

Reactivating the Digital Marketing through Psychoeducation in Bank Sampah Lestari Turi

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Abstract: Waste will continuously increase following the high number of human population and numerous human life activities. It could be a severe problem if people do not have an awareness of it. A waste bank is one of the management systems commonly established by residents. For example, Bank Sampah (Waste Bank) Lestari Turi was established in 2017 and became a craft industry in Turi, Bantul, Yogyakarta. Its members consist of Turi villagers and additional support personnel from Waste Management System Program (DLH) Bantul. Bank Sampah Lestari Turi sold secondary items namely craft products, and they are currently facing decreased income due to the Covid-19 pandemic. This research aimed to add marketing knowledge through psycho-education of Waste Bank Lestari Turi in pandemic Covid-19. This research used a qualitative descriptive method with three board community members as the participants. Data were gathered by interview and observation. The result showed a make-shift in understanding marketing methods which from mouth-to-mouth to digital marketing massively. From now on, Waste Bank Lestari Turi has an e-catalog on their own Instagram page.

1 INTRODUCTION

One of the problematic issues for big cities in Indonesia is waste disposal (Widiarti, 2012). Widiarti (2012) also added that the increasing amount of waste is currently caused by the high population and human standard of living. The more prosperous and modern a person's life, the higher waste is produced (Widiarti, 2012). Therefore, it is undeniable; waste will be continuously increased following the increased human activity. Every year, it is undeniable that the volume of waste will continuously increase along with the increasing consumerism within society (Suryani, 2014). The amount of waste heap in Indonesia has been increasing linearly with population growth. The increase in population caused an increase in population activity which means an increase in the amount of waste (Pratama & Ihsan, 2017). Hence, along with the increased number of populations, the volume of waste in Indonesia also increased.

Waste reduction activities aim to make all parties in society, both the government and the business

sector, carry out activities to limit waste accumulation. Not only that, but waste reduction also includes recycling and reusing waste, better known as Reduce, Reuse and Recycle (3R), through innovative yet efficient programs. Nevertheless, the 3R activities still face a significant obstacle: the low awareness of sorting waste effectively within the community (Suryani, 2016). As a solution to this problem, in 2012, the Ministry of the Environment made efforts to develop a waste bank. This activity is a social program that teaches and informs people to sort out waste and raise public awareness in managing waste wisely (Suryani, 2014). Suryani (2014) also added that it is hoped that sorting waste at the waste bank will reduce the amount of waste transported to landfills. Furthermore, the construction of the waste bank is the initial momentum in fostering collective community awareness to start sorting, recycling, and utilizing waste. Therefore, waste bank management needs to be implemented in various regions because it turns out that waste has a selling value, and environmentally sound waste management can become a new culture in Indonesia.

The Lestari Turi Waste Bank is a waste bank that was established on May 20, 2017 in Dusun Turi, Bantul, Yogyakarta. It consists of 21 people, all of whom are local villagers. The waste bank previously held the concept of waste alms before finally changing its name to a waste bank. The implementation of the Lestari Turi Waste Bank activities cannot be separated from obstacles. These obstacles can be caused by many factors, both external and internal. One of them was the constraints related to sales which did not increase significantly. Another thing that also goes hand in hand was product constraints that are not widely known; these obstacles and constraints may impact the welfare of members.

To give more understanding, this research was conducted to increase the number of product sales at the Lestari Turi Waste Bank. It is hoped that the psycho-education program can improve the community's welfare at the Lestari Turi Waste Bank; therefore, the waste bank can increase product selling and compete in the market. In order to increase sales of waste bank products, it is necessary to have a wide channel or network to be able to market products from waste banks, such as using social media, unicorns that provide a marketplace for their users.

