
Optimizing the Role of the Office of Environment in the City of Tangerang in Building Community Participation for Reducing Non-Organic Waste

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Abstract:

Purpose: *In conducting the study, the researchers will implement the case study method by using the phenomenology approach.*

Design/Methodology/Approach: *The data for the study is collected from an in-depth interview, observation, and documentation.*

Findings: *The increasing mankind population has resulted in the increasing mankind activities and this has also resulted in the increasing waste index. Then, there are two kinds of waste namely organic waste and non-organic waste. Organic waste is easy to decompose, while non-organic waste is highly difficult to decompose. This issue should be part of common attention since the government alone cannot solve it. The involvement of the community, especially the youths, thus becomes very important and significant since the culture and the habit of the community to caring about waste have made the role optimization should be implemented in order to turn the City of Tangerang free of rampant organic waste. Waste has been one of the inevitable problems for the presence of mankind over the earth. There should be community awareness in order to improve the handling of the waste issue.*

Practical implications: *The presence of the public affairs division within the local government can be considered as an important power in socializing or shaping the community's awareness of the recent greening or waste management.*

Originality value: *Departing from the previous elaboration, the researchers would like to elaborate on the role optimization of the City of Tangerang Office of Environment Public Affairs Division in building community participation in reducing the non-organic waste in the City of Tangerang.*

Keywords: *Role, Public Affair, Government, Environment, City of Tangerang.*

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1. Introduction

Along with recent development in which the number of population in the City of Tangerang has been increasing, the needs for settlement, facilities, and clean water availability have also been increasing. The reason is that there have been more people who demand decent settlement with sufficient facilities and a green landscape without any waste in the surrounding environment. The results of the Population Census 2020 show that the population number in the City of Tangerang has been 1.89 million people. From this figure, 959.01 million people (50.59%) are male while the remaining 936.48 million people are female (Kusnandar, 2021).

In terms of age group, 1.34 million people (70.66%) of the city on the direct border with the Province of Jakarta Special Capitol belong to the productive age (15-64 years old) while the remaining 556.21 thousand people (29.34%) belong to the non-productive age. The latter figure consists of 476.95 thousand people (25.16%) belonging to unproductive age (0-14 years old) and 79.27 million people (4.18%) belonging to post-productive age (65 years old and above).

Returning to the topic of the study, and in relation to the age group, the City of Tangerang Government has been late in managing the waste throughout the region, such as the one that has been done in Rawa Kucing Landfills, whereas the regulations and the policies have been well shaped, resulting in the mere implementation of both the regulations and the policies (Kusnandar, 2021).

Furthermore, the facility development in the City of Tangerang goes hand in hand with population development. There are educational institutions such as private schools and universities throughout the City of Tangerang and there are also skyscrapers such as malls and shophouses in every corner of the City. With the availability of these numerous facilities, it is very possible that there will be an increased amount of waste resulting from the population in the City of Tangerang.

The increasing amount of waste resulting from the population in the City of Tangerang can serve as one of the indicators of the decreasing environmental quality within the City. Then, the other indicator will be the decreasing amount of sufficient open green space whereas the green space serves as the city lungs, the water infiltration, the noise silencer, and the shelter.

On the other hand, the other aspects that contribute to the decreasing environmental quality in the City of Tangerang are the increasing amount of household waste dumped away by the population or the food business managers, and others. In fact, the factories or the markets with low management can result in the increasing waste volume throughout the City of Tangerang.

Due to these conditions, the City of Tangerang Government has still been striving to improve several functions of the available facilities existing in the City of Tangerang

so that these facilities can be turned into open green spaces and water landfills. In relation to the statement, Free-of-Waste and Clean Village has been a new model for reducing the amount of waste volume in numerous villages in order to turn the City of Tangerang to be free of waste by 2017 (Gustiana, 2015).

With the presence of the Public Affairs Division in the City of Tangerang Government, a communication channel among the government policies with regard to waste issues and waste management can be established. Then, in order to perform public activities and conduct government work, namely the activities by the Office of Environment, there should be a communication pattern that can establish effective and to-the-point communication in order to achieve the organizational objectives.

