



## The Influence of Public Communication Through Instagram on Plastic Waste Management on Community Knowledge and Behavior in Medan Tuntungan Sub-District, Medan City

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### ABSTRACT

This research aims to see the use of public communication through Instagram, knowledge, and behavior of the community in plastic waste management. The results showed that the Medan Tuntungan sub-district government had carried out public communication in the very effective category, knowledge of plastic waste management in the good category and community behavior in plastic waste management was effective. The results of simple linear regression analysis to test the relationship between public communication through Instagram on public knowledge in plastic waste management show there is a positive and significant influence with a correlation coefficient of 0.826. If the correlation coefficient value is converted to the Guilford scale, it is known that the correlation between variables is in the very strong category. The results of simple linear regression analysis to test the relationship between public communication through Instagram on public behavior in plastic waste management show a positive and significant influence between with a correlation coefficient of 0.707. If the correlation coefficient value is converted to the Guilford scale, it is known that the correlation coefficient is in the strong category.

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## **INTRODUCTION**

The city of Medan, North Sumatra Province, has been hit by issues not delicious. Circulating issue that Medan is city dirtiest in Indonesia. According to circulating news, this data originate from the Ministry of Environment Life and Forestry (KLHK) Republic of Indonesia. The Ministry of Environment and Forestry is each ministry the year carry out activity evaluation for city or regency in category cleanliness. Evaluation cleanliness includes 2 (two) indicators ie indicator physical and non-physical. Indicator physique ie condition environment urban covers cleanliness all inner regions city, shade, and representation room green. Whereas non-physical indicators form management environment urban covers institutions, management, and power responsive.

Not long after this issue circulated, the Medan City Government, through the Mayor of Medan, stated that the news was fake (hoax). He stated that the Ministry of Environment and Forestry had not yet released the title of Medan as the dirtiest city in 2022, so the news circulating was a hoax ([https://www.instagram.com/reel/Cn3QQkYgOp2/?utm\\_source=igwebcopylink](https://www.instagram.com/reel/Cn3QQkYgOp2/?utm_source=igwebcopylink)). This does not make the city of Medan free from the view of the dirtiest city. According to the data, it is known that Medan City's waste production is much greater than the capacity of the final waste disposal site (TPA). The population of Medan City based on the 2020 Population Census is 2,435,252 people. A large population is positively correlated with the volume of waste produced. According to Medan Mayor Bobby Nasution, Medan City's waste volume reaches 2000 tonnes per day (source: <https://sumut.inews.id/berita/produk-sampah-di-kota-medan-capai-2000-ton-perhari>). This number is much larger than the capacity of the Medan City Final Disposal Site (TPA). Medan City, with 2 (two) TPAs, namely TPA Terjun and Regional TPA in Talun Kenas, is only able to process around 30 tons of waste.

Medan Tuntungan District develop channel communication online via Instagram, Facebook, YouTube channel and website. One of active social media accounts is Instagram. District Instagram This given nama@medantuntungan subdistrict. It was recorded that on February 15 2023 there were 3097 posts, 2261 accounts followers and 321 accounts follow. Account This recorded active broadcast post every day. Posts displayed is news activity daily, government programs, results activities that have been achieved, and various article visit agency. One of activity routine that is carried out is activity socialization of government programs. Government program What is meant is including management programs rubbish. Head of Medan Tuntungan sub-district invites public For follow supports one of Medan City's priority programs in the field cleanliness. Activities carried out form empowerment public through waste banks and activities open House kepling, subdistrict office and office subdistrict head as place sorting and collecting environmental plastic waste before to the landfill.

Observer University of North Sumatra (USU) Fikarwin Zuska say until now problem trash in Medan yet handled with Serious. According to Zuska, key solution problem the trash in Medan is on hand government, however so

far this , the government area local Not yet maximum in Work . Still many settlement residents who don't own place disposal rubbish . Lack facility place disposal rubbish cause Still found throwaway society trash on the side road , ditch nor to river . If not managed with OK , trash will cause floods and problems health.

Communication is Skills in exchange involving messages communicator and communicant through productive media effect message . Man No regardless from activity communication in life daily Because through communication intertwined interaction . Communication public can happens on the side bureaucracy . Bureaucracy defined by Hague, et al ( Setiyono 2016:17) as consisting of organizations from apparatus salaried , who carries it out task government , provide advise and implement policy . Whereas according to Beetham bureaucracy is institutions that are in the state sector that owns characteristics exists obligation , have connection with law , and related with accountability to public in operate his task .

Institution government follow development technology with use of the internet. This matter be marked with use application service based electronics on various service . No only The government also provides that service information via social media official of each agency . Social media utilized as channel communication bulk . Medan City has develop in use of social media This . Every agency has own social media accounts official . As in the sub-districts in Medan City, there are 21 sub-districts that have own Instagram, Facebook, Tiktok and Website accounts . This is what is interesting For researched ie influence communication public via Instagram about management rubbish plastic to knowledge and behavior community in Medan Tuntungan District , Medan City.

