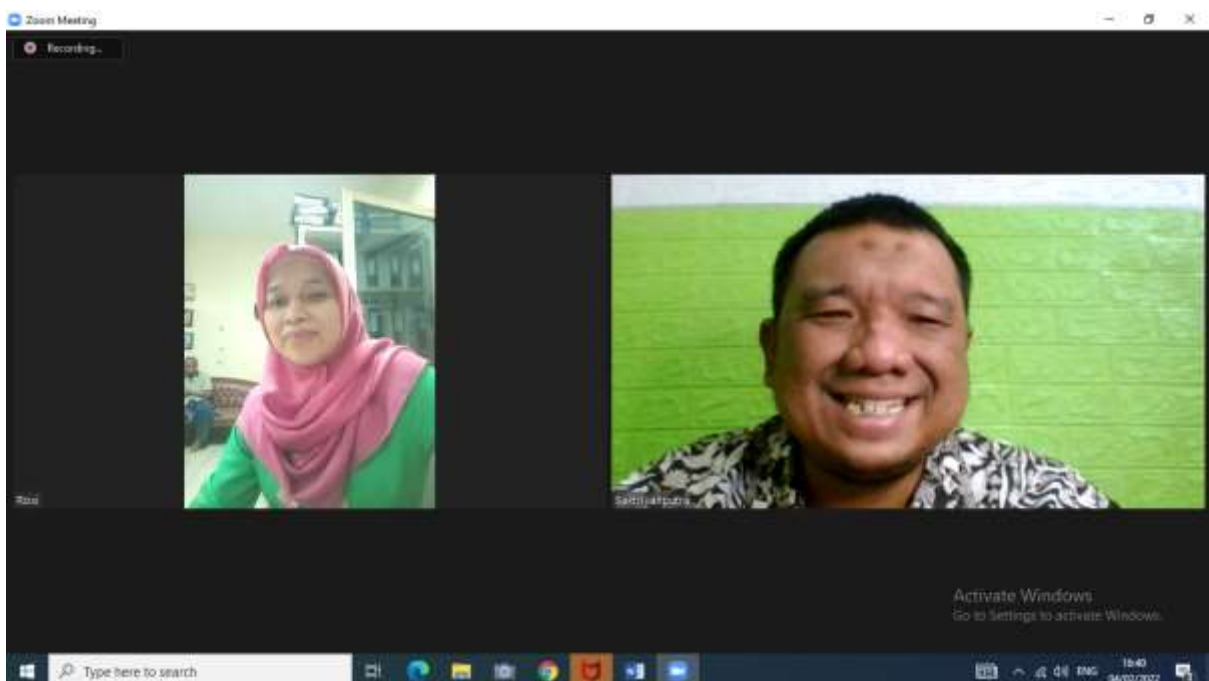
consistent with the following statement by Mr. Mumuh Mulyana, SE., MA: "Actually, the waste problem is critical; the Jakarta Special Region, Regional Government is dealing with three issues: flooding, congestion, and garbage."

The Sehat Selalu Waste Bank, Cakung District, East Jakarta, took communicative action to reduce waste volume and improve the economy of Cakung District, East Jakarta residents. This is consistent with the following statement by Mr. Mumuh Mulyana, SE., MA: "Yes, as I previously stated, the Jakarta Special Capital Region Regional Government issued Pergub number 77 of 2020, which essentially invites the community's participation in managing waste sources from upstream, if it can be applied massively throughout the community. After the resident's sort out, there must be an alternative, such as compost, to use these products. Other products that use organic waste, as well as organic waste management that will later become a waste bank commodity, are now being implemented based on the direction of the Jakarta Special Capital Region Provincial Environment Service under the legal umbrella of Governor Regulation number 77 of 2020. We conducted counseling Complaints to members of the community at the Cakung District level, and the response was quite positive, despite the fact that there were many obstacles and obstacles, and it was natural that in one program, there were certain people who agreed and those who disagreed, which is a natural and human thing. Then there's the performance of the Sehat Selalu Waste Bank, which is very significant if the community members follow the rules; aside from being able to reduce waste, it's also a community movement in changing the residents' economy, which is quite a significant result if it's managed properly and correctly."