Nowadays, the Covid-19 pandemic is changing the face of the business sector, including Indonesian small micro and medium enterprises (MSMEs). The Sea Insights survey in 2020 showed, as many as 54% of respondents from MSME entrepreneurs were increasingly adaptive in using social media to increase their sales. The survey was conducted on 20,000 young people aged 16 to 35 years. A total of 2,200 participants were business actors. The survey was executed through Shopee platforms during the June 2020 period. The survey showed that entrepreneurs used digital devices more than those who were used the traditional way. In detail, 51% of respondents increased their shopping through e-commerce platforms, 50% increased their use of video streaming, 49% increased online training, and 45% sold more actively on e-commerce platforms.

Sales through e-commerce were dominated by the retail sector, home industry, food, and accommodation. In addition to providing food delivery services, MSMEs in the food and accommodation sector also sold ready-to-eat food in e-commerce. The results of the SEA Insights research showed that the average income of Indonesian MSMEs adopting e-commerce increased by more than 160%, while the increase in productivity reached 110%. Thus, the income of MSMEs increased by using an e-commerce strategy. The survey contradicted the sales that occurred at the Lestari Turi

Waste Bank. It happened because the products from the waste bank were mostly secondary goods.

Therefore, the craftsmen need to understand business opportunities; thus, the products made can be accepted by the community. However, the waste bank still received the benefits from selling recyclable waste. The resulting product was also a tool that needed to be developed in order to maximize profits.

Humans have widely used inorganic waste through recycling or reprocessing using technology to make new products, as well as being recycled into handicrafts. Handicrafts from waste or used goods provided quite promising benefits (Sutrisno, Lisa, & Amizah, 2019). Homemakers can recycle the waste produced from their homes into recycled products with economic value (Sutrisno, Lisa, & Amizah, 2019). Before that, the management of the waste bank must be formed with this management. It will make it easier for the management and production processes to be achieved (Wulandari & Sodik, 2019). After the formation of management, the waste bank can accommodate and sort waste.

Although the income from the waste bank is considered not a large amount, the profits generated can be used by community groups to buy goods that are useful for many people or villagers. Therefore, various items will begin to be collected from these activities that can support community activities (Wulandari & Sodik, 2019). The achievement of these research objectives also cannot be separated from the performance carried out by the Turi Lestari Waste Bank members. If the waste bank members and researchers are able to work effectively and efficiently, the objectives of this research will be achieved. Apart from members and researchers, the products must also follow what the market wants.

2 METHODS

This study used a descriptive qualitative method with a case study approach. This approach was suitable for this study regarding "how and why" the research lies in present phenomena with real-life context (Yin, 2014). Researchers tried to get into the abstract form of the marketing of Bank Sampah Lestari Turi. The participant of this study was three participants who met the criteria: the board or member of Bank Sampah Lestari Turi.

Researchers explored participants' more in-depth perspectives in terms of interpreting situations and phenomena that occurred through interviews and observations. The type of interview in this study was

a semi-structured interview, and the questions list could be elaborate during the interview to explore more in-depth information. This method focused on obtaining primary data regarding the problem that occurred in selling products of Bank Sampah Lestari Turi. The tool to use in this interview was using a voice recorder to record and compile interviews. Afterwards, the interviewer made transcriptions verbatim. The other assistive devices were stationary like pens, block notes, and informed consent of participants. The observation was conducted to get the situation in the field, explore and dig the non-verbal expressions while interviewing the participants.

The data was analyzed using analysis techniques with (Moleong, 2018) data organization, data reduction, coding, categorization, and interpretation. Then, data reduction focused on the data related to the research theme and tried to delete unnecessary transcripts unrelated to the research theme (Eddles-Hirsch, 2015). Afterwards, the coding was performed to obtain the findings from the field based on verbatim or interview transcripts made by researchers. Researchers used Arabic numbering to code verbatims; for example, P1 means Participant 1, I2 means second interview, 20-26 means line number 20 until 26 in verbatim. Subsequently, the categorization gathered from each code has similarities. Hence, these similarities can form one big theme translated into discussion or conclusions (Esterberg, 2002). In addition, this study used time triangulation to obtain consistency from each participant who was interviewed once or twice (Begley, 1996).

