

Participatory communication of Guntung urban village community Bontang City in compost management

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ABSTRACT

Compost management is one of the efforts to manage organic waste to maintain environmental quality. Communication needs to be done to encourage community participation. The purpose of this study was to describe the participatory communication process applied by the Mekarsari Guntung Sejahtera Cooperative in compost management. This study used a qualitative descriptive approach by utilizing participatory communication theory as an analysis tool, which includes heteroglossia, dialogic, polyphony, and carnival. The data analysis technique used was the Miles, Huberman, and Saldana interactive model data analysis. The study results indicated that the Mekarsari Guntung Sejahtera Cooperative has implemented participatory communication patterns. In heteroglossia, this group has accommodated the involvement of various parties with diverse backgrounds. The involvement of young people was not significant yet, and women dominated the gender proportion. The dialogue showed that this group conducted internal and external dialogue. The dialogue then became a space for cooperatives to discuss programs, evaluate, and share business results. In polyphony, this group gathered opinions on programs implemented by members and the community. The carnival showed that the communication style carried out by this group took place informally. However, media management as information dissemination for increasing participation was not optimal due to low technology adaptation. The Mekarsari Guntung Sejahtera Cooperative needs to increase collaboration with community elements in Guntung Urban Village and evaluate the diversity of media and approaches used to attract more significant participation and the programs implemented to run on sustainable principles.

Keywords: Participatory communication; community participation; compost management; urban village; cooperative

Komunikasi partisipatif masyarakat kelurahan Guntung kota Bontang dalam manajemen kompos

ABSTRAK

Pengelolaan kompos merupakan salah satu upaya mengatasi sampah organik agar kualitas lingkungan tetap terjaga. Komunikasi dilakukan untuk mendorong partisipasi masyarakat. Tujuan dari penelitian ini adalah untuk mendeskripsikan proses komunikasi partisipatif yang dilakukan oleh Koperasi Mekarsari Guntung Sejahtera dalam pengelolaan kompos. Penelitian ini menggunakan pendekatan deskriptif kualitatif dengan memanfaatkan teori komunikasi partisipatif sebagai alat analisis yang meliputi heteroglossia, dialogis, poliponi, dan karnaval. Teknik analisis data yang digunakan adalah analisis data model interaktif Miles, Huberman, & Saldana. Hasil penelitian menunjukkan bahwa Koperasi Mekarsari Guntung Sejahtera telah menerapkan pola komunikasi partisipatif. Dalam heteroglossia, kelompok ini telah mengakomodir keterlibatan berbagai pihak dengan latar belakang yang beragam. Keterlibatan kaum muda belum signifikan dan proporsi gender didominasi oleh perempuan. Dialog menunjukkan bahwa kelompok ini melakukan dialog internal dan eksternal, dialog tersebut kemudian menjadi ruang bagi koperasi untuk membahas program, mengevaluasi dan berbagi hasil usaha. Secara poliponi, kelompok ini menghimpun pendapat atas program yang telah dilaksanakan oleh anggota dan masyarakat. Karnaval menunjukkan bahwa gaya komunikasi yang dilakukan oleh kelompok ini berlangsung secara informal, namun pengelolaan media sebagai penyebarluasan informasi untuk meningkatkan partisipasi belum optimal karena adaptasi teknologi yang masih rendah. Koperasi Mekarsari Guntung Sejahtera perlu meningkatkan kerja sama dengan elemen masyarakat di Kelurahan Guntung dan mengevaluasi keragaman media dan pendekatan yang digunakan untuk menarik partisipasi yang lebih signifikan dan program yang dilaksanakan berjalan berdasarkan prinsip berkelanjutan.

Kata-kata kunci: Komunikasi partisipatif; partisipasi masyarakat; pengelolaan kompos; kelurahan; koperasi

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INTRODUCTION

The problem of waste management is still a scourge in Indonesia. Waste with inorganic types, such as plastic, is often discussed. The National Waste Management Information System (SIPSN) from the Ministry of Environment described that waste generation could reach 23,072 tons per year. In 2021, there would be 38.15 per cent, equivalent to 8.8 million tons of unmanaged waste. Of the total waste Indonesia must manage, 60 per cent was organic waste (SIPSN KLHK, 2021). Unfortunately, the problem of organic waste, such as leaves and consumption residues, did not receive special attention plastic waste because they were considered biodegradable. If ignored, the beginning of the organic waste problem is not only on soil, water, and air pollution. However, it impacts people's health and quality of life.

Bontang City's waste production, according to the Environmental Service (DLH) Bontang, would reach 80 to 85 tons per day in 2021 at the Final Disposal Site (TPA) Bontang Lestari. If waste management does not work correctly, it can increase Earth's temperature because microorganisms decompose organic waste and produce methane (CH₄). Methane triggers Greenhouse Gases (GHG) until finally, the increase in temperature hampers the

sustainable development processes desired by the government.

