

## Research Article

# Environmental Awareness Education Campaign through Videography at the Rawajati Waste Bank in South Jakarta

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## Abstract.

Indonesia’s capital, Jakarta, has serious problems with the increasing volume of waste in garbage collection sites. The use of videos in an educational campaign in the Waste Bank program has become one of the means for the community to participate in the fight against waste, especially in Jakarta. This study aimed to determine the role of videography in educating audiences, especially millennials, about the Waste Bank on social media. This study used a qualitative descriptive research method. The result of the research was to create a video of the Waste Bank with persuasive and effective messages to be shared on social networks so they can be understood effectively.

**Keywords:** videography, education campaign, waste bank, millennials, Jakarta.

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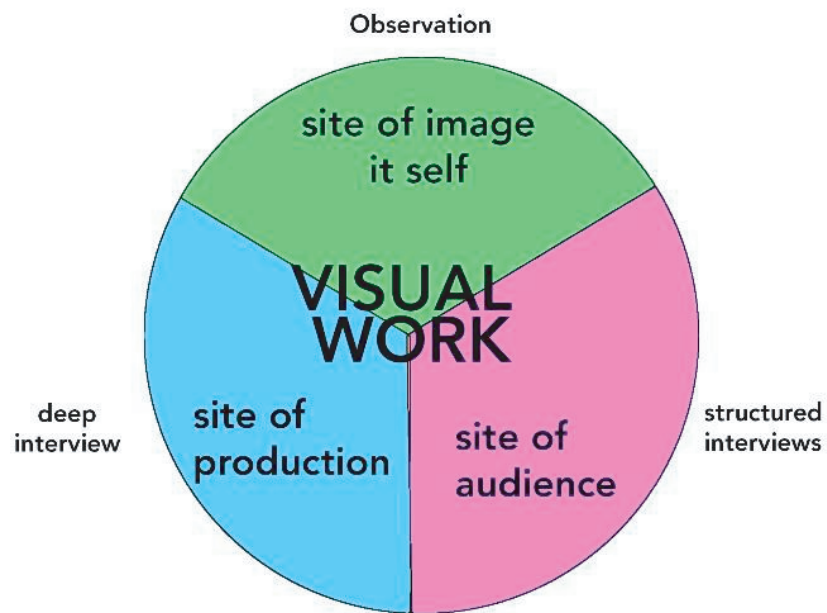
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## 1. Introduction

As the capital of the State of Indonesia, Jakarta has very serious problems with increasing the volume of waste and garbage collection sites that are starting to become overwhelmed in accommodating the increasing amount of waste. This problem is the background of this research. One of the causes is the increase in population which affects the amount of waste collected. The Ministry of the Environment provides guidance to the community in the form of a Waste Bank program, with the development of technological and information needs according to the times. The increase in the amount of waste is not accompanied by community concern about how to properly manage waste. The Waste Bank program is one of the waste management programs as a solution to reduce these problems. Garbage banks in various areas of Jakarta have become community portals to participate in solving the waste problem in Jakarta. One of these is the South Jakarta area in Rawajati village.

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Rawajati Village has a Waste Bank that has been operating for some years with a total of 17% of the total residents of the



**Figure 1:** Three aspects of the visual work by the method used.

Rawajati area. Currently, the Waste Bank in Rawajati Village can reduce non-organic waste by 4.19%. The advantages of having a Waste Bank are included in the field of waste management, in terms of economic and social aspects. The waste recycling potential is 9.69% of 24% of the total non-organic waste. Plan for the next 10 years, i.e. 2016-2025. The area garbage bank is often filled with guests and residents around RW-3 to weigh and sell waste for recycling. Meanwhile, residents outside of RW-3 often ask them to pick up trash with motorcycle carts.<sup>1</sup>

Socialization is based on Governor's Instruction No. 107 of 2019. Anies Rasyid Baswedan has instructed all offices, schools and health facilities within the provincial government of *DKI Jakarta* to be pioneers in waste reduction and classification. The chief of the environmental service of the Satpel (*Satuan Pelaksana*) sub-district, Pancoran Suryana, admitted that there were still many people who had not moved to collaborate with the local government. Whereas waste sorting is considered important to protect your environment.<sup>2</sup>

## 2. Method

This study uses a qualitative research method, where the researcher is the key instrument and is used to examine the condition of the object naturally. Qualitative research is

an approach that is carried out in a natural setting in a reasonable manner and the data collected is qualitative in nature and produces descriptive data on the object of research that can be observed. A qualitative research approach can also be interpreted as a series of research activities that develop an inductive mindset in drawing conclusions from certain objects. This inductive thinking pattern is a way of thinking in order to draw conclusions from something specific to general.<sup>3</sup>

With this qualitative approach, researchers can get a more complete picture of the problems formulated, focusing more on the process and looking for the meaning behind the phenomena that appear in the study, in the hope that the information studied will be more complete, in depth, natural and what it is. In the search for visual work, there are three aspects in the field of visual communication design that can provide the image desired by researchers. The three aspects are the aspect of the image, the aspect of the creator and the aspect of the observer.<sup>4</sup>