## LITERATURE REVIEW

### 1. Understanding Communication Public

Communication public consists from two draft ie communications and the public . Term communication originate from Latin *communico* or meaningful communication The same or make the same (make to common). By simple communication interpreted as a delivery process message that has meaning from somebody to others with objective For influence or create each other understanding ( Cangara 2020:290). Besides that , according to Carl Hovland define communication as a transmission process stimulation from individual ( communicator ) to modify behavior individual ( communicant ). Temporary that , public originate from Language English public which means is a person. Public is also defined as many people ( general ) or everyone (<https://kbbi.web.id/>). Many experts define communication public with various method . According to Rusdiana (2021:278) Communication public is exchange message with number of people present in A organization or outside organization in a way stare advance or through the media. Meanwhile, Hageman ( Rusdiana , 2021) explains that communication public is communication using mass media , good print ( letter news or magazine ) or electronics (radio, television ), managed by a institution or the person who

instituted the address to a number of people spread out over a lot place . According to Asmara (2020), Communication Public is activity delivery message or impressions content somebody or a group of people, collectively individual or institutions , in verbal and nonverbal forms through various channel communication ( communication group , communication mass , online communication , communication media in space , and communication media outside space ), planned or not planned , deliberately or No deliberate , purposeful to a number of people ( audience ) who give rise to it effect positive or negative in form addition knowledge , formation opinions , attitudes and behavior audience .

From several understanding will communication public on can concluded that communication public is activity delivery message from individual nor institution / organization through various channel intended communication to many people ( society ) who can give rise to effect Good positive nor negative in addition knowledge , formation opinion , change attitudes and behavior audience . Based on opinion from a number of expert about communication public the show that communication process conveyed by the source / communicator to large audience / society so that communicator dominate relationships and lack thereof reciprocal relationship .

## 2. Management Rubbish Plastic

According to Constitution Republic of Indonesia Number 18 of 2008 states rubbish as remainder activity daily humans and / or shaped natural processes congested . According to the WHO (World Health Organization) definition rubbish is something that doesn't used , no used , no liked or something that is discarded that originates from activity human and not happen with itself (Hayat et al., 2018). Management rubbish is systematic , comprehensive and sustainable activities that include reduction and handling waste ( Law Republic of Indonesia Number 18 of 2008, Minister of Environment Regulation Life and Forestry Republic of Indonesia Number P.10/MENLHK /SETJEN/PLB.0/4/2018, Regulation Mayor Number 26 of 2019 ). Managed waste based on Constitution Republic of Indonesia Number 18 of 2008 consisting of on : rubbish House ladder ; rubbish kind rubbish House ladder ; and trash Specific . Rubbish House ladder is originating waste from activity daily in House the stairs are not including feces and rubbish Specific . Whereas rubbish kind rubbish House ladder is rubbish House originating stairs from area commercial , area industry , special areas , facilities social , facilities general , and/ or facility other . Rubbish Specific is trash that because nature , concentration , and/ or the volume need management special . On explanation Law no. 18 of 2008 concerning Management Trash , activities management rubbish shared on two activity principal namely , subtraction waste and handling rubbish . Article 20 explains three activity main in maintenance activity subtraction rubbish that is , restrictions emergence trash , recycling repeat waste and utilization return rubbish . Third activity the is embodiment from principle management insightful trash environment called 3R (reduce, reuse, recycle). Activity restrictions emergence waste (reduce) is effort minimize emergence rubbish yeah done Sehaj before it produces something products

and/ or packaging product until with moment the end utility products and/ or packaging product the .

### 3. Management Policies and Strategies Rubbish

Management Policy and Strategy Rubbish House Stairs and Trash Kind of Rubbish House Next stairs called Jakstrada is direction internal policies and strategies reduction and handling Rubbish House Stairs and Trash Kind of Rubbish House Ladder level area provinces and regions integrated and sustainable districts / cities . Jakstrada arranged through stages :

- 1) identification potency emergence rubbish ; obtained from calculation amount resident times factor estimation emergence rubbish amounting to 0.70 kg ( seven tens of hundredths of a kilogram)
- 2) management data collection rubbish ; the data in question namely data restrictions emergence trash , Waste Bank or facility the like ; Cycle Center Repeat ; place processing rubbish with the principle of reduce, reuse, recycle (3R); place processing end ; and/ or facility management rubbish other .
- 3) preparation balance sheet management rubbish ; balance sheet arranged based on potency emergence rubbish ; amount subtraction rubbish ; and amount handling rubbish .
- 4) determining reduction and treatment strategies and targets rubbish ; covers provision budget handling Trash , improvement capacity institutional , formation system information and reinforcement involvement public through communication , information and education

## METHODOLOGY

Study This use approach quantitative with cross sectional data. According to Sugiyono et.al (2021:37) quantitative data is shaped data number or qualitative data that is calculated (scoring). Meanwhile, cross sectional data is data that is collected from the same object or different with the same instrument or different in no time interval The same . Cross sectional data were conducted very finished . Quantitative data obtained with survey method . Researched data is the sample data taken from population the with probability sampling technique (random). Based on data from sample that , next researcher will make generalization . Study quantitative own method look to phenomenon based on assumption base . The assumptions in question is ontology , epistemology , essence base humans , as well axiology . Ontology is representation formal knowledge with set draft in something symptoms and relationships between existing concepts in symptom the according to Gruber, 1993 (Jannah et al, 2016). Study This use approach quantitative Where explain phenomenon social events that occur in society . Like has explained in section Previously , there was problem in management waste in Medan City , namely amount residents of the city of Medan are large as many as 2,435,252 people , data on whether the landfill capacity is small or not in accordance with amount waste generated , habits public in management rubbish like throw away rubbish out of place , and results