Communicative actions taken to change people's behavior (life world) by involving community controllers such as the neighbourhood, hamlet, urban village head, and subdistrict management in counseling on the Sehat Selalu Waste Bank. This is consistent with the following statement by Mr. Mumuh Mulyana, SE., MA: "We take a persuasive approach to the community, there is no emphasis, this is awareness, even though it has been backed up by Jakarta Special Capital Region Governor Regulation No. the community invites by force but requires understanding in the form of directives and counseling." So far, we have attempted to provide input that enables people to sort their waste at the source. We hope that there will be obstacles at the Sehat Selalu Waste Bank, but we are still taking approaches, either through neighborhood, hamlet administrators, or asking for help from the urban village head. and the subdistrict head because the urban village head and the subdistrict head are indirectly the community controllers, so when we conduct counseling, we naturally seek assistance from interested parties such as the subdistrict head and urban village head because they are the guardians of such communities."

Online and Offline Communicative Actions are carried out to increase public participation to be environmentally aware through the Waste Bank. This is in accordance with the statement of Mr. Mumuh Mulyana, SE., MA as follows "Our Offline Communicative Action has 14 Village supervisors, each Village has 2 supervisors, now it is the role of this supervisor that we make the spearhead to be able to target to the residents to the neighbourhood and hamlet administrators, now this is quite effective because they are indeed assigned per urban village to be assistants to the hamlet, while for online ones we often collaborate with the Urban village. This village invites us through a Zoom Meeting and invites hamlet to be given an understanding of waste management regarding waste reduction and also about alternatives for processing waste, both organic and inorganic waste. So, there are 2 ways that we carry out depending on the communicative readiness requested by such members of the community. We have online media on

Instagram environmental services Cakung Facebook. We can see the activities of the waste management of the environment Cakung Sub-district Satpel only if specifically, for the management of the Sehati Selalu Waste Bank, indeed we are always offline, so many hamlet administrators see the example of the Sehati Selalu Garbage Bank. For example, with a comparative study from the hamlet Management, how to form a Waste Bank, how to manage a Waste Bank, to the operational technicalities of sorting, packing and selling, we teach offline directly to the community like that. The Sehati Selalu Waste Bank is located in the Milling Village, so there is not only the management of the Waste Bank, there we also have maggot maintenance as an alternative to organic waste management as well as making solid compost and liquid compost, eco engine, so that when people want to look at the Bank Sehati Selalu Garbage there is also how to make solid compost, liquid compost and maggot cultivation, so even though it is a small scale, we can already provide education and training to the community”



Documentation of Interview with Mrs. Siti Rosidah as Customer and Management of the Sehati Selalu Waste Bank, Cakung District, East Jakarta on Friday 4 February 2022 at 05.00 PM

The informant, Mrs. Siti Rosidah, was interviewed by the researcher. She is 50 years old and lives in the Sanitation Service Dormitory, Semper Barat Village, Clincing District, North Jakarta. This is consistent with Mrs. Siti Rosidah's statement, which is as follows: "It's still quite large, and there are numerous piles of uncontrollable garbage."

Mrs. Siti Rosidah took communicative action by becoming a customer and manager of the Sehati Selalu Waste Bank after following the advice of the Jakarta Special Capital Region Provincial Government. This is consistent with Mrs. Siti Rosidah's statement, "I am interested in becoming a customer of the Sehati Selalu Garbage Bank, Cakung District, East Jakarta." First, we follow the advice because we are in the government, which means we have to follow the advice; second, we want to reduce waste, so if we are in the bank, garbage reduction is actually recorded. Not only do we know the quantity, but we also know what is collected in the Waste Bank. All we know about inorganic waste in the stalls, but we can learn more about it in this Garbage Bank. I also collect my own household

waste from home. Actually, in Clincing, there is a temporary shelter for every hamlet, and there is currently a Waste Bank, but I am picky about which one I can bring to the office for my targets, because indeed, we have targets in addition to our own use in my office, and we also collect them there are some items that I take to the Sehati Selalu Waste Bank.”