After the research was done, researchers conducted an intervention through psycho-education of marketing in Waste Bank Lestari Turi. The psycho-education was held in one day with the agenda was a seminar and shot some pictures of products posted on social media. In addition, the researcher taught the member of Waste Bank how to take some pictures and post them eye-catching on their Instagram page. However, this research did not conduct an experimental method in the measure before or after the program.

3 RESULT

Bank Sampah Lestari Turi was established four years ago, in May 20th 2017 in Dusun Turi, Bantul, Special Region of Yogyakarta. This waste bank has 21 members which the majority of members are from local villagers. In addition, Bank Sampah Lestari Turi

now has 150 customers from individual and groups of customers. Previously, the waste bank had a concept as "waste donation" or "*sedekah sampah*" before it was changed into a waste bank or "bank sampah". Now, Bank Sampah Lestari Turi came as the answer to the problem: flooding due to the large amount of local garbage dumped in the river.

"...In 2016 Bank Sampah Lestari Turi began from waste donation or 'sodakoh sampah', then a year later developed into waste bank 'bank sampah'... due to many problems in village. For example, many villagers dumped their garbage in the river therefore caused flooding..." (P1/I1/20-26)

Moreover, Bank Sampah Lestari Turi has a system that regulates recycled waste bartered with groceries or daily needs. However, the selling price of waste is equal to the buying price of groceries. Therefore, to assist people in checking each price of waste that can be delivered, the waste bank already prepared the updated list of the groceries.

"...one of our strategies to make people come to us is make the waste could be bartered with groceries (sembako). Let say, if customers sell garbage which was calculated approximately 7000 Rupiah, then they can get barter in the form of cooking oil which costs equally with the waste they sell." (P1/I2/197-199)

The benefit of the waste bank was obtained from 20% of the sale waste to the collector, and 80% will be returned to the customer. The executive board of the waste bank tried to produce some goods, like handicrafts, that could be resold to increase the income. The goods produced, such as plastic tablecloths, handicraft plastic flowers, plastic sling bags, candles from used cooking oil, and so on. The waste banks' recycled products were bags, vests, brooches and others. Some participants, like executive boards of the Waste Bank, explained how the procedure was implemented.

"...Thus, the proceeds from the selling of waste to collectors were given to customers with a profit-sharing system, 80-70% returned to customers and 20% to the waste bank..." (P2/I1/42-43)

"...the handicraft was made using some waste such as coffee sachets, detergent sachets, snack sachets that can't be sold or recycled. So, we cut them into small pieces and making some bags..." (P2/I1/74-76)

"...Bank Sampah Lestari Turi recycled some wastes into bags, vests, brooches and others..." (P3/I1/77-78)

In terms of marketing targets, several things that the Bank Sampah Lestari Turi has sold were their products such as plastic flowers, key chains, and so on. Furthermore, they targeted elementary or kindergarten students as consumers of those products. Meanwhile, products such as bags were targeted at homemakers who live near the waste bank. From the beginning, sales and marketing were more emphasized on the visit to Bank Sampah Lestari Turi. The Bank Sampah Lestari developed the marketing strategy, but the district and local government also held some events to promote local products to support the program.

“Group of customers consist of offices, health centers, and schools. While individual customers consist of the surrounding people...” (P3/I1/15-17)

“...we usually sell our products if there's local events...” (P1/I2/161-162)

“...for elementary or kindergarten student, maybe we sell plastic flowers, simple key chains, and so on. For the housewives, we sell bags for them ...” (P1/I2/169-171)

Researchers found several things related to the marketing strategy of the Bank Sampah Lestari Turi. Before the pandemic, the Bank Sampah Lestari Turi received much income from used goods from residents' homes, offices in villages (Kantor Desa), community health centers and school institutions that had become partners. One of the most dominating waste was obtained from household waste. Each month, the Bank Sampah Lestari Turi can accommodate around 50 kg to one quintal with an income of approximately 500.000 Rupiah from used goods obtained from partners. During the Covid-19, the waste obtained from the community was reduced. Outside villages that usually contribute to depositing waste have also decreased. The same condition happened with school institutions; they have students, so the waste bank only received approximately 20-30 kg of waste.