The government and all parties should pay attention to the waste problem. This problem can affect climate change and become a global concern, as stated in the United Nations 17 Sustainable Development Goals (SDGs). In goal 13 on climate action, the world is expected to contribute to reducing climate change through lifestyle. The waste management chain requires determination to provide alternative waste processing facilities, which can be considered through four aspects: social, environmental, economic, and technical (Mahyudin, 2017). In this case, it can be carried out individually or in groups, such as the movement in the Guntung urban village through the Mekarsari Guntung Sejahtera cooperative.

A new communication approach and perspective are needed to understand nature holistically to overcome this because, as a living system, organisms grow and develop dynamically (Keraf, 2014). The assumption that humans are the center of the universe is now being pushed to shift toward the ecocentrism view, which requires an ecological balance between humans and nature. Furthermore, it is necessary to have environmental management efforts for a sustainable life in a synergistic manner from various community groups, as well as policymakers.

As the target of government policy, the community should be involved in the development subject. This involvement is important to trigger participation in the community. Community participation triggers awareness in communicating among parties and in making decisions, not only at the stage of implementing government policies. Two factors affect participation, namely internal factors (awareness of community participation itself) and external factors (related parties who influence the project, in this case, local government institutions) (Dewi & Nulul, 2018). It was supported by Law Number 25 of 2004 concerning the National Development Planning System, where in Article 2 Paragraph 4, the objectives of development are to ensure the creation of synergies, optimize community participation, and ensure the fair and sustainable use of resources.

Many community-based activities in the environmental sector have been pursued in Indonesia, including Bontang City. One of them is the Mekarsari Guntung Sejahtera Cooperative. From 2015 to 2018, the Mekarsari Guntung Sejahtera Cooperative originally came from the Dasa Wisma group. Then, it became a Joint Business Group (KUBE), which focuses on producing solid and liquid compost. The area is on Tari Gantar Street, Neighborhood (RT) 7, Guntung Urban Village.

The Social Service of Bontang City (Dinas Sosial) registered the group as a KUBE. KUBE is one of the programs carried out by the Ministry of Social Affairs of the Republic of Indonesia. This group is intended for low-income families who are given funds by the government and can develop their businesses. Resident participation then began to increase with the registration of twenty residents as members. They received facilities and infrastructure assistance from the Bontang City government and the Social and Environmental Responsibility of Pupuk Kaltim (TJSL PKT), such as training, leaf-chopping machines, and organic waste carts.

This group also discussed the benefits of composting with external parties. In addition to TJSL PKT, Mekarsari KUBE synergized with the Bikal Karya Lestari Foundation. Environmental approaches and education through socialization with residents, distribution of brochures, and sharing of composting procedures through



Source: Mekarsari Guntung Sejahtera Cooperative

Figure 1 Compost Activities in the Guntung Urban Village Community

social media and Facebook were also carried out. In 2016, Mekarsari KUBE was awarded the first KUBE winner with National Level Achievement and Best Inspirational for East Kalimantan Province in 2017.

Rahmawati (a leader) did a lot of communication in the internal cooperative process persuasively and informally way. Then, in 2019, the Mekarsari KUBE transformed into the Mekarsari Guntung Sejahtera Cooperative with a legal entity 012769/BH/M.KUKM.2/III/2019. Currently, compost management also invites residents to participate in managing organic waste. In the process, members received various pieces of training that can support their respective competencies. The administrator often invites members to visit institutions relevant to the environment, such as the Environmental Services (Dinas Lingkungan Hidup), to learn about waste management. The Mekarsari Guntung Sejahtera Cooperative also maintains communication with the Department of Industry, Trade, Cooperatives, and SMEs (Disperindagkop). Not only were the recipients of messages, but this group was also invited as speakers at the urban village, sub-district, and agency events. In addition, the Mekarsari Guntung Sejahtera Cooperative is actively opening opportunities for students who conduct Field Work Training (PKL) to exchange information and knowledge.

On the other hand, this participation should also show equality in communication and the deliberation process in decision-making. As Servaes argued, participatory communication emphasizes the cultural identity of the local community and participation from all levels, national, local, and individual (Servaes, 2020). Participation is important for decision-making in development and emphasizes reciprocal collaboration with community benchmarks. The message exchange is horizontal so that in the process, the communication carried out does not only focus on the communicator but also the communicant as the recipient of the message.

Although cooperative members experience an increase in their economic standard per month, it cannot be denied that not all of them have the same awareness and ability to produce messages on environmental issues and active participation in self-empowerment and the surrounding environment. Of course, participatory approaches such as strengthening dialogue and open and inclusive communication must be intensified. It is intended that the Mekarsari Guntung Sejahtera Cooperative can be achieved in line with the quality of its implementation and can be a forum for implementing more massive participatory communication for the Guntung urban village community in improving the standard of living through the development of the composting

business.