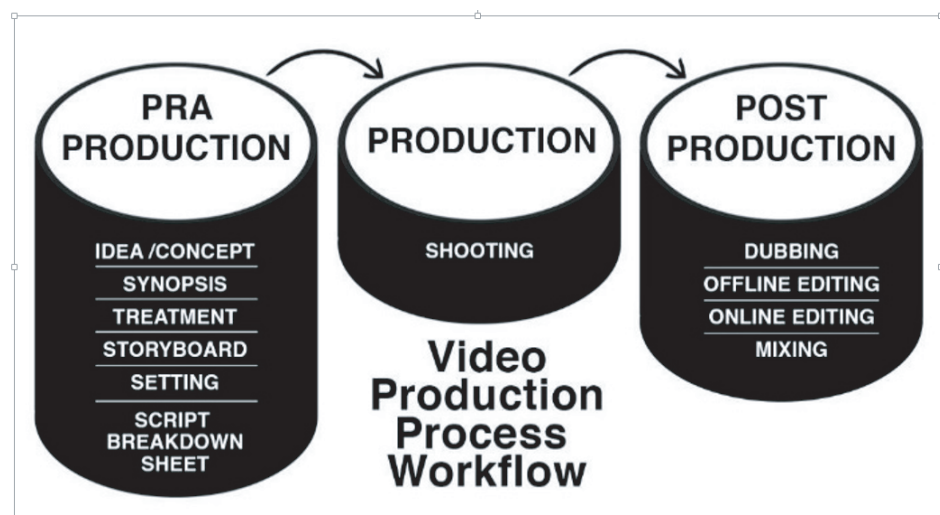
In this study, researchers used an approach to the aspect of the image or image. Because in some cases researchers can conduct studies on visual works through reading the plot, composition, layout, and the characters of other visual elements. Because images or visuals are made to be able to communicate messages from producers to consumers with the intention of notifying an existence and persuading the consumer audience to act in accordance with the wishes of the message producer.

Using observation techniques by taking several examples of entity objects either directly or indirectly. Then also collect data in the form of photo data, articles, literature from various sources such as magazines, academic journals and also the internet. Literature study is a collection of data with the aim of knowing various knowledge or theories related to problems relevant to the topic of this research. Collecting research data can be interpreted as a systematic observation process aimed at providing information to solve problems. As a systematic activity, research must be conducted with certain methods known as research methods, i.e. a scientific study to obtain data for certain purposes and uses. This scientific method must be based on scientific characteristics, i.e. rational, empirical and systematic.<sup>5</sup>

### 3. Results and Discussion

Social campaigns are campaigning activities carried out by a person or organization or institution with a series of actions to communicate messages that generally contain social issues. The purpose of social campaigns in general is to raise public awareness of the current social problems.<sup>6</sup>

Media is a channel for messages from people who give messages to people who receive messages either in the form of hardware or software. Audio-visual media is media that can display images and sound elements. The combination of these two elements makes audio-visual media have a better ability as a hearing-view medium, which involves two human senses, namely the sense of hearing and the sense of sight that occur simultaneously. This media can be in the form of images, videos, graphics and sound. In the digital era, audio-visual media is not only owned by television as mainstream media, but also develops networks through digital platforms such as the internet such as YouTube, Twitters, Instagram, Facebook, and WhatsApp which have become integrated with the people of Jakarta, especially young Millennials.



**Figure 2:** Video Production process workflow.

In this campaign, the target audience that the researcher is aiming for is millennials. Generation Y or millennials, or what is known as the phi generation, is a generation who grew up in a pop culture environment that is well-available in their ecosystem. And the challenge for this generation is how it can go beyond what the previous generation did. Because indeed the millennial generation already has adequate equipment, namely millions of information that they can easily access via the internet from their cell phones.<sup>7</sup>

Millennials and Generation Z are strategic community groups, not just because of their numbers, but because they will fill the nation's future. They don't really know the waste problem at DKI Jakarta. But some of them have been educated to make efforts to reduce waste, such as sorting, treatment and recycling of waste. Researchers find that many of the campaign's activities on community waste banks are less effective and do not directly affect the target audience. It seems the campaign is just a formality. The concept being made is not yet optimal so that it is not emotionally moving to invite and mobilize residents to actively participate, so that the waste bank program is more successful

in reducing and implementing the 3R program (Reuse, Reduce, Recycle). Through an emotional approach with persuasive slogans, expressive images and innovative media, it is hoped that the social campaign of the waste bank can be understood by the target audience.

In this study, the researcher made a videography on the management of the Rawajati waste bank in South Jakarta. This video is titled "*Akipun Tetap berguna* (I'm Still Useful)". The title means that waste that has been thrown in the trash can still be reused and has an economic value. According to the researcher, the use of these three simple words are words that millennials understand easily. In addition, the use of visual graphics consistent with the daily lives of these millennials, such as browsing and searching for data.

