

# Waste Reduction and Community Empowerment: Assessing the Effectiveness of the Gema Tasamara Program in Takalar Regency

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## Abstract

*This study aims to analyze the effectiveness of the implementation of the Gema Tasamara program in Takalar Regency. Using a qualitative approach, the researchers conducted in-depth interviews and analyzed archival records to understand the implementation process. The results show that the implementation of the Gema Tasamara program has demonstrated policy accuracy, with the establishment of the Tasamara recycling center contributing to the reduction of waste accumulation along the main roads and temporary disposal sites. However, the management of the recycling center has not been optimal, with issues such as unclear levies affecting its sustainability. The government has also conducted socialization on waste sorting to promote a culture of clean and healthy living among the community.*

**Keywords:** *Strategic Management, Innovation, Waste Solution*

## INTRODUCTION

Waste management has become a national issue in Indonesia, including in Takalar Regency, South Sulawesi. Piles of rotting waste in various temporary waste disposal sites have become a concerning problem for residents (Ronalyw, 2018). The continuously increasing population, from 289,978 people in 2016 to 292,983 people in 2017, has caused various problems, including the waste issue (Badan Pusat Statistik, 2017).

The Indonesian government has issued Law No. 18 of 2008 on Waste Management, which aims to reduce waste across Indonesia (Ministry of Environment and Forestry, 2008). Furthermore, the South Sulawesi Provincial Government has also issued South Sulawesi Provincial Regulation No. 3 of 2014 on Environmental Protection and Management, which emphasizes that a good and healthy environment is a fundamental right of every individual that needs to be maintained in quality to support sustainable development (South Sulawesi Provincial Government, 2014).

At the local level, the Takalar Regency Government has issued Takalar Regent Regulation No. 65 of 2018 on Regional Policies and Strategies in Household Waste and Household-like Waste Management in Takalar Regency (Takalar Regency Government, 2018). In addition, the Takalar Regency Government has also formed the 'Takasa' na Gammara ('Tangkasa' na Gammara) Community Movement team in 2018 to address the waste problem (Takalar Regency Government, 2018).

However, the implementation of the Gema Tasamara ('Tangkasa' na Gammara) program has not been sufficiently effective, due to lack of supervision, resulting in some community members still disposing of their household waste in empty locations (open fields), even though their household waste has economic value or can provide additional income for them (Aprilia et al., 2013; Huang et al., 2014; Suryani, 2014).

Therefore, this study aims to analyze the effectiveness of the implementation of the Gema Tasamara ('Tangkasa' na Gammara) program in addressing the waste problem in Takalar Regency, South Sulawesi. This research is important to evaluate the extent to which the objectives of waste management have been achieved, so that recommendations can be provided to improve the effectiveness of the program in the future (Brinkerhoff, 1986; Dixit, 1998; Dye, 2013; Dunn, 2018; Parsons, 1995).

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## **METHODS**

This study employs a qualitative approach because the objects of the study will be investigated directly, aiming to generate descriptive information as well as to understand and comprehend the subject matter directly and profoundly. This type of research is field research with the goal of providing an overview and proposing solutions to implementation problems in the Tasamara Movement program in Takalar Regency, utilizing the concept of strategic management.

The researcher utilizes primary data through in-depth interviews and secondary data through archival records of the institution. In the conducted research, the researcher plays a primary role as the main instrument (value-laden). The researcher, acting as the main instrument in the study, emphasizes the reliability of the research by relying on the validity of trustworthiness due to consistency. The researcher's role in this study involves conducting interviews with informants, examining documents, reducing data, presenting data, analyzing, testing the validity of data, and interpreting the research results.

## **RESULTS AND DISCUSSION**

### **The Implementation Stage of the Strategy in Implementing the *Gema Tasamara* (Community Movement *Tangkasa`na Gammara*) in Takalar Regency**

To ensure that the strategic goals of an organization are achieved, it is essential in the implementation of the strategy to have a commitment to execution by the leadership as a demonstration of the importance of carrying out the formulated strategy or plan through implementation or action. In ensuring that the actions and implementation of the strategy are achieved in the implementation of the *Gema Tasamara* program (Community Movement *Tangkasa`na Gammara*) in Takalar Regency, it is important to consider the presence of learning during implementation, policy accuracy, and of course, the creation of mindsets or cultures to ensure the successful implementation of the program. In the stage of strategy implementation, there are three focuses: policy accuracy, learning, and the development of culture.

#### **a. Policy Accuracy**

The implementation of the *Gema Tasamara* program (Community Movement *Tangkasa`na Gammara*) in Takalar District has demonstrated policy accuracy by reducing the volume of accumulated waste at temporary disposal sites and vacant lots along the main roads of Takalar. The problem faced by the community is the lack of knowledge about waste management, resulting in many of them disposing of waste improperly, thereby causing an accumulation of waste along the main roads of Takalar and at temporary waste disposal sites (Rasyid, 2024).

This identifies that the behavior of the Takalar community still lacks concern for their environment, considering waste management solely as the responsibility of the Environmental and Land Agency. Thus, it becomes the basis for the necessity of policy accuracy through waste management provided by the Government to support the implementation of the *Gema Tasamara* program in Takalar District.