There are four concepts in implementing this participatory communication: (1) Heteroglossia shows the process of accommodating various groups or communities that are diverse or different. The diversity of this group comes from various backgrounds and social statuses. With this diversity, it is hoped that the existing system is not homogeneous, so a dynamic discussion process occurs. (2) Dialogue, transactional communication in which the sender and receiver of messages interact and share meanings. The essence of this dialogue is that the communicator recognizes and respects the message conveyed by the speaker. Both communicators and communicants are placed as autonomous subjects. (3) Polyphony, the elements involved make a sound, and the voices that do not blend clarify one another, are open, and do not suppress the other. Polyphony is an ideal condition for a participatory communication approach in society because the voices consciously formed by the community are then put together collectively to reinforce each other. (4) Carnival shows the existence of communication that runs informally interspersed with humor and laughter. Carnival has no official sanction, as these things are side by side and articulate. Language and style of communication depart from audience experience, which is neither mediated nor

governed by everyday vocabulary. This concept creates personal relationships and strengthens a sense of kinship with one another.

If the four concepts are implemented optimally, groups or public entities are believed to be able to empower groups independently, according to Servaes (Rahim, 2004). Based on previous research conducted by Maharani Ramadhanty Fitria in 2020, entitled Participatory Communication in the Mangrove Ecosystem Conservation Program at the Graha Indah Mangrove Center, Balikpapan City, and Febrianti Soleha in 2017, entitled Participatory Communication in the Integrated Guidance Post Program (Case Study in Java Urban Village, Samarinda Ulu Sub-District, Samarinda City) showed a relationship if the four concepts in participatory communication run optimally (Soleha, 2017). The difference in this research was in the object of research. Putri Damayanti also conducted a study entitled The Mekarsari KUBE Social Network, Guntung Urban Village, Bontang City, which had different methods and theories. The results showed that one of the successes of this group's independence from the social side was the synergy of members (Damayanti & Nanang, 2020). In the previous research, communication became an important part. Communication barriers could be caused by the unfulfilled participatory approach. Therefore, this approach can be optimized so

that the community group's vision triggers empowerment in sustainable development.

The Mekarsari Guntung Sejahtera Cooperative and other social groups that also need to maximize their role are reviewed through a participatory communication approach. So, this study intended to describe how the participatory communication process applied by the Mekarsari Guntung Sejahtera Cooperative in the Guntung urban village community in Bontang City in compost management activities. From the problems described, researchers were interested in conducting research entitled Participatory Communication of Guntung Urban Village Community Bontang City in Compost Management.

RESEARCH METHODS

This research used descriptive qualitative research. The descriptive research approach is research conducted to determine the existence of independent variables, either only one variable or more (independent variables), without making comparisons of the variables themselves and looking for relationships with other variables (Sugiyono, 2020). Qualitative research is a research method based on the philosophy of positivism, used in researching the condition of natural objects. This method is used to obtain in-depth data. Researcher as a key instrument, the results of qualitative

research pressure are more meaningful than generalization (Sugiyono, 2020). The focus of the research determined to establish a focus based on problems related to existing theories. The concepts and theories Servaes described stated that there are four focuses of participatory communication: heteroglossia, dialogue, polyphony, and carnival. This theory was used as an analytical tool to explain the data obtained or after being analyzed using interactive analysis (Miles et al., 2014).

The determination of research subjects used a non-probability sampling technique that was purposive sampling. Purposive sampling is a sampling technique carried out in considering the criteria that have been determined by the researcher that will support the required data. The key informant of this research referred to the Chairperson of the Mekarsari Guntung Sejahtera Cooperative. Key informants referred to Rahmawati as the Mekarsari Guntung Sejahtera Cooperative Chairperson, Bontang City. The research informants consisted of 15 people: the Chairperson of the Mekarsari cooperative, the secretary of the Mekarsari cooperative, two members of the Mekarsari cooperative, the Chairperson of Neighborhood (RT) 7 Guntung Urban Village, the Chairperson of the BIKAL Foundation, Department of Cooperatives, SMEs, and Trade of Bontang City, TJSL PKT staff, PKL Unmul students and

five Guntung Urban Village community.

The secondary data source is data that comes from outside the actions or words of key informants and informants, such as journals, documents, books, photos, and others, that can provide additions and reinforcement to the research data that has been previously collected and are relevant to the research topic. The secondary data that researchers use are related documents that can be obtained via the Internet or related agencies.