Communicative actions to change people's behavior (life world) are carried out by the Sehati Selalu Waste Bank. This is in accordance with the statement of Ms. Siti Rosidah as follows “In theory, yes, I will socialize it to the residents because they are generally the problem in place. If I socialize them, they must have a place, there must be this, there must be that with lots of facilities, of course they will be confused about where to put them, on average they are like that so I recommend them to the residents I said for beginners we don't have to use a place in the past, if you didn't want there to be sorting, just one sack, the most important thing in the sack was inorganic waste. When we have enough of one sack, maybe we can pick it up like that, even if we don't want to be picked up related to the nominal, maybe the price is if they want a higher price, that's okay, the important thing is that they collect it first in one sack, they want to sell it anywhere it's up to them. In essence, I invite them to sort their waste. Thank God if they want to join the Sehati Selalu Waste Bank, but if they don't, that's okay too, socializing to the residents. If online, we upload all of our activities on social media such as Facebook and Instagram, so social media friends like to upload our activities, then we share them again for the public to know, we also share them with the social media name environmental services Cakung the location of the Sehati Selalu Garbage Bank is on Jalan Raya PIK 2 hamlet 10 Grinding Village. Because we recruit Garbage Banks as much as possible - hamlet Garbage Banks, yes, we recruit them, even if they don't want to sell to us, don't want to be our customers, at least we want to find the records.”

Communicative Action of Sehati Selalu Waste Bank already has more than 100 customers spread across seven sub-districts in Cakung District and has also attracted several companies to join as customers. This is in accordance with Mrs. Siti Rosidah's statement as follows "So those who save money for us all have a savings book, even our crew friends also have their own notes on them having books per team, so this one car we will average four to 6 crew, yes, one driver. So, it says one team, one team, one book, so we give them one – one then they weigh it, they fill it in themselves and when they want to cash it out, they bring the book and I cash it out and sign it. Currently, the customers of Sehati Always Waste Bank in Cakung Sub-district, East Jakarta, are between 100 and 120 customers spread from seven sub-districts in Cakung District, namely Penggilingan Village, West Cakung Village, East Cakung Village, Rawa Terate Village, Jatinegara Village, Pulo Gebang Village and Ujung Menteng Village, East Jakarta, even in Jatinegara and Rawa Terate Villages, there are several companies that have become our customers. They are not Corporate Social Responsibility (CSR), but they are merely customers because we transport domestic waste at the PT, so we ask for inorganic waste to be separated, so they separate it, and another day we take inorganic waste as Waste Bank. So, PT Asenpal, PT Panca Nabati and PT Tosina Redikor join us as our customers to pick up inorganic waste. We must be tenacious in changing people's behavior to be environmentally aware through the Waste Bank”

The importance of communicative action by the Sehati Selalu Waste Bank, Cakung District, East Jakarta, to reduce the volume of waste and improve the economy of the residents of Cakung District, East Jakarta. This is in accordance with the Communicative Action Theory presented by the researcher (Habermas, The Theory of communicative action vol 1, 1981) saying that Habermas connects three focuses in communicative action theory, one of which is building the concept of rationality which is no longer dependent

and limited by the premise of subjectivity. and the individuality of modern philosophical thought and social theory. This is in accordance with the statement of Mr. Mumuh Mulyana, SE., MA as follows "Yes, I have already explained, the concern with the increase in the volume of waste is that the Jakarta Special Capital Region Regional Government issued Pergub number 77 of 2020 which essentially invites the participation of the community in managing waste sources from Upstream, if it can be applied massively throughout the community, of course, there may be hope to reduce the waste that is poured into Bantar Gebang and the components of the supporters of Pergub No. 77 of 2020, of course, there must be an alternative after the residents sort out, that is, compost is used to use these products. other products that do use organic waste and of course there is organic waste management that will later become a waste bank commodity, now these are the expectations that we are now implementing based on the direction of the Jakarta Special Capital Region Provincial Environment Service under the legal umbrella of Governor Regulation number 77 of 2020.