In carrying out the production process of this work, the researchers followed steps generally divided into three production phases, namely pre-production, production and post-production. The pre-production phase is the initial phase of data collection that becomes a guide in carrying out the activities in the production phase. Data collection is scripting. The manuscript is based on the topic to be raised, which is the waste bank. According to the intended target audience, which includes Jakarta people aged 8 to 35, middle age, i.e. 14-17 years old, was chosen to take care of the environment, in particular to be aware of cleanliness and want to worry about the use of waste. Topic: Reduce, Reuse, Recycle with waste banks.

The reason for choosing the title "*Akipun Tetap Berguna* (I am still useful)" is an expression of the existence of garbage that has become a discarded object. However, even if it has become a waste, it can still bring benefits.

In the script, the story begins with the atmosphere of the commuter train ride to Jakarta. Upon arrival in Jakarta, a teenager walked along the sidewalks of the city center. As he walked, the teenager found a plastic bottle lying on the sidewalk and took the bottle to throw in the disposable bin. Furthermore, the teenager was immediately found at the Rawajati waste bank location. The atmosphere of the waste treatment activities in Rawajati waste bank was illustrated in detail, i.e. how to separate waste between organic and inorganic waste, make compost, process plastic waste, etc. Furthermore, activists from the Rawajati waste bank provided explanations about the existence of the Rawajati waste bank. Finally, the teenager helped to make handicrafts with used products. Finalized.

The characters featured in this video are energetic 14-year-old teenage girls casually dressed in athletic shoes. You also waste banking activists as specialists. Filming locations around the city of Jakarta, commuter trains and around the Rawajati waste

bank. The team is the director, the cameramen and the lights. And the equipment used is a camera, a gym, a smartphone and lighting.

In the production phase, researchers will act as directors directing production activities. That is, carry out activities to collect Jakarta waste-related livestock sprouts, waste treatment, especially waste sorting and utilization. Interview with the environmental activist of the waste bank. Perform equipment setup and camera lock. Carry out rehearsals for the players. Making recordings. Here is the arrangement of each scene that has been made:

The Post-production phase takes place in stages following the completion of the production, until the audiovisual packaging process works as a whole. The activity that is carried out is the process of unification of image and sound. Like Logging, that is, the determination and selection of images. Then edit the picture and sound. Then there is sound mixing, which consists of mixing various sound sources (narrative, sound effects, musical illustrations and atmosphere) in harmony and balance, then there is video composition, which consists of manipulating images. And then there's the titling, which consists of inserting the names of characters, resource people, event titles, and others in the edited image. And the last is the review and evaluation phase of the editions.

## 4. Conclusion

Building a message requires continuous visual communication that creates an emotional function and is able to express the message. Message formation also involves knowledge of the basic principles of visual communication design, as well as understanding the audience. Videography is a means of representation capable of synthesizing all the visual elements linked to the intention and in order to communicate messages continuously. It is hoped that in this video work entitled "*Akipun Tetap Berguna* (I am still useful)", the message can be transmitted, received and understood well, especially by Millennials. Because as a means of mass communication, online media, in addition to television and cinema, have their main functions, namely to inform, educate, entertain, control and have the power to influence and persuade.<sup>8</sup>

TABLE 1: The arrangement of each scene.

NO	SCENE	VISUALISATION	LOCATION	SCENE CAPTION
1	Opening		-	Opening begins with Bumper animation Music
2	Opening		-	Search engine from computer Music
3	Scene1 Ext. Commuterline		Jakarta view	The atmosphere of the city of Jakarta is seen from the commuterline train. Title Music
4	Scene2 Ext. National Monument		Central Jakarta	The young girl walked down the sidewalk and showed the atmosphere of the Monas Monument and its surroundings. music Illustration, narrator
5	Scene3 Ext. city		Central Jakarta	Shoot the used bottle lying on the street, and was taken to see the hand. And the bottle is put in the trash. Music Illustration, narrator.
6	Scene4 Ext. house		South Jakarta	The atmosphere of the Rawajati Garbage Bank location. Music Illustration, narrator.




TABLE 1: (Continued).

NO	SCENE		VISUALISATION	LOCATION	SCENE CAPTION
7	Scene5 house	Ext.		South Jakarta	The atmosphere of the Rawajati Garbage Bank location. Music Illustration, narrator.
8	Scene6 house	Int.		South Jakarta	Explanation of Waste Banks by Waste Bank activists. music Illustration, FVO
9	Scene7 Int. house			South Jakarta	Shoot The atmosphere of Rawajati waste banks, buildings, waste processing sites, etc. Music Illustration, FVO
10	Scene8 house	Int.		South Jakarta	Shoot The atmosphere of Rawajati waste banks, buildings, waste processing sites, etc. Music Illustration, FVO
11	Scene9 house	Int.		South Jakarta	Shoot The atmosphere of Rawajati waste banks, buildings, waste processing sites, etc. Music Illustration, FVO
12	Scene10 Garden	Ext.		South Jakarta	Shoot The atmosphere of Rawajati waste banks, buildings, waste processing sites, etc. Music Illustration, FVO



TABLE 1: (Continued).

13	Scene11 Ext. city streets		South Jakarta	Young people walking, and riding the commuterline. Music Illustration, narrator.
14	Scene12	END		Young people are on commuterline. Music Illustration
15		Credit Title		Credit title

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