The role of the Public Affairs Division in government institutions is a functional necessity in order to disseminate the activities of the institutions, both the internal ones and the external ones, to the general public. Public Affairs Division itself is a tool for facilitating fluent interaction and the dissemination of information to the public through newspapers, radio stations, television stations, online media, and alike (Widjaja, 2022. p. 63).

The presence of the Public Affairs Division strives to maintain the impression of the represented organization or institution. Unfortunately, Public Affairs Division should deal with numerous uncertain situations such as negative public opinion, controversy, contradiction, crucial points, and event trust and impression crisis.

Thus, the role of the Public Affairs Division in shaping the impression within the society becomes highly important, especially in government institutions. Impression shaping helps the conduct of the activities that are directly related to society since impression shaping will develop public trust. The role of the Public Affairs Division in any organization or institution will create harmony between and bridge the government and society. In addition, the Public Affairs Division should also pay attention to every single development in society.

Therefore, throughout the study, the researchers would like to explain how the City of Tangerang Office of Environment Public Affairs Division in performing the activities for building community participation in reducing non-organic waste.

As the intermediary or the bridge between the government and the public, Public Affairs Division should be open and should also be able to serve as a mediator for every single aspiration delivered from the public to the government. The aspiration that has been delivered should be received, learned, and analyzed before being delivered to the government.

In accordance with the function of the Public Affairs Division, namely to create a balance between the public and the government, Public Affairs Division should serve any report and suggestion that has been retrieved and should also not conceal

any information from both the government institution and the public (Widjaja, 2002, p. 63).

In general, the role of the State Public Affairs Division is to serve as the information means or information tool for the government itself in order to accelerate the process of establishing positive interaction and disseminating information with regard to regional development and government policy (Ruslan, 2006, p. 46).

The Public Affairs Division should also serve as the proactive communicator and mediator in the efforts of bridging the interest of the government institution and accommodating public opinion or aspirations. At the same time, the Public Affairs Division should give suggestions for dealing with what the government should do and share information on what has been afforded by the government.

Unfortunately, the role of the Public Affairs Division has been minimally played by the City of Tangerang in building community participation because public awareness of waste management in the City is a complicated issue that should be improved by many parties. One of the causes is the low public understanding of the impacts that might have been caused by waste and the lack of cost allocation by the government in affording good and adequate waste disposal.

Waste has been commonly found in public places, resulting in the fact that the environment within these public places has turned into illegal landfills. This situation can be a serious problem for public health. In addition, the increasingly severe waste dump can result in waste accumulation that disturbs the activities in daily life. Public places are the meeting spots for people with various backgrounds and each of these people brings their own diseases. Consequently, these public places should meet the health requirements (Mukono, 2006).

Not only that, Public Relations also has a function that must be carried out. The most basic function of public relations in the government is there to help explain and achieve government program objectives, increase government responsiveness, and provide sufficient public information to be able to do self-regulation alone. Get the key that public relations broker government public policy and service activities by providing various information about government policies bind the people or society.

Furthermore, the government also provides the best public service, with uncomplicated employee for give satisfaction to the people or society so that the world of government obtain a positive image from the people or general (Irawan, 2017 p. 166)

Up to this point, there are two kinds of waste namely organic waste and non-organic waste. Organic waste refers to the waste that is easy to decompose, while non-organic waste refers to the waste that is difficult to decompose. Within the study, the researchers will discuss non-organic waste as the main topic. In general, since it is

difficult to decompose, non-organic waste is produced by animals or plants such as plastic, glass bottle, can, paper, and other difficult-to-decompose substance.

Despite that, actually, the non-organic waste can still be easily decomposed but the decomposition process takes a longer time in comparison to organic waste. If the non-organic waste is accumulated over a long period of time, then this waste can result in numerous dangerous diseases such as cholera and diarrhea. In addition, the accumulated non-organic waste can also result in environmental pollution such as water pollution and land pollution.