Data collection techniques were through observation (the researcher made observations by noting and studying the behavior and the meaning of the behavior intertwined in the interactions at the Guntung urban village community). Interviews (researchers used semi-structured interviews or those included in in-depth interviews. To find problems more openly). Documentation (researchers collect the necessary documents in written form, such as regulations, policies, articles, and journals, or the form of images, such as photographs). The data analysis technique used in this study was an interactive model data analysis technique developed by (Miles et al., 2014). Activities in qualitative data analysis were carried out interactively and continuously until complete so that the data was saturated. Activities in the analysis consist of data collection, data condensation, data display, and conclusion

drawing/verification.

RESULTS AND DISCUSSION

The purpose of this study was to describe the participatory communication process applied by the Mekarsari Guntung Sejahtera Cooperative, Bontang City, in compost management activities. It would be explained in more depth based on analysis with participatory communication theory, which includes heteroglossia, dialogue, polyphony, and carnival.

Heteroglossia in Compost Management. Heteroglossia has accommodated various elements of society, for example, synergizing institutions such as the Bikal Foundation, the Department of Cooperatives, SMEs and Trade, Guntung Urban Village, and PT PKT TJSL. However, several partner institutions need to establish more massive communication. The age, education level, and economic capacity of this group vary. The gender aspect of the Mekarsari Guntung Sejahtera Cooperative still needs to optimize the involvement of men to avoid a homogeneous system and encourage youth involvement (Table 1).

In the concept of heteroglossia, this diversity of backgrounds can be seen from various aspects, gender, age, occupation, and education, to the culture that was brought. Education level is one variable estimated to have a relationship with the communication process community

Table 1 Heteroglossia and Field Findings

Field Findings	Theoretical
<ol style="list-style-type: none"> 1. The diversity of the Mekarsari Guntung Sejahtera Cooperative can be seen from the age background of the members (in the range of 30-50 years), level of education, economy, culture, and occupation. 2. Regarding gender, the Mekarsari Guntung Sejahtera Cooperative was still dominated by women compared to men. Men were placed as bump drivers to transport garbage because women's productivity decreased because they were pregnant. 3. The participation of youth or young people has not been much involved in this process, especially in disseminating the production of environmental messages. 4. The parties involved depart from the desire to empower themselves or groups and take advantage of these differences to enrich communication when interacting. 	<p>Development systems are always based on different groups and communities with various economic, social, and cultural variations that complement one another. In connection with these differences, there are differences in language and messages involving various participants.</p>

Source: Primary Data Processed, 2022

participation (Hartati et al., 2021). In Guntung, 41 per cent of the population has a high school education. The involvement of men was still minimal, with only four members.

The researcher found an impression from the people of Guntung Urban Village that the Mekarsari Guntung Sejahtera Cooperative was intended for women because it was undeniable that the dialogue space for grassroots communities was often addressed to mothers from house to house. As well as, the space and time of meetings between internal and external were carried out in between daily



Source: Mekarsari Guntung Sejahtera Cooperative

Figure 2 Portrait of Community Elements Involvement

activities, while many of the men were already working, so the conversations that were built were limited. This awareness effort is needed regardless of gender because women and men ultimately manage waste. The balance of gender participation is needed by the community as a reflection of an egalitarian attitude and the spirit of public participation that is promoted (Servaes, 2020). So, the cooperative needs to reconstruct its approach to an audience other than women because a balanced gender involvement will improve the organizational system of the cooperative based on the opinions that come in.

Researchers found that women members of the Mekarsari Guntung Sejahtera Cooperative had high aspirations to improve their environmental conditions. However, this was not necessarily accompanied by providing a forum from Guntung Urban Village that can connect dialogue between individuals and groups in Guntung. I was illustrated by the results obtained by the researcher that the Guntung Urban Village often acts as a supporter but does not further act as a driving factor parallel to the cooperative. Even though there were studies that said strengthening the capacity and aspirations of women is urgent to reduce their vulnerability as objects of exclusion in the realm of regional development management. The involvement of women is considered much more effective in

encouraging the participation of other women in social change (Sauki & Hidayat, 2022).

In the Mekarsari Guntung Sejahtera Cooperative, this participation is driven by women; this is something that can be optimized. Those on the poverty line as housewives can act as movers and decision-makers. Active participation can be a consideration for policymakers in determining the direction of development movement from a gender perspective. It is closely related to the current climate crisis, showing the vulnerability faced by women. WHO in 2021 said that this vulnerability factor is one of the socio-political-economic conditions that will affect the quality of the environment and public health. So, strengthening women's capacity and a proportional composition of heteroglossia is needed.

During the research, the researcher only found that one person with a bachelor's degree joined the cooperative as an inorganic waste collector. The rest are guests or groups who want to learn about compost, which means communication is often short, according to formal learning needs, such as higher education institutions. Reluctance to join social institutions also showed the low involvement of young people in community groups such as cooperatives.

