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Restu Almalita [Komunikasi Partisipatif Masyarakat Kelurahan...]

KOMUNIKASI PARTISIPATIF MASYARAKAT KELURAHAN GUNTING DALAM PENGELOLAAN KOMPOS DI KOTA BONTANG

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Abstract:

Compost management is an effort to manage organic waste that plays a role in creating environmental quality that is protected from pollution for the community. The step taken is the need to communicate the importance of compost management by encouraging community participation. The purpose of this study was to describe the participatory communication process applied by the Mekarsari Guntung Sejahtera Cooperative in Bontang City in compost management. The focus of this research uses descriptive qualitative with four indicators of participatory communication: heteroglossia, dialogue, polyphony and carnival. Data collection techniques used are observation, interviews, and documentation. The data analysis technique uses Miles and Huberman interactive model data analysis. The results show that the Mekarsari Guntung Sejahtera Cooperative has implemented a participatory communication pattern, and two indicators including heteroglossia and carnival need to be optimized because there is still gender and age dominance and low technological adaptation.

Keywords: Compost; Participatory Communication; Bontang City; Cooperative

A. PENDAHULUAN

Masalah pengelolaan sampah masih menjadi momok di Indonesia. Sampah dengan jenis anorganik seperti plastik sering dibicarakan. Sistem Informasi Pengelolaan Sampah Nasional (SIPSN) dari Kementerian Lingkungan Hidup, menjabarkan timbulan sampah dapat mencapai 23.072 ton pertahunnya. Pada 2021 ada 38,15 persen atau setara dengan 8,8 juta ton sampah yang tidak terkelola. Dari total sampah yang harus dikelola Indonesia tersebut, terdapat 60 persen merupakan sampah berjenis organik. Sayangnya masalah sampah organik seperti dedaunan dan sisa konsumsi tak mendapat perhatian khusus sebagaimana sampah plastik, karena dianggap dapat terurai. Apabila diabaikan, muara masalah sampah organik ini bukan hanya pada pencemaran tanah, air, dan udara. Namun, berdampak pada kesehatan dan kualitas hidup masyarakat.

Produksi sampah Kota Bontang sendiri, menurut Dinas Lingkungan Hidup (DLH) Bontang per harinya mencapai 80 hingga 85 ton pada 2021 di Tempat Pembuangan

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