Referring to the Ministry of Environment and Forestry, the highest figure for waste sources is found in the household (36.00%), followed up by plastic (16.00%) and eventually paper (10.00%). Based on the percentage of the non-organic waste sources, it is found as well that 13.61% of waste has been recycled while the remaining 86.39% of waste has been buried in landfills. The minimum waste management facility, the lack of public awareness toward waste management, and the lack of local government in waste management are the factors that have caused the issues within waste management.

Such a complex waste issue is also found in the District of Ciledug. In this District, waste has been found scattered all over the place, causing a significant problem to the urban planning and the health management of the City of Tangerang. The poor waste disposal has caused germs to proliferate, leaving the public vulnerable to being infected by many diseases.

Thereby, public places should be free of waste and should also meet the health requirements in order to protect, preserve, and safeguard the public away from any disease (Mukono, 2006). Based on this issue, the local government has decided to open Greater Ciledug Landfills in order to improve the cleanliness of the District of Greater Ciledug.

Good waste management is one of the factors that can minimize the waste accumulation in the Greater Ciledug Landfills. Pertaining to the statement, the waste has not been sorted first prior to the transportation, causing the waste accumulation inevitable. The local community who should be minimizing the waste accumulation turns out to have done the otherwise nearby the Greater Ciledug Landfills. The behaviors of dumping the waste recklessly and not sorting the waste prior to its disposal have been the other factors behind the waste accumulation.

Based on Law Number 18 of 2008 Article 40, it is mentioned that every process of waste transportation should pay attention to all norms and standard operating procedures within every single waste management in the public and every individual should be responsible for the cleanliness of their environment. Therefore, it can be concluded that everyone in the local community should afford the space for sufficient waste disposal.

The intended so-called sufficient waste disposal refers to the sorted waste disposal container, plastic bag, dust bin, and trash bin. In other words, it is important to review or conduct a study on the optimization of the City of Tangerang Office of Environment Public Affairs Division in developing and implementing community participation through the non-organic waste reduction movement in the City of Tangerang.

Public Affairs Division of the Government:

According to Gassing and Suryanto (2016), the Public Affairs Division of the Government is not actually political but it is shaped in order to publish policy, plan, laws and regulations work, and all aspects that influence public life.

Public affairs alone are a unique managerial function that facilitates the establishment of the communication channel, the internalization of understanding, the cooperation between the organization and the public, the involvement of issue management, the assistance for the management to keep informing and to keep responsive toward the public opinion, the definition over the emphasis of managerial responsibility for effective change, the service of early warning system for assisting the prevention of negative tendency, and the use of healthy and ethical communication research as the main tool (Butterick, 2011).

Based on the two definitions of public affairs that have been previously outlined, it can be concluded that the Public Affairs Division of the Government is one of the most important parts of the relevant institutions or agencies, and the activities within the Public Affairs Division of the Government do not contain commercial interests but, rather, only contain information delivery.

The Role, the Duty, and the Function of the Public Affairs Division of the Government:

According to Harlow in Andipate (2015, p. 28), the duties of the Public Affairs Division are namely: (1) facilitating, shaping, and maintaining the two-way communication line along with mutual understanding, mutual acceptance, and mutual cooperation between the organization and the public with the involvement of issue management in order to attain updated information; (2) responding to general opinion as well as defining and emphasizing the responsibility of the management in undergoing the public interest; and (3) assisting the management to follow up and benefit the changes by anticipating the tendency of reasonable and ethical research and communication as the main tools.

Furthermore, according to Lattimore (2010), in exerting the role there are four models of public affairs division that should be implemented. The first model is the press agency, namely the model that describes how information flows from the organization to the public. Then, the second model is the public information, namely the model that describes how the public affairs division should do its duty in informing the public.

This model has always been practiced by the public affairs division of state organizations, educational institutions, and non-profit organizations. Next, the third model is the two-way asymmetrical model, namely the model that describes public affairs division as a work of research results for measuring and assessing the public.

Fourth, or the last one, is the two-way symmetrical model, namely the model that describes an orientation of the public affairs division in which the organization and the public adjust themselves to one another. This model focuses on the use of social science research methods for gaining mutual understanding and two-way communication between the public and the organization.