“Each month, the waste bank of Lestari Turi could get around 50 kg... one quintal and we got until 500K Rupiah. But during the covid, the waste from the community was reduce... so we just got 20-30 kg.” (P1/I1/58-62)

Despite the decline amid a pandemic, other opportunities appeared for the Waste Bank during the pandemic. First, it was the manufacture of handwashing buckets using 25 kg paint buckets. The handwashing bucket is an alternative solution for washing hands placed in front of residents' houses.

“Yesterday we even got lot of orders for hand washing buckets to put in front of their house... you know, covid...” (P1/I1/193-194)

The Waste Bank of Lestari Turi management tried another strategy by doing product marketing with promotions through social media such as Facebook and WhatsApp. However, the waste bank community lost their device, which was used for promoting the product through social media. As a result, their marketing promotion through social media was stopped. Another obstacle experienced was that the majority of waste bank administrators were the housewives of the village, so they had busy with their household as well. Hence, these housewives felt hard to reactivate doing online marketing. In the digital era, they thought it would be easier to do marketing and product promotion through online marketing. Thus, the thing to do is create an Instagram platform account and do promotions. The hope is to introduce the Lestari Turi's Waste Bank product to the broader community.

“The waste bank sells the product through members who post status on Facebook or WhatsApp, then if anyone interested the product can order from those platforms.” (P2/I1/126-128)

“The problem is that we as administrators also have other activities such as I am a housewife, then there were also those who work so they are busy too. That's why we don't really think about how to sell it. And yes, we got more difficult to sell...” (P3/I1/126-128)

4 DISCUSSION

The Lestari Turi Waste Bank, which officially started operating in 2017, can accommodate sorted waste approximately 50 kg to 1 quintal with a turnover of approximately Rp. 500 thousand per month. This Garbage Bank received a supply of waste from residents' homes, village offices, community health centers and school institutions that have become customers. Waste saving activities were held regularly two times for each month. In addition to saving waste, other activities were sometimes carried out at the Lestari Turi Waste Bank, ranging from socialization, training on making accessories from used goods, and visits from government agencies and other waste banks.

Sales of recycled products from the Waste Bank Lestari Turi, such as bags, brooches, clothes, etc. Before the pandemic occurred, the sales were in uncertain condition. Sometimes, they did not open the

office every day because it did not have good marketing. The Lestari Turi waste bank does have limitations in displaying recycled works. This is because they have limited places to sell their products.

The COVID-19 pandemic has made the Lestari Turi waste bank vacuum for several months. This has become a complaint by several homemakers who have accumulated garbage and want to save it in a waste bank. After being reopened, the Lestari Turi waste bank immediately received a lot of household waste which overwhelmed the management.

During the pandemic, the Lestari Turi waste bank had a mainstay product, namely hand washing buckets. The public demanded handwashing bucket products, and even product sales have reached more than 100 pieces. The bucket not only answered the need to wash hands but also fulfilled orders from several villages and regional offices. Hence, the government can meet the needs and demands by buying these products in line with previous research conducted by Chusnah (2020) that the demand was a consumer's desire to own an item by buying it at a certain price level varieties.

Furthermore, *branding* has a function to embed an image on the product to be sold. Branding has three main goals: forming perceptions, building trust, and building love or brand (Wijaya, 2013). The Lestari Turi waste bank also has a branding, namely "Bahu Desa", which stands for " Bayar Hutang dengan Sampah (Pay Debt with Garbage)". According to the management, there was an increase in saving when the slogan appeared.