The importance of communicative actions taken to change people's behavior (life world) by involving neighbourhood, hamlet, urban village head and subdistrict head Management as community controllers in conducting counseling on the Always Healthy Waste Bank. This is in accordance with the Communicative Action Theory presented by the researcher (Habermas, The Theory of communicative action vol 1, 1981) saying that Habermas connects three focuses in communicative action theory, one of which is to build a community concept that is integrated through the life world and paradigm system. This is in accordance with the statement of Mr. Mumuh Mulyana, SE., MA as follows "We take a persuasive approach to the community, there is no emphasis, this is awareness, even though it has been backed up by Jakarta Special Capital Region Governor Regulation No. the community invites by force but needs to provide understanding in the form of directives and counseling. So far, we have tried to provide input, which essentially brings people to be able to sort their waste from its source. We hope that at the Sehatu Selalu Waste Bank, there are bound to be obstacles, but we are still taking approaches, either through neighbourhood HAMLET administrators or asking for help from the urban village head. and the subdistrict head because indirectly the community controllers are the urban village head and the subdistrict head , so when we conduct counseling, of course we ask for help from interested parties such as the subdistrict head and urban village head because they are the guardians of such communities."

The importance of Communicative Actions carried out by Mrs. Siti Rosidah by becoming a Customer and Management of the Sehatu Selalu Waste Bank due to following the recommendations of the Jakarta Special Capital Region Provincial Government. This is in accordance with the Communicative Action Theory presented by the researcher (Habermas, The Theory of communicative action vol 1, 1981) saying that Habermas connects three focuses in communicative action theory, one of which is building the concept of rationality which is no longer dependent and limited by the premise of subjectivity. and the individuality of modern philosophical thought and social theory. This is in accordance with the statement of Mrs. Siti Rosidah as follows "I am interested in becoming a Customer of the Sehatu Selalu Garbage Bank, Cakung District, East Jakarta. First, we follow the advice because we are in the Government, which means we have to follow the advice, then we also want the waste to be reduced, so if we are in the Bank Garbage reduction is actually recorded. Not only the quantity but also the items we know what is collected in the Waste Bank. In the stalls, all we know is inorganic waste, but in this Garbage Bank, we can know in more detail. I also collect from home my own household waste."



The importance of communicative action to change people's behavior (life world) is carried out by the Sehati Selalu Waste Bank. This is in accordance with the Communicative Action Theory presented by the researcher (Habermas, The Theory of communicative action vol 1, 1981) saying that Habermas connects three focuses in communicative action theory, one of which is to build a community concept that is integrated through the life world and paradigm system. This is in accordance with the statement of Ms. Siti Rosidah as follows "In theory, yes, I will socialize it to the residents because they are generally the problem in place. If I socialize them, they must have a place, there must be this, there must be that with lots of facilities, of course they will be confused about where to put them, on average they are like that so I recommend them to the residents I said for beginners we don't have to use a place in the past, if you did not want there to be sorting, just one sack, the most important thing in the sack was inorganic waste. When we have enough of one sack, maybe we can pick it up like that, even if we don't want to be picked up related to the nominal, maybe the price is if they want a higher price, that's okay, the important thing is that they collect it first in one sack, they want to sell it anywhere it's up to them."