Of the four models of public affairs division, the first three models reflect a practice of public affairs division that strives to achieve the organizational objectives by means of persuasion while the last model reflects the efforts of adjusting personal interests to the public interests or the other communal interests. Within an organization, especially in the domain of government, the public affairs division holds a highly significant and strategic role (Lubis, 2012).

The most fundamental function of the public affairs division in the government is facilitating the elaboration and the achievement of the objectives within the government programs, improving the government responsiveness, and providing sufficient information for the public in order to perform self-regulation (Lattimore, 2010). The statement implies that the public affairs division of the government is in charge of executing the policy and the public service activities by delivering numerous binding information about the government policy to the public or the society.

Afterward, the public affairs division of the government should strive to deliver the best public service without any complicated red tape in order to deliver satisfaction to the public or the society so that the government gains a positive public impression (Lubis, 2012).

Concept of Living Environment:

Human beings altogether with plants, animals, and microorganisms occupy a certain space. Other than those living organisms, in the very space, there are also inanimate objects such as air, water, land, and stone with all of their derivatives. The space that has been occupied by the animate and inanimate objects is known as a living environment. The characteristics of a living environment are defined by four factors namely: (1) type and amount of each element in the living environment; (2) relation or interaction among the elements within the living environment; (3) behaviors or conditions of the elements in the living environment; and (4) non-material factors such as temperature, lighting, and noise.

The reasonable life goal for mankind is to adjust the balance between the mankind population and the living environment. In addition to it, the other life goal is to

systematically avoid any activity that amplifies the magnitude of instability within the environment population system. In order to achieve the above objectives, a work program has been designed with the following six targets (Kristanto, 2004, p. 31):

- (1) define the optimum world population for each country and region along with the age structure distribution and the geographical distribution;
- (2) use natural resources as carefully and wisely as possible, including energy, food, forestry product, land cultivation product, mineral resources, and time consumption;
- (3) develop economy theory based on the balance instead of the growth;
- (4) monitor routinely the physical and chemical changes of the earth and take strict action against every single activity that destructs the environment;
- (5) approve laws and regulations that strictly prevent any activity that can result in the amplification of living environment instability among the mankind; and
- (6) ensure the right of living in healthy and appropriate for each citizen.

2. Methodology

The paradigm that has been adopted in the study is the interpretive paradigm. The interpretive paradigm is part of the non-positivism paradigm and the alternative approach is derived from several German philosophers who focus their study on the role of language, interpretation, and understanding in social science. Newman (1997, p. 68) states that the interpretive approach departs from the efforts to find explanations for social or cultural phenomena that have been based on the perspective of the people or the organization under investigation.

Then, the method that has been adopted in the study is a case study using the phenomenological approach. According to Husserl, as a philosophical method phenomenology aims at clarifying that human knowledge has complete understanding and, through this understanding, people can say that the knowledge has objected. Furthermore, all of the necessary data in the study are collected through interviews, observation, and documentation.

After the data have been collected, the researchers will conduct data analysis through three stages namely data reduction, data presentation, and conclusion drawing or verification. In order to assure the data validity of the study, the researchers implement data triangulation as the data validity test for the study. Data triangulation refers to the technique of a data validity test that benefits the objects outside the data as the data comparison.

The triangulation technique that has been used in the study is method triangulation and source triangulation. The method triangulation technique is conducted by comparison and re-checking the data and the interview, the observation, and the documentation result in order to view whether the data have been in accordance with or in opposition to the topic of the study along with the similarity over the meaning and the significance between the data and the results.

3. Results and Discussions

3.1 Population Development within the City of Tangerang

As has been previously explained in the Introduction, the increasing population within the City of Tangerang has resulted in a decreasing number of open green spaces in terms of environmental quality. The increasing number of population results in a decreasing number of empty land as water catchment areas and biodiversity development areas. In addition, the public awareness within the society has been very low, resulting in the rampant waste spread and this has been a recent issue in the City of Tangerang.

