



## **SOCIALIZATION: COMMUNITY ASSISTANCE IN WASTE SORTING WITH THE BATAM CITY ENVIRONMENTAL SERVICE IN RW-10, PATAM LESTARI SUB-DISTRICT**

**Muhammad Akbar\***, Departement of Government, University of Riau Kepulauan, Indonesia

**Erma Kusdiyanti**, Departement of Government, University of Riau Kepulauan, Indonesia

**Rayman Hutabarat**, Management, Universitas of Riau Kepulauan, Indonesia

**Yelmi Yanti Wau**, Industrial Engineering, Universitas of Riau Kepulauan, Indonesia

**Dhiya Meidiyanah Putri**, History Education University of Riau Kepulauan, Indonesia

**Fajar Eka Radhianto**, Law, Faculty of Law, Universitas of Riau Kepulauan, Indonesia

**Sainal**, Law, Faculty of Law, Universitas of Riau Kepulauan, Indonesia

**Intan Juniarti**, Accounting, Universitas of Riau Kepulauan

\*Corresponding Author: [akbar200173@gmail.com](mailto:akbar200173@gmail.com)

**Abstract:** Community awareness of environmental issues. This paper examines the Socialization program: Community Empowerment in Waste Sorting, implemented in collaboration with the Batam City Environmental Agency in RW-10, Patam Lestari Sub-district. The objective of this activity was to increase community understanding of the importance of waste sorting, starting at home and to encourage the creation of sustainable, environmentally friendly behavior. The methods used in this activity included outreach, interactive discussions, and hands-on practice of sorting organic, inorganic, and residual waste. The results of the socialization program demonstrated an increase in public awareness about the negative impacts of poorly managed waste and the formation of a shared commitment to implementing a waste sorting system in RW-10. Additionally, this activity created opportunities for further collaboration between the community and the government in an integrated environmental management program. The conclusion of this activity confirms that community empowerment through a socialization approach and intensive mentoring can be key in building a culture of environmental awareness, while supporting Batam City's vision of becoming a clean, healthy, and sustainable city.

**Keywords:** Community Assistance, Waste Sorting, Environmental Services, Waste Management

### **INTRODUCTION**

Waste management remains a critical issue in various regions, including Batam City. The daily increase in waste volume necessitates management that relies not only on government efforts but also on active community participation. One strategic step that can be taken is through waste sorting at the source, namely, households. Proper waste sorting can enhance recycling efficiency, alleviate the burden on landfills, and foster a cleaner and healthier environment.

To increase public awareness and participation in waste management, the Batam City Environmental Agency organized a socialization activity titled "Community Empowerment in Waste Sorting" in the RW-10 area of Patam Lestari Sub-district. This activity aims to provide direct education to residents about the importance of sorting organic and inorganic waste, as well as facilitating residents' ability to apply this habit in their daily lives.

The RW-10 area of Patam Lestari Sub-district was chosen as the location for the activity because it is a densely populated area with high potential for community participation. Through this



outreach, it is hoped that a new culture of responsible waste management will be established within the community, fostering support for sustainable environmental conservation efforts.

## **METHODOLOGY**

In conducting the activity "Socialization: Community Empowerment in Sorting Waste with the Batam City Environmental Service in RW-10 o the Patam Lestari Sub-district", we used the following methodology:

- **Activity Planning**
  - Identification of environmental problems in the RW 10 area, particularly related to household waste management.
  - Coordination with the Batam City Environmental Service for the preparation of socialization materials and the provision of resource persons.
  - Preparation of socialization media in the form of pamphlets, posters, and supporting equipment, such as separate trash bins.
- **Approach and Participation Mobilization**
  - Involve RT/RW or Neighborhood association administrators and local community leaders to invite and motivate residents to participate.
  - Initial socialization through small meetings and informal communication to build awareness of the importance of household-based waste management.
- **Implementation of Socialization**
  - The core activity was a presentation by the Environmental Service on the importance of sorting organic and inorganic waste.
  - Live demonstration of how to sort household waste and reuse it (reuse, recycle).
  - Interactive discussion and Q&A with residents regarding obstacles and solutions to waste management.
- **Mentoring and the Practice**
  - Providing real examples by providing separate trash bins at several strategic points in RW 10.
  - Simulation of waste sorting by residents with guidance from facilitators and resource persons.
  - Initial monitoring by the committee team to see the level of citizen involvement.
- **Evaluation and Follow-up**



- Distributing a simple questionnaire to participants to assess their understanding and satisfaction with the activity.
- Evaluation meeting with RW administrators and DLH representatives to prepare recommendations for follow-up, such as a waste bank program or cooperation on sorted waste transportation.
- Documentation of activities as material for reports and publications.

## **RESULTS AND DISCUSSION**

The Community Empowerment in Waste Sorting socialization activity, held in RW-10, Patam Lestari Sub-district, in collaboration with the Batam City Environmental Agency, proceeded smoothly and received a positive response from the community. Residents were quite enthusiastic about the event, with most heads of families in attendance, including community leaders, RW/RT or Neighborhood association heads, and representatives of the Family Welfare Development women's group. It demonstrates that the community's awareness of environmental issues is quite high, although ongoing support is still needed.

During the event, speakers from the Batam City Environmental Agency provided material on basic waste management concepts, specifically the 3R principle (Reduce, Reuse, Recycle) and the separation of organic, inorganic, and residual waste. The community was shown real-world examples of how organic waste can be composted and inorganic waste can be recycled to increase economic value. Through a hands-on simulation, residents were allowed to sort waste according to the provided categories.

The results of this activity demonstrated an increased understanding among residents about the importance of sorting waste at home. Prior to the activity, most residents were still confused about their recyclables and trash. However, after the outreach, many residents began to express their commitment to providing separate containers in their homes. Furthermore, the interactive discussions fostered a new awareness that waste management is not solely the government's responsibility, but also a shared responsibility for all residents.

Further discussion emphasized that the success of a waste sorting program is determined not only by individual awareness but also by the need for a sustainable support system. Several residents expressed concerns about the need for support in the form of separate trash bins in their neighbourhoods, an organized waste collection schedule, and collaboration with waste banks or collectors to ensure the economic benefits of sorting. It demonstrates that the community is not



only ready to receive information but also desires concrete follow-up.

Thus, this outreach activity has had a significant initial impact in increasing public insight, awareness, and participation. However, the program's sustainability needs to be strengthened through collaboration between the community, government, and the private sector so that waste sorting can become a long-term habit.



Figure 1. The Series of Activities Socialization: Community Empowerment in Waste Sorting with the Batam City Environmental Service in RW-10 of the Patam Lestari Sub-district

## CONCLUSION AND SUGGESTIONS

The Community Empowerment in Waste Sorting Socialization Program, conducted in collaboration with the Batam City Environmental Agency in RW-10 of the Patam Lestari Sub-district, was successfully implemented and received a positive response from the community. Through this activity, residents gained knowledge and understanding about the importance of waste sorting at the source, the benefits of recycling, and the positive impacts on environmental cleanliness and public health.

Furthermore, this activity successfully raised collective awareness among RW-10 residents about household waste management and encouraged a clean, healthy, and sustainable lifestyle. The collaboration between the community and the Batam City Environmental Agency demonstrated that community empowerment programs can be effective when supported by communication, education, and the active participation of all parties. Thus, this activity is expected to be a sustainable initial step in creating a cleaner, healthier, and more sustainable environment in Patam Lestari Sub-district, and can be an example for other areas in Batam City.

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