Communicative Action Sehati Selalu Waste Bank already has more than 100 customers spread across seven sub-districts in Cakung District and has also attracted several companies to join as customers. This is in accordance with the Communicative Action Theory presented by the researcher (Habermas, The Theory of communicative action vol 1, 1981) saying that Habermas connects three focuses in communicative action theory, one of which is to re-sketch against critical theory that analyzes and explains the pathology is such that it suggests more of a diversion (the concept of society) than an enlightenment project. This is in accordance with Mrs. Siti Rosidah's statement as follows "So those who save money for us all have a savings book, even our crew friends also have their own notes on them having books per team, so this one car we will average four to 6 crew, yes, one driver. So, it says one team, one team, one book, so we give them one – one then they weigh it, they fill it in themselves and when they want to cash it out, they bring the book and I cash it out and sign it. Currently, the customers of Sehati Selalu Waste Bank in Cakung Sub-district, East Jakarta, are between 100 and 120 customers spread from seven sub-districts in Cakung District, namely Penggilingan Village, West Cakung Village, East Cakung Village, Rawa Terate Village, Jatinegara Village, Pulo Gebang Village and Ujung Village. Menteng, East Jakarta, even in Jatinegara and Rawa Terate Villages, there are several companies that have become our customers. They are not Corporate Social Responsibility (CSR), but they are merely customers because we transport domestic waste at the PT, so we ask for inorganic waste to be separated, so they separate it, and another day we take inorganic waste as Garbage Bank."

**Table 1.** Communicative Actions for Sehati Selalu Waste Bank, Cakung District, East Jakarta

<b>No.</b>	<b>Jurgen Habermas's Communicative Action Theory</b>	<b>Mr. Mumuh Mulyana, SE., MA</b>	<b>Mrs. Siti Rosidah</b>
<b>1</b>	Building the concept of rationality that is no longer dependent and limited by the premise of subjectivity and individuality of modern philosophical	"That's right, I explained earlier, the concern with the increase in the volume of waste is that the Jakarta Special Capital Region Regional Government	"I am interested in becoming a customer of the Sehati Selalu Garbage Bank, Cakung Sub-district, East Jakarta. First, we follow

	thought and social theory.	issued Pergub number 77 of 2020 which essentially invites the participation of the community in managing waste sources from upstream, if it can be applied massively to all citizens, of course there may be the hope is to reduce the waste that is poured in Bantar Gebang and the components of supporting the governor's regulation number 77 of 2020, of course there must be an alternative after the residents sort it, which is to make compost using other products that do use organic waste and of course there is organic waste management running. later it will become a waste bank commodity, now these are the hopes that we are now implementing based on the direction of the Jakarta Special Capital Region Provincial Environmental Service under the legal umbrella of Governor Regulation number 77 of 2020.	the recommendations because we are in the government, which means we have to follow the recommendations. Then we also want the waste to be reduced, so if in the Waste Bank, the reduction in waste is actually recorded. Not only the quantity but also the items we know what is collected in the Waste Bank. In the stalls, all we know is inorganic waste, but in this Garbage Bank, we can know in more detail. I also collect from home my own household waste.”
2	Building a community concept that is integrated through the life world and paradigm system.	"We take a persuasive approach to the community, there is no emphasis, this is awareness, even though it has been backed up by Jakarta Special Capital Region Governor Regulation number 77 of 2020, we cannot force the community to invite by force, but we need to provide understanding in the form of directives and counseling. - counseling. So far, we have tried to provide	"In theory, yes, I will socialize it to the residents because they generally have a problem on the spot. If I socialize them, they must have a place, there must be this, there must be that with lots of facilities, of course they will be confused about where to put them, on average they are like that so I recommend them to the residents I said for

		<p>input, which essentially brings people to be able to sort their waste from the source. We hope that at the Sehati Selalu Garbage Bank, there are bound to be obstacles, but we continue to approach both through the neighbourhood hamlet management and asking for help from the urban village head. and the subdistrict head because indirectly the community controllers are the urban village head and the subdistrict head, so when we conduct counseling, of course we ask for help from interested parties such as the subdistrict head and urban village head because they are the guardians of such communities.”</p>	<p>beginners we don't have to use a place In the past, if you didn't want there to be sorting, just one sack, the most important thing in the sack was inorganic waste. When we have enough of one sack, maybe we can pick it up like that, even if we don't want to be picked up related to the nominal, maybe the price is if they want a higher price, that's okay, the important thing is that they collect it first in one sack, they want to sell it anywhere it's up to them."</p>
<p>3</p>	<p>Re-sketch against critical theory that analyzes and explains its pathology in such a way as to suggest a diversion (the concept of society) rather than an enlightenment project.</p>	<p>"Our Offline Communicative Action has 14 Village supervisors, each Village has 2 supervisors, now it's the role of this supervisor that we make the spearhead to be able to target the residents to the neighbourhood and hamlet administrators, now This is quite effective because they are assigned per urban village to be assistants to the Hamlet while for the online ones, we often collaborate with the Urban village. This village invites us through a Zoom Meeting and invites hamlet to be given an understanding of waste management regarding waste reduction and also about alternatives for</p>	<p>"So those who save money for us all have their savings books, even our crew friends also have their own records on them having books per team, so for one car, we will have an average of four to 6 crew, with one driver, right? it says one team becomes one team one book, so we give them one – one then they weigh their contents and when they want to cash out, they bring the book and I cash it out and sign it. Currently, the customers of Sehati Selalu Waste Bank in Cakung Sub-district, East Jakarta, are</p>