Furthermore, according to the results of

the research, the involvement of cooperative network institutions, as many as 18 groups or institutions have participated in the Mekarsari Guntung Sejahtera Cooperative agenda from 2015 to 2022. A participatory communication approach is important to ensure the involvement of many groups with different backgrounds. The reason is that the space is increasingly open for heterogeneous community involvement. In addition to creating a system with an equality perspective, it will also create an ideal communication pattern because messages are exchanged based on the experiences brought by individuals. In the cooperative, 23 members have joined for seven years; one member joined three years ago, and the rest have joined since the pandemic. The difference in the duration of joining members is one of the challenges for cooperatives to accommodate various opinions so that they not only 'embrace' members who are close to the location and length of time they have joined but are also able to increase the involvement of all members (WHO, 2021). It is not without reason. A study found that one of the NGOs, Minga Peru, took advantage of the cultural diversity of 13 ethnic groups in Loreto, north of Peru, as a driver of participation for empowerment (Tufte & Mefalopulos, 2009). The people who live there already have a bond because of the length of stay they have passed. Thus, it is important not to neglect the

involvement of individuals and groups so that the Mekarsari Guntung Sejahtera Cooperative can accommodate the voices of the Guntung Urban Village community so that they are willing to participate and become independent. It is also known that informational and emotional factors also influence this group's internal participation level. Their productivity in participating begins with information on the benefits obtained and can end in psychological bonds. The communicant sees participation as something realized because it is related to the emotional reactions obtained by each member, as well as the decision to synergize in the cooperative.

Dialogue in Compost Management. The dialogue implemented by the Mekarsari Guntung Sejahtera Cooperative has been ideally carried out to create a discussion space, the ability to voice members' opinions and dialogue about waste problems with the people of Guntung Urban Village. The dialogue also brought members closer emotionally (Table 2).

In the concept of dialogue, the informant assessed that anyone could join to participate. Participation in cooperatives was not only due to persuasion efforts to the community in Guntung Urban Village but also because of the enthusiasm to participate in various events, so the existence of cooperatives was able to attract

Table 2 Dialogue and Field Findings

Field Findings	Theoretical
<p>1. The dialogue took various forms, such as socialization, demonstrations on composting, and meetings.</p> <p>2. From the dialogue attempted by the Mekarsari Cooperative, the surrounding community understands how to make solid and liquid compost and was able to make it on a home scale, but has not implemented it routinely and made it routine in managing organic waste.</p> <p>3. The dialogue process carried out by the Mekarsari Guntung Sejahtera Cooperative was dominantly conveyed through neighborhood meeting forums such as when socializing. Due to the internal conditions and conditions of COVID-19, several meetings have been moved online, such as communicating via WhatsApp or Zoom groups.</p> <p>4. The Mekarsari Guntung Sejahtera Cooperative received feedback on the dialogue from the Guntung Village community and guests who visited the Mekarsari Guntung Sejahtera Cooperative.</p>	<p>Dialogue is the overall interaction that occurs between the speaker and the listener. The meaning or essence of this dialogue is that the communicator recognizes and respects the message conveyed by the speaker. Both communicators and communicants are placed as subjects, not as objects of communication.</p>

Source: Primary Data Processed, 2022

the attention of stakeholders. The external parties who joined, from the statement of one informant, were based on a network of social relations, where those who already knew each other connected to help each other in forming cooperatives and departed from their respective specializations at the beginning.

In addition, the location of adjacent houses created closeness and more encouragement to interact so that communication ran quite easily. However, the increased participation

experienced by the Mekarsari Guntung Sejahtera Cooperative was dominated by those who had social influence to carry out persuasion. As Everett M. Rogers explained, sociopolitical influence is an effort to change the values and attitudes of individuals or groups (Servaes, 2020). The presence of opinion leaders was also considered to be an effective way. In this group, opinion leaders included the Mekarsari Guntung Sejahtera Cooperative Chairperson and the Neighborhood (RT) Chairperson.

From this, members of the Mekarsari Guntung Sejahtera Cooperative were very likely to have the intention to join. However, the level of appreciation of the discourse in the environment could not be ascertained because other possibilities, namely, being involved, could occur. After all, they were influenced by persuasion. Servaes believed that persuasion alone does not guarantee the long-term sustainability of the movement. That is because attitude changes and individual acceptance of an idea can be rejected or discontinued when people do not consider the movement important or needed (Servaes, 2020).

One thing that needs to be continued by this group is how the already involved partnership network will continue to be involved and support the program's sustainability. I can be seen from the data submitted by informants and institutions such as the Bikal Foundation and PT PKT, which were still connected. Development practitioners, communities, and stakeholders need to monitor and evaluate continuously to improve the program's quality. This sustainability cycle becomes part of action and reflection (action-reflection-action), in which individuals learn and desire to improve their efforts (Bessette, 2004).