Looking at the development of the City of Tangerang, the presence of the increasing demand for settlement, be it in the form of residences or of apartments, along with the sufficient facilities result in the decreasing open green spaces, followed by the insufficient supply of waste container and poor waste management within the region. Despite this issue, the progress of the City of Tangerang has been getting faster. The regency that once used to be rice fields and rubber plantations now has turned into a satellite city.

The progress of the City of Tangerang has even been apparent in every corner. The City of Tangerang has developed from the city of penitentiary into the city of industry, service, and aerotropolis. It should be admitted that the face of the City of Tangerang has been different within the last few years.

As has been stated in the previous paragraph, the city that used to be known as rice fields and penitentiaries has turned into the aerotropolis city. In fact, the City of Tangerang has turned into a very advanced aerotropolis city. The City of Tangerang with various cultural backgrounds, huge industries, and tourism objects has invited the world to come and uncover the potentials of the City that can thrive and be empowered (Halim, 2011).

The history of Tangerang itself cannot be set apart from four inter-related main aspects (Halim, 2011). The four aspects are namely: (1) the role of the Cisadane River; (2) the location of Tangerang in the borders between Banten and Jakarta; (3) the status that the biggest part of Tangerang serves as a private area for a long period of time; and (4) the meeting of several cultures and ethnicities within the Tangerang society (Halim, 2011).

Based on the data from the City of Tangerang Indonesian Statistics, recently the population in the City of Tangerang has been increasing on annual basis. The 2018 and 2019 population data in the City of Tangerang are respectively presented in Table 1 below.

Table 1. *The City of Tangerang Population*

Regency	The City of Tangerang Population Based on the Data from the Department of Population and Civil Registration					
	Male		Female		Male + Female	
	2018	2019	2018	2019	2018	2019
Ciledug	66,644	68,544	66,019	67,981	132,663	136,525
Larangan	71,421	72,047	71,186	71,887	142,607	143,934
Karangtengah	53,723	54,464	53,112	53,941	106,835	108,405
Cipondoh	101,024	102,466	99,620	101,415	200,644	203,881
Pinang	82,867	84,817	81,368	83,660	164,235	168,477
Tangerang	75,570	77,210	74,709	76,583	150,279	153,793
Karawaci	91,646	93,035	89,683	91,181	181,329	184,216
Jatiuwung	53,956	53,570	50,944	50,849	104,900	104,419
Cibodas	73,196	74,762	72,584	74,430	145,780	149,192
Periuk	67,711	68,405	65,513	66,336	133,224	134,741
Batuceper	45,694	45,843	44,021	44,210	89,715	90,053
Neglasari	57,175	58,883	54,634	56,279	111,809	115,162
Benda	40,115	39,904	38,469	38,390	78,584	78,294
City of Tangerang	880,742	894,950	861,862	877,142	1,742,604	1,771,092

Source: The City of Tangerang Indonesian Statistics

In 2018, there are 13 districts in the City of Tangerang with a total of 880,471 male population and 861,742 female population. In the meantime, in 2019 there are 893,950 male population and 877,142 female population. These figures are predicted to increase along with the development of the City of Tangerang.

On the contrary, based on the results of the 2020 Census the total population in the City of Tangerang has been 959.01 thousand males (50.59%) and 936.48 thousand female population. Cipondoh has been the most densely populated district with a total population of 248.21 thousand people or 13.09% of the total population, while Benda has been the least densely populated district with a total population of 83.53 thousand people or 4.41% of the total population.

In terms of age group, approximately 1.34 million people (70.66%) from the region in direct borders with the Province of Jakarta Special Capitol are of the productive age (15-64 years old) while 556.21 thousand people (29.34%) are of non-productive age with the following details: (1) 476.95 million people (25.16%) are of unproductive age; and (2) 79.27 million people (4.18%) are of post-productive age (65 years old and above).