		<p>processing waste, both organic and inorganic waste. So, there are 2 ways that we carry out depending on the communicative readiness requested by such members of the community.</p>	<p>between 100 and 120 customers spread from seven sub-districts in Cakung District, namely Pgilan Village, West Cakung Village, East Cakung Village, Rawa Terate Village, Jatinegara Village, Pulo Gebang Village and Ujung Village. Menteng, East Jakarta, even in Jatinegara and Rawa Terate Villages, there are several companies that have become our customers. They are not Corporate Social Responsibility (CSR), but they are merely customers because we transport domestic waste at the PT, so we ask for inorganic waste to be separated, so they separate it, and another day we take inorganic waste as Garbage Bank."</p>
--	--	--	--

#### IV. Conclusion

Based on the Data Findings, Data Results, Discussions and Discussions that the researchers have conveyed, it can be concluded that the communicative action to increase community participation carried out by the Sehati Selalu Waste Bank, Cakung District, East Jakarta, is to disseminate information to the community through supervisors in the Urban village with the assistance of the participation of neighbourhood, hamlet, urban village head and subdistrict head Management as community controllers offline. Offline communication actions are also carried out through social media platforms such as Facebook and Instagram for environmental services Cakung. Crew members from environmental services Cakung also took communicative actions by becoming customers of the Sehati Selalu Waste Bank in Cakung District, East Jakarta, which already has more than 100 customers spread across seven urban villages, including several companies in Cakung District, East Jakarta. The first recommendation that researchers can make is that Communicative Action research is a new area that researchers in the field of communication science can study and further investigate. With the advancement of communication technology, it is certain that technological changes will enrich Communicative Actions in the future. Second, harmonious communication and synergy

through collaboration with members of the DPRD Jakarta Special Capital Region Electoral District (Dapil) IV (Cakung, Matraman and Pulogadung, neighbourhood, hamlet, urban village head, subdistrict head and several companies located in Cakung District, East Jakarta for better waste management. better in the future and third, harmonious communication and synergy with schools and campuses in the Cakung sub-district, East Jakarta and its surroundings make a conscious movement and care for the environment by managing and sorting waste as well as students and students as well as teachers and lecturers in the campus is actively involved in community service activities.