To ensure the effectiveness of the program, the *Gema Tasamara* community movement in Takalar District, as a cleanliness and health initiative, establishes a *Tasamara* recycling center (*Tangkasa'na Gammara*), which serves as a facility for managing waste within the community environment (Rafiuddin, 2024).

Thus, Takalar has implemented a strategy effectively in reducing waste along the main roads and accumulated temporary waste disposal sites by establishing a recycling center named the *Tasamara* Recycling Center (PDU *Tasamara*) *tangkasa'na gammara*, to manage waste as an effort to decrease the volume of waste in the community environment.

#### **b. Learning**

The Environmental and Land Agency of Takalar District is committed to developing its recycling center by conducting benchmarking studies in several regions that already have recycling centers (Rafiuddin, 2024). The Environmental and Land Agency of Takalar District has shown a commitment to sustainability by focusing on

the revenue distribution of its recycling center, similar to what has been done in Sinjai, where their recycling center generates approximately 40 million rupiahs per month. There is a difference in the management of recycling centers between Sinjai and Takalar, despite Takalar having superior equipment as it received recycling management tools assistance from the Ministry of Environment. In terms of technological advancement, Takalar is far ahead in its recycling center, but in terms of management, it is not yet optimal, such as unclear levies due to the lack of coordination between the recycling center operators and the Environmental Agency itself (Anwar, 2023).

The unclear levies in the management of recycling centers in Takalar District need to be evaluated (Rafiuiddin, 2024). The management of the revenue generated from levies obtained by the Tasamara recycling center must be handled wisely to support the sustainable operation of the recycling center. Additionally, there needs to be commitment and support from the leadership to ensure the continuity of the program (Kartika, 2022).

However, the operational budget of the Takalar recycling center amounts to 75 million per month, provided by the local government, which should be equivalent to receiving a significant amount of levies. This should enable the Tasamara recycling center to be managed independently, even in the absence of future budget allocations from the local government due to leadership changes. However, the revenue from recycling center levies is managed solely by the Tasamara recycling center supervisor, leading to a lack of transparency in budget management. Consequently, when there is a change in leadership, budget allocations cease, resulting in the ineffective operation of the Tasamara recycling center (Sudirman, 2021).

Thus, it can be seen that the Takalar District Government plays a crucial role in adopting the recycling concept as in Sinjai, where their recycling center can stand independently by using levies as operational costs without relying on budget assistance from the local government (Nurhayati, 2020).

### c. Building Culture

In the context of mindset and habits (culture), the implementation of the Tasamara movement program in Takalar District involves an invitation to live in a clean and healthy manner (Rafiuiddin, 2024). The practice involves each institution carrying out a routine of communal cleaning of the surrounding environment and joint exercises once a week to set an example for the community in adopting these habits to live clean and healthy lives (Sumarlin, 2024).

In addition, the Environmental and Land Agency of Takalar District has conducted socialization on the separation of valuable and non-valuable waste as an effort to facilitate the community in managing their waste, which can then be directed to recycling centers to be processed into raw plastic materials (Rafiuiddin, 2024).

The socialization and waste sorting conducted by all institutions throughout Takalar District aim to separate their waste. Subsequently, the recyclable waste is sold to the Tasamara recycling center through the Tasamara waste bank facility to be processed into raw materials for plastic production. Surely, through this waste sorting, it becomes a culture or habit that must be adopted by the community in implementing the Tasamara movement program (Wijaya, 2019). The implementation of the *Tasamara* movement program with a focus on policy accuracy, learning, and building culture (mindset) as outlined above, here are the results obtained:

**Table 1. Stages of Strategy Implementation**

The Stage of Strategic Management	Value Factor	Description
Strategy Implementation	Policy Accuracy	Reduction of waste volume with the presence of the Tasamara recycling center in managing waste in Takalar
	Learning	Benchmarking visits to Sinjai and Pinrang, but haven't adopted an independent recycling center like the one in Sinjai, Takalar's recycling center still relies on budget allocations from the local government
	Culture ( <i>mindset</i> )	Living clean and healthy through communal exercises and joint efforts to clean the surrounding environment once a month at the district level and once a week at the village or community level, along with waste sorting

## CONCLUSION

The implementation of the Gema Tasamara (Tangkasa` na Gammara Community Movement) program in Takalar Regency has shown good policy accuracy, learning, and culture building (mindset). In the implementation stage, the Takalar Regency government has been committed to reducing the volume of waste accumulating in temporary disposal sites and vacant lots along the main roads through the establishment of the Tasamara recycling center. However, the management of the recycling center has not been optimal, such as the lack of clarity on levies, which has impacted the sustainability of the recycling center's operations. In addition, the government has also conducted socialization on waste sorting to facilitate the community in managing their waste, which can then be directed to the Tasamara recycling center. Overall, the implementation of the Gema Tasamara program in Takalar Regency has provided fairly good results in reducing the volume of waste, although there are still some aspects that need to be optimized to improve the effectiveness of the program.

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