The socio-demographic condition of Guntung Urban Village as one of the Urban Village in Bontang City with a relatively small

population compared to the others, could be an opportunity for the Mekarsari Guntung Sejahtera Cooperative to increase participation through expanded dialogue and involvement of community groups. Researchers found that this condition has been used by internal cooperatives, but the lack of diversity of communication media used causes cooperatives to rely only on door-to-door communication. Moreover, many use conventional media offered by PT PKT. It can result in a decrease or stagnation of community participation in Guntung Urban Village because communication was not massive, and there was a lack of alternative media for delivery to people who needed to be empowered.

Although this group's communication forum was accommodated through regular meetings since COVID-19, it has shifted how they communicate. Cooperatives often consult via WhatsApp internally and via Zoom when discussing with external parties. Suppose there is something that needs to be decided quickly. In that case, the cooperative will consult face-to-face at the secretariat, often constrained by busy and pregnant members who cannot optimally attend face-to-face meetings. This method has an impact, such as less evenly distributed information understood by members and a lack of feedback when running programs and evaluations during the pandemic. This face-to-face communication affected building trust and

increasing cooperation between communicators and communicants. Face-to-face communication emphasized the exchange of meaning and needs of the program being implemented. When face-to-face communication runs ideally, persuasion or invitation is no longer needed to increase member participation (Servaes, 2020).

The evaluation and delivery of the cooperative's agendas have been running. However, the realization to improve response to the decline in the production of compost has not been optimal and was conveyed only to some internally, very much depending on the free time of each member in interacting. During the pandemic, the Mekarsari Guntung Sejahtera Cooperative began targeting new members to increase community participation in Guntung Urban Village. Without community participation, there are no successful and long-lasting projects to support social change (Servaes, 2020). It is often ignored because development activities were distracted by the forced donor agenda. So, with such claims from internal cooperatives, the administrator must ensure that the involvement of members becomes the agenda needed by the Guntung Urban Village community and functions to increase awareness of their role in the community, which is mediated through dialogue.

Polyphony in Compost Management.
Polyphony in the Mekarsari Guntung Sejahtera

Cooperative could be seen from the debates that occurred among members. Rahmawati also described this:

I am looking for tricks to make them willing to communicate their constraints and concerns with me. If there is a gathering agenda to search for leaves, we bring provisions while chatting about their grievances. If there are issues between groups, with different leaders and different thoughts, I try not to take sides. My solution is to approach each individual personally, studying their personalities. (Rahmawati, interviewed on May 10, 2022).

When members received input from residents, polyphony arose from the ability of individuals to voice as they wished (Table 3).

On the concept of polyphony, the Mekarsari Guntung Sejahtera Cooperative debate was built from several partnership network institutions. The administrator admitted that this group was still considered exclusive by ordinary people in Guntung Urban Village, such as the assumption that members found it easier to find work than people who were not part of the cooperative because of their relationships, such as TJSL PT PKT. It was responded to by accommodating transparency, distributing it through Google Forms, and moving through food-sharing actions. The presence of these methods in the approach can be done to maintain public trust so that they will continue to be involved in the environmental agenda of the cooperative. The activity was short. It did not cause the community to realize

Table 3 Polyphony and Field Findings

Field Findings	Theoretical
<p>1. The debate arose when discussing implementing the program, cooperative regeneration, and input from the elements involved.</p> <p>2. The government, in this case, the Guntung Village, was led by a new village chief, and the synergy between the two parties was normative. The Guntung Urban Village considered that the role of the Kelurahan was sufficient to bridge information from stakeholders and supporters of the activities of existing community groups, including the Mekarsari Guntung Sejahtera Cooperative.</p> <p>3. Even though intimacy was established internally, the Mekarsari Guntung Sejahtera Cooperative was inseparable from criticism and suggestions from members and outsiders.</p> <p>4. Even though there were different views from various parties, the aims and objectives of establishing the Mekarsari Guntung Sejahtera Cooperative as a forum for economic and environmental empowerment were still being pursued.</p>	<p>Polyphony indicates a condition in which the elements involved make a sound; the voices that do not blend clarify one another, are open and do not suppress the others. Polyphony is an ideal condition for a participatory communication approach in society because the voices consciously formed by the community are then put together collectively to reinforce each other.</p>

Source: Primary Data Processed, 2022

the importance of protecting the environment through the cooperative composting agenda, and active community involvement needed to be stimulated. According to Servaes, the community needs to be actively involved in being part of the program driver, not just accept it because the active participation of the community allows the creation of changes in community behavior to achieve program goals (Servaes, 2020).