The coverage of the City of Tangerang is 165.44 km² and is administratively divided into 13 districts with 104 wards and villages. The population density of the City of Tangerang has been 11,519.21 people per km² by 2020. The District of Ciledug has been the most densely populated region with 18,717.33 people per km² density while the District of Jatiuwung has been the least densely populated region with 7,082.10 people per km² (Sensus Penduduk, 2020).

3.2 The Role of the City of Tangerang Office of Environment Public Affairs Division as the Communication Facilitator for Building Community Participation in Reducing Non-Organic Waste

The City of Tangerang will be the first region in the Province of Banten that has the technology of Waste Processing Electricity as the solution for dealing with urban waste. The statement has been confirmed through the signing of the integrated waste processing facility construction and operationalization agreement between the Mayor of the City of Tangerang H. Arief R. Wismansyah and PT. Oligo Infra Swarna Nusantara (Tangerang Kota, 2022).

The role of the public affairs division as the communication facilitator is to serve as the observer and the listener in order to understand in order to identify what the external stakeholders have stated and expected. In addition, another role that should be played by the public affairs division is to serve as the bridge between the external stakeholders and the organization so that good communication can be established and maintained. In this regard, the City of Tangerang Office of Environment Public Affairs Division as a communication facilitator is more dominant as the communicator or the mediator by listening to what the external stakeholders, namely the community, have expected.

Some of the activities that should be performed by the City of Tangerang Office of Environment Public Affairs Division are: (1) informing all activities, programs, policies, reports, and campaigns by the City of Tangerang Office of Environment; (2) gathering public suggestions and criticisms; (3) performing socialization to the public; and (4) maintaining the reputation in front of the public.

In establishing public communication, the City of Tangerang Office of Environment Public Affairs Division should have shared participation which measurement should depart from how the community has been concretely involved in the real activities, which have been the manifestation of the programs that have been outlined in the physical activities.

Thus, the measurement will be how the community contributes initiatives to the activities of the given organization. The contribution can be cash, efforts, and goods (materials). According to Ndraha (1982, p. 82) in Mustari, the types of participation in village development that can be actualized into the community participation in terms of waste management are namely:

1. Participation in the form of pure self-subsistence from the community in the relationship with the village government such as service, efforts, goods, and materials, and even cash for the waste management in the surrounding environment.
2. Participation in the form of information retrieval.
3. Participation in the form of idea sharing.
4. Participation in the form of construction or development.
5. Participation in the form of operational implementation for construction or development.

3.3 The Role of the City of Tangerang Office of Environment Public Affairs Division as the Communication Technician for Building Community Participation in Reducing Non-Organic Waste

The City of Tangerang Office of Environment Public Affairs Division holds the role of communication technician in building community participation in reducing non-organic waste. This role has turned the Public Affairs Division into a permanent Journalist in Resident that only delivers the technical communication service. The communication system within the organization depends on each part or level of the technical communication.

Thus, the communication tools or media from top to bottom will be different than those from bottom to top. In this context, the activity performed by the City of Tangerang Office of Environment Public Affairs Division, especially within the Information Processing Division, is delivering technical communication services in a direct manner or through the media that have been engineered such as the official website of the City of Tangerang Office of Environment or the social media Instagram account @dislh.tng.

Community participation highly supports the waste management program in a region. Community participation in waste management is a process in which people become the producers as well as the consumers of the waste management service and influence the quality and the fluency of the available waste management facilities. Community participation becomes important since this kind of participation is a useful tool for attaining information about the conditions, needs, and attitudes of the local residents. Local residents will have higher trust if they are involved in the planning and preparation process (LP3B Buleleng-Clean Up Bali in Faizah, 2008).

According to Law Number 18 of 2008 on Waste Management, the importance of community participation in waste management is emphasized. According to Faizah (2008), within the process toward zero waste, waste sorting and processing should be implemented in the waste source both in a communal manner and in a sequential manner through waste containing.

Waste management departs from the location of waste accumulations or waste producers. The waste should be separated between organic waste and non-organic waste and should be placed in different containers. The organic waste will be processed into compost whereas the non-organic waste will be recycled or be benefitted again.