## References

- Agustina, R., Adib, A., & Rahmanto, A. N. (2020). Teacher Communicative Action with Students in Habermas Perspective (Qualitative Analysis at Sanggar Anak Alam Yogyakarta). *International Journal of Multicultural and Multireligious Understanding*, 779-789.
- Asteria, D., & Heruman, H. (2016). Bank Sampah Sebagai Alternatif Strategi Pengelolaan Sampah Berbasis Masyarakat di Tasikmalaya. *Jurnal Manusia dan Lingkungan Universitas Gajar Mada*.
- Bertens, K. (2002). *Filsafat Barat Kontemporer: Inggris-Jerman*. Jakarta: Gramedia Pustaka Utama.
- Dwi Wulandari, S. H. (2017). Waste Bank : Waste Management Model in Improving Local Economy. *International Journal of Energy Economics and Policy*, 36-41.
- Habermas, J. (1973). *Theory and Practice*. Cambridge: Polite Press.
- Habermas, J. (1981). *The Theory of communicative action vol 1*. Boston: Beacon Press.
- Liliweri, A. (2018). *Paradigma Penelitian Ilmu-Ilmu Sosial*. Yogyakarta: Pustaka Pelajar.
- Littlejohn, S. W., & Foss, K. A. (2009). *Teori Komunikasi Edisi 9*. Jakarta: Salemba Humanika.
- Mujahiddin, M., Tanjung, Y., & Augus, E. (2018). Analysis of the Effect of Waste Bank Program on Empowerment of Poor Women in Urban village Sicanang Belawan Medan. *Budapest International Research and Critics Institute (BIRCI-Journal)*, Vol 1, No 3.
- Ningrum, P. A., et al. (2020). The Potential of Poverty in the City of Palangka Raya: Study SMIs Affected Pandemic Covid 19. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal) Volume 3, No 3, Page: 1626-1634*
- Pawito. (2007). *Penelitian Komunikasi Kualitatif*. Yogyakarta: LKiS.
- Ronda, M. (2018). *Tafsir Kontemporer Ilmu Komunikasi Tinjauan Teoritis Epistemologi Aksiologi*. Jakarta: Indigo Media Bekerja Sama dengan Yayasan Kompatibel.
- Saleh, A., Mujahiddin. (2020). Challenges and Opportunities for Community Empowerment Practices in Indonesia during the Covid-19 Pandemic through Strengthening the Role of Higher Education. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*. Volume 3, No 2, Page: 1105-1113.
- Seran, S. (2016). *Diskursus Teori-teori Kritis Kritik atas Kapitalisme Klasik, Modern, dan Kontemporer*. Jakarta: PT Kompas Media Nusantara.
- Seran, S. (2016). *Diskursus Teori-teori Kritis Kritik atas Kapitalisme Klasik, Modern, dan Kontemporer*. Jakarta: PT Kompas Media Nisanara.
- Setyowati, Y. (2016). Tindakan Komunikatif Masyarakat "Kampung Preman" Dalam Proses Pemberdayaan. *Jurnal ASPIKOM*, Vol.3 No.1.
- Shentika, P. A. (2016). Pengelolaan Bank Sampah di Kota Probolinggo. *Jurnal Ekonomi dan Studi Pembangunan (JESP)*, Vol. 8 No 1.

- Sihombing, E. H., Nasib. (2020). The Decision of Choosing Course in the Era of Covid 19 through the Telemarketing Program, Personal Selling and College Image. Budapest International Research and Critics Institute-Journal (BIRCI-Journal) Volume 3, No. 4, Page: 2843-2850.
- Soerjanto, & Seran. (2016). Diskursus Teori-teori Kritis Kritik atas Kapitalisme Klasik, Modern, dan Kontemporer. Jakarta: PT. Kompas Media Nusantara.
- Solihin, M. M., Muljono, P., & Sadono, D. (2018). Sustainable Waste Management through Trash Bank in Ragajaya Village, Bogor Regency, West Java Province, Indonesia. *International Journal of Progressive Sciences and Technologies*, 190-198.
- Sriyanto, D., & Intan, T. K. (2018). Household waste management to improve the community economy via waste bank in Medan City. *IOP Conference Series: Earth and Environmental Science*.
- Suardi, L. R., Gunawan, B., Arifin, M., & Iskandar, J. (2018). A Review of Solid Waste Management in Waste Bank Activity Problems . *International Journal of Environment, Agriculture and Biotechnology (IJEAB)*, Vol 3 Issue-4.
- Sucipto. (2012). *Teknologi Pengolahan Daur Ulang Sampah*. Yogyakarta: Gosyen Publishing.
- Sugiyono, & Lestari. (2021). *Metode Penelitian Komunikasi (Kuantitatif, Kualitatif dan Cara Mudah Menulis Artikel pada Jurnal Internasional*. Bandung: Alfabeta.
- Suwerda, B. (2012). *Bank Sampah (Kajian Teori dan Penerapan)*. Yogyakarta: Raja Grafindo Persada.