The absence of regeneration was also a

matter of debate within this group. The free time and productivity caused by biological factors of members made participation not carried out actively and proportionally. So, there were members who understood the dynamics of cooperatives even during the pandemic, but there were also those who only understood superficially during the pandemic. This problem indirectly triggered how far the Guntung Urban Village community is willing to participate because the stimulus or trigger for involvement

was weakened. There was a polarization among the people of Guntung Urban Village on whether they wanted to be involved. It can also happen. It has been explained through previous research from Maharani Ramadhanty Fitria in 2020 on mangrove conservation. She mentioned the results of the Graha Indah Urban Village community in Balikpapan, where some people who have understood the essence and adapted to the benefits of knowledge about protecting the environment in mangrove conservation programs tend to be open to accepting the existence of the group, compared to those who do not have the experience or insight gained from the group. So, there is rejection in some groups and acceptance in other community groups (Fitria et al., 2020). However, in general, in the context of the Mekarsari Guntung Sejahtera Cooperative, it continues to operate with a participatory communication approach so that residents outside the group do not criticize the existence of the cooperative in extreme ways and are still open to the knowledge conveyed by the cooperative.

Overcoming these barriers in communication, in a participatory approach, was carried out in a humanistic manner and emphasized the communicant's ability to understand the intertwined meanings. Communication that someone does can not always run effectively, as explained by Effendy.

Many barriers can undermine the quality of such communication. Anything that hinders smooth communication is called interference or noise among these disorders, which consist of mechanical and semantic disorders, interests, motivations, and prejudice.

This obstacle was also experienced by the Mekarsari Guntung Sejahtera Cooperative in composting. The location of the secretariat with a compost house as a place of production was far away, causing members to be very dependent on the availability of a *bentor* (rickshaw), which could not carry many passengers at one time, plus they had to take stock of dry leaves for chopping. It then led to disagreements and differences of opinion due to various factors, ranging from motivation to interests.

In addition to obstacles, the dialogue that triggered this debate often provides a stimulus for further involvement. From these obstacles, members finally realized the impact of the existence of the Mekarsari Guntung Sejahtera Cooperative because the people who joined felt their transformation through competencies supported by various pieces of training. Members can articulate opinions without fear of criticism. Researchers found this because there was a change in members' perspective in seeing inability as a learning process through cooperatives as a forum. Servaes explained that the poverty factor, by

policymakers, is often classified into many aspects. These include poverty as a mindset, poverty as a lack of resources, poverty as a lack of access, and lack of human rights. It made many government programs not stimulate empowerment to develop because they view poverty as not from the needs of grassroots communities. The participatory communication approach focused more on the ability to be independent, thus seeing the portrait of poverty as a lack of access. Access here may start from information, education, or law, thus causing a lack of awareness of one's role in society to fight poverty. With a participatory communication approach, cooperative members discuss their role in society in this polyphony process and escape from the snare of incompetence. Communication like this was also explained in a study with farmer organizations, namely the importance of institutions to unite the community and stakeholders. It serves to move the community to be aware of taking care of themselves and becoming more independent (Oktarina et al., 2020).

In addition, through the activities of the Mekarsari Guntung Sejahtera Cooperative, the role of women is no longer limited to a domestic role and a passive role. However, women who are members of the Mekarsari Guntung Sejahtera Cooperative penetrate the stereotype, namely production, productive, and

empowering work, including making decisions. Through art media or media showing works, stereotypes against women, often labelled as helpless and only able to care for the house, can be broken (Lestari, 2020).

From 2016 to 2019, this group entered its glorious period. It was due to increased production, which showed 710 kilograms of compost from organic waste obtained from the Guntung Urban Village community. Rahmawati and other members of the Mekarsari Guntung Sejahtera Cooperative also stated that the turnover obtained by members ranged from 300 to 700 thousand rupiahs per month, which was obtained from the performance of each member.

Although not all neighborhoods were aware of the existence of the Mekarsari Guntung Sejahtera Cooperative and implemented this waste segregation, it was an improvement for the Mekarsari Guntung Sejahtera Cooperative. The community of Guntung Urban Village, with approximately 6 thousand inhabitants, is a fairly small area compared to other urban villages. It is a challenge and an opportunity for community groups to maximize their potential. The Mekarsari Guntung Sejahtera Cooperative was more or less able to inspire the movement of community groups around the Guntung Urban Village. The direct impact is an increase in the economic level and protection for the community to be aware of the dangers of

disease transmission.

Carnival in Compost Management. At the carnival, face-to-face interactions take place informally with humor interspersed. However, in managing social media, members have not been adaptive in using technology to trigger community participation in Guntung Urban Village (Table 4).