In the role actualization of the Public Affairs Division, there should be community participation in supporting the waste management program in a region. Since the community is the producers and the consumers of the waste management program and defines the quality over the quality and the fluency of the available waste management facilities, the community should gather their own waste.

The waste container provided by the City of Tangerang in each area has shaped the new face of the city. Containing itself refers to the temporary container of the waste in the upstream or the source through individual and communal initiatives. The conduct of containing activities aims at facilitating waste clustering and transportation, overcoming the stench caused by the waste, and avoiding waste-related disasters such as floods during the rainy season.

In order to ensure the success of the waste-clustering operation, the containing should be done right at the source of the waste. The containing initiative should be done in such a way that the waste management officers can pick up the waste regularly and hygienically. As asserted by the Law Number 18 of 2008 on Waste Management, community participation in waste management is important.

The role of Public Affairs Division as the communication technician for the community has urged the division to be able to serve as a facilitator in campaigning the waste management through the media or the equipment that will be used in the institution. In other words, the Public Affairs Division should trigger the establishment of the community awareness in the City of Tangerang so that the community can start sorting the organic waste and the non-organic waste and put the waste in the different waste containers.

However, in performing the activities the City of Tangerang Office of Environment Public Affairs Division has already had information media for delivering information, education, and community awareness with regards to strategy and implementation for the non-organic waste management in the City of Tangerang.

People can access the official web of the City of Tangerang Office of Environment Public Affairs Division for gathering information about the activities done by the Office of Environment. As another alternative, people can also access the Instagram account of the City of Tangerang Office of Environment Public Affairs Division in @dislh_tng. Through the Instagram account, the Office of Environment regularly updates the activities that have been performed such as the programs that have been implemented and the campaign for good organic and non-organic waste

management. Through these media, people can witness how the City of Tangerang Office of Environment has been working in meeting the public expectation.

The activities done by the City of Tangerang Office of Environment have reflected the understanding of the people in the City toward the efforts of reducing non-organic waste and taking direct participation in the programs that the government has implemented. The people in the City of Tangerang have understood and have also been aware that the presence of non-organic waste in the City has been quite concerning.

For example, in Ciledug, the City of Tangerang, the underpass heading to CBD has been the witness of scattered waste thrown away by the people from the very first thing in the morning. Along this way, there are a number of various wastes namely plastic bottles, straws, and Styrofoam, and these non-organic wastes take decades to decompose. This means that there are parts of the society that have not understood the significance of maintaining cleanliness in each region; as a result, many people still dump waste on the side of the street.

The role of the City of Tangerang Office of Environment should be exerted more since there have been many people dumping away the waste on the side of the street since these people have not been aware of the danger that lies behind the reckless waste dumping. In addition, these people also lack awareness and engagement about the danger of environmental pollution as having been shown by the reckless waste dumping. As a result, the Office of Environment should socialize the danger of reckless waste dumping.

3.4 The Role of the City of Tangerang Office of Environment Public Affairs Division as the Problem-Solving Facilitator in Building Community Participation for Reducing Non-Organic Waste

The role of the Public Affairs Division in problem-solving is serving as part of management in a company or a state organization. With regards to the role, the City of Tangerang Office of Environment Public Affairs Division has several obstacles in each policy and program. In addition, the Division has other obstacles at the level of external stakeholders and crises in the implementation of both work performance and activity.

The obstacle to the conduct of work activities that the City of Tangerang Office of Environment Public Affairs Division has can be seen in the community groups that underestimate the waste issue, that lack understanding of waste management, and that do not pay attention to their surrounding environment. Thus, the socialization of the Division in these communities should be one of the roles that can be pursued within the state organization.

The socialization itself aims at explaining the programs and the policies that the government has implemented so that the community groups will take participation in the implementation of these programs and policies. Unfortunately, in the practice, the programs designed by the City of Tangerang Office of Environment have only been enthusiastic at the beginning only since there is any culture or awareness for actualizing the habit of maintaining the beauty and the cleanliness of the local environment.