In terms of marketing, the Waste Bank Lestari Turi admitted that it had obstacles because it could not use various existing media optimally. However, Jerome McCarthy (in Kasmir, 2004) argued that marketing is the achievement of activities that seek organizational goals by anticipating customer needs, regulating the flow of goods, and satisfying the needs of producers. As yet, the marketing that the Turi Waste Bank can do was through members by posting a status on Facebook or WhatsApp. Then if there are interested potential buyers, they can order, and it will be made directly by the waste bank.

The result also showed that the waste bank management does not determine the target market so that the goods to be made are only based on orders. Meanwhile, one of the marketing strategies is a target market setting (Kotler, 2005). Several factors must be considered to determine the target market, namely segment size and growth, structural attractiveness, and company goals and resources (Kotler, 2005). One strategy was product specialization to concentrate on producing certain products that sold (Kotler, 2005).

For example, during the Covid-19 pandemic, the Lestari Turi waste bank received handwashing containers orders made from recycled materials.

Psychoeducation is an intervention that can be applied to individuals or groups (Borshalina, 2015). The intervention focuses on educating participants about challenges or problems in life to help participants develop sources of support and social support in dealing with those challenges (Walsh, 2010). On the other hand, the definition of psycho-education is the development and provision of information in education to the broader community regarding information related to popular psychology (Rachmaniah, 2012). Hence, psycho-education is an intervention that could be conducted in an individual or group to develop social support in dealing with some problems.

The Turi Lestari Waste Bank owns many digital marketing platforms, such as Facebook, WhatsApp, and Instagram. They used those social since 2018. Unfortunately, because the mobile phone with those accounts was lost, the members were unable to do marketing through social media.

The provision of digital marketing psycho-education was carried out from the beginning of December 2020 until the beginning of January 2021. First, researchers conducted psycho-education to administrators about the importance of marketing products digitally in the pandemic era, especially on Instagram. Why Instagram? Instagram is one of the most popular social media platforms in the world, especially among young adults. Until the first quarter of 2021, the number of active Instagram users worldwide reached 1.07 billion and 354 million users aged 25 to 34 years (Katadata.co.id, 2021).

Then, the researchers also provided psycho-education on how to photograph the products to be sold in a beautiful or eye-catching manner. The product is then designed to be more attractive and provide psycho-education on how to make captions. This is done so as not to post on Instagram feeds. In this research, researchers did not measure the effectiveness of the program due to large-scale social restrictions.

5 CONCLUSION

Lestari Turi Waste Bank is a waste bank that was established on May 20, 2017, in Turi, Bantul, Yogyakarta. It consists of 21 people who are local villagers. The implementation of the waste bank activities cannot be separated from its obstacles. One of them was the constraints related to sales which did

not increase significantly. Another aspect that also goes is the product constraint that is less widely known. These obstacles and constraints may have an impact on the welfare of members.

This research was conducted to increase the number of product sales at the Waste Bank Lestari Turi with Instagram. The effort made is to make Instagram feeds neatly and clearly in branding and promotions in any product to market. However, there were no significant changes in the production or sales process, at least intervention through marketing and branding improved using social media. Hence, it would be beneficial to adjust marketing products to process the Waste Bank Lestari Turi products for the present and in the future.

The obstacle experienced by the researcher was that the source who knows the detail about The West Bank Lestari Turi, only Mrs Nurus as chairman. Hence, researchers had difficulties in conduct interviews and observation due to her schedule. The next obstacle the researchers faced was a lack of preparation before conducting observations and interviews. In this research, researchers asked questions about waste management to participants then recorded them using cell phones. The recording of the observation was done with wrote on paper and took some shots at the location.

Although the present Lestari Turi Waste Bank is already known by the local community, particularly in Bantul, the marketing development related to waste bank still needs to be developed, particularly on the human resources who had to handle the community, that there are still many communities that need to be given the understanding in managing their household trash. The development strategy through a means of social media marketing and branding is still significantly opened a huge opportunity for the advancement of Lestari Turi Waste Bank. The researcher also expected that the Waste Bank community study could be more developed for the next level of research.

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