In the carnival concept, the Mekarsari Guntung Sejahtera Cooperative has used language that is easy to understand. This group also often makes jokes. The role of humor

communication is not limited to the fluidity of the atmosphere. However, a joke will attract attention that occurs in communication activities. This cognitive activity can eliminate negative thoughts, and humor helps emotional regulation strategies that exist among individuals. It increases intimacy and changes the partner's mood or communication (Mulyana, 2021). In addition, administrators tended to communicate casually in offline and online communication media. Because the use of complex language is not effective for development messages

Table 4 Carnival and Field Findings

Field Findings	Theoretical
1. The use of internal language in the Mekarsari Guntung Sejahtera Cooperative took place relaxedly. Narratives were still dominated by using Indonesian, which various parties could understand. However, the dialect was brought based on the origin of each individual's background.	Carnival is informal, relaxed, and entertaining. The communication process is usually interspersed with humor.
2. The media used if it takes place face-to-face can vary, such as bazaars and exhibitions, and it is easy to transfer messages and feedback because it is done interspersed with humor and laughter between residents or external parties to the cooperative.	
3. Media use was still limited to WhatsApp as a promotional medium and Facebook as an educational medium for making compost tutorials.	
4. Audience feedback via social media was inadequate and not massive because it has not been properly developed as a forum for increased participation by the Mekarsari Guntung Sejahtera Cooperative	

Source: Primary Data Processed, 2022

(Gading et al., 2022), this use will lead to one-way communication and eliminate the message's meaning because the general public has limitations in understanding the language of the factor due to limited information and literacy. In theory, the Mekarsari Guntung Sejahtera Cooperative used language that was relaxed and full of laughter to avoid difficulties in understanding the audience. Including the parties involved in conveying knowledge that must be adopted internally by the cooperative. The choice of language was based on the diction used by the government, which was quite difficult for people with lower secondary education to understand, for example: "*Guntung Eco Culture Sport Tourism*" or "*Revitalisasi dan Dipresi Waduk*" which is one of the featured programs of the Bontang city government. The Mekarsari Guntung Sejahtera Cooperative keeps its members close with humor so that the running program does not become a burden and is easy for members to run.

In social media management to increase participation, the Mekarsari Guntung Sejahtera Cooperative was not optimal in carrying out the dissemination of messages on waste sorting and the promotion of its compost products. That was due to the relatively low technological adaptation in the internal cooperative. So, there was no seriousness in managing social media as the production of environmental messages that

can amplify messages, advocacy, campaigns, or more significant empowerment and environmental movements in Guntung Urban Village. The importance of social management is evidenced by the success of the Graha Indah Mangrove Center manager in previous research (Fitria et al., 2020). It was explained that social media was needed to convey messages on the urgency of protecting the environment and socializing the program. It also showed that the manager could then build a real interaction between the manager and the audience because, on several occasions, it provided support, debate, and voice solidarity. In cooperatives, the interactions that were built were still limited to support, not yet a space for the public to express their opinions and knowledge about the waste problem. The use of communication for the environment is also explained by Anders Hansen. He says communication is central, so humans are aware of various environmental issues. The communication media becomes the public arena to be aware of how environmental issues will be discussed, contested, and resolved (Hansen, 2019).

CONCLUSION

Based on the results of the study, compost management in the Mekarsari Guntung Sejahtera Cooperative was carried out through participatory communication

with accommodating heteroglossia practices, for example, synergizing institutions such as the Bikal Foundation, the Department of Cooperatives, SMEs and Trade, Guntung Urban Village, and PT PKT TJSL. However, several partner institutions need to establish more massive communication. The age, education level, and economic capacity of this group vary. The gender aspect of the Mekarsari Guntung Sejahtera Cooperative still needs to optimize the involvement of men to avoid a homogeneous system and encourage youth involvement. The dialogue implemented by the Mekarsari Guntung Sejahtera Cooperative has been ideally carried out to create a discussion space, the ability to voice members' opinions and dialogue about waste problems with the people of Guntung Urban Village. The dialogue also brought members closer emotionally. Polyphony in the Mekarsari Guntung Sejahtera Cooperative could be seen from the debates among members. When members received input from residents, polyphony arose from the ability of individuals to voice as they wished. At the carnival, face-to-face interactions have taken place informally, with humor interspersed. However, in managing social media, members have not been adaptive in using technology as a trigger for community participation in Guntung Urban Village. Based on the four concepts, heteroglossia and carnival have not occurred

optimally in the Mekarsari Guntung Sejahtera Cooperative.

The research suggests that the socialization of the Mekarsari Guntung Sejahtera Cooperative can involve young people either individually or in groups, holding formal meetings with internal and the Department of Cooperative, SME, and Trade Office of Bontang City so that the management of the cooperative runs optimally, optimizes the use of social media for marketing of compost or dissemination of environmental values, the government (Guntung Urban Village) should be able to monitor and provide a communication forum that is carried out regularly on program implementation for groups in Guntung Urban Village. The Mekarsari Guntung Sejahtera Cooperative should record and update the profile, inventory, production amount, and membership, which are placed in the secretariat, and create a special place to put various compost products in the secretariat, this can trigger community interaction and then manifest in participation in waste management.

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