Many factors have contributed to the presence of waste as a national issue. Some of these factors are the increasing population, the development of technology and industry, and the community lifestyle. If the waste cannot be managed well, then it can result in environmental pollution and health issues.

Therefore, the complicated waste management in the City of Tangerang should be solved by multiple parties especially since many people have not understood the impacts that can be caused by poor waste management and the government have not had sufficient allocation for procuring good and sufficient waste containment.

The waste itself has been found in many public places and this situation has turned the public places into some kind of illegal landfills; in turn, this situation will cause health issues for the nearby community. Furthermore, the accumulated waste can disturb daily activities in the long run since public places are the meeting point for people from various backgrounds and, not to mention, these people have born their own diseases.

Consequently, these public places should meet the health requirements (Mukono, 2006). In the light of this situation, the presence of the City of Tangerang Office of Environment Public Affairs Division should be the problem-solver for each obstacle that has been found especially in relation to the awareness of waste management in the City of Tangerang.

3.5 The Role of the City of Tangerang Office of Environment Public Affairs Division as the Technical Advisor in Building Community Participation for Reducing the Non-Organic Waste

As explained, waste management in the City of Tangerang has been a complex issue and this issue needs to be solved by multiple parties, especially with regard to the efforts of building community participation in reducing the non-organic waste within the City. With regards to the waste management issue, one of the factors that have caused the increasing environmental pollution in the City of Tangerang is, for instance, the increasing population that leads to the increasing amount of dumped waste.

The situation becomes worse since the number of waste containment and waste landfills has been insufficient, the community has had la ack of awareness of waste

processing and management, and the community has had a lack of understanding of good waste management. These findings lead to decreasing environmental quality and result in a negative impact on the community.

In performing the activities, the public affairs division of a company or a state organization should have the best capability to find solutions for the given problems that may come from various sectors from both the internal aspects and the external aspects. The statement implies that there should be good management that takes passive action in solving the public affairs-related problems that the company or the state organization has been dealing with.

Thus, as a technical advisor, the Public Affairs Division is demanded to possess above-average communication skills since a technical advisor in any organization should deliver a solution for the problem that has developed. In the study, the solution that should be delivered consists of defining the problems based on the incoming input, performing the observation, and performing the evaluation.

Unfortunately, these characteristics have not been found within the information processing inside the City of Tangerang Office of Environment Public Affairs Division.

4. Conclusions

Based on the analysis and the discussions on the optimization of the role of the City of Tangerang Office of Environment Public Affairs Division in reducing non-organic waste, several conclusions can be drawn and these conclusions are as follows:

- a. In addition to maintaining a good relationship with the community, the City of Tangerang Office of Environment Public Affairs Division should be able to improve the information processing and service delivery. At the same time, the City of Tangerang Office of Environment Public Affairs Division should also be able to encourage community participation in supporting the programs that have been designed by the Office of Environment so that the results of these programs can be benefitted by the community. Despite these obstacles, the City of Tangerang Office of Environment Public Affairs Division has been maximum in informing all kinds of activities, programs, and information.
- b. The City of Tangerang Office of Environment Public Affairs Division has relied on the publication in order to improve community participation. For example, the Office of Environment has been actively uploading the activities into the social media platform, namely the Instagram account @dislh.tgr, in order to sound the programs that they have designed. The statement implies that the public affairs division of government agencies should be able to master the information and communication technology, including social media so that the needs for publication can be identified. Up to date, it can be concluded that the role of the

- City of Tangerang Office of Environment Public Affairs Division has been maximum since the Office of Environment has been consistent in continuously socializing every activity and program that has been implemented.
- c. The City of Tangerang Office of Environment Public Affairs Division has been less effective and maximum because, in terms of success, from the interview with the community, the community perceives that the government has not committed direct socialization.
 - d. The only obstacle that the City of Tangerang Office of Environment Public Affairs Division has been dealing with all the time is that several community groups have not been aware of the danger behind the reckless waste dumping and of the importance in sorting the waste in accordance with the category. As a result, the City of Tangerang Office of Environment Public Affairs Division should continuously remind the community to take participation in reducing the existing non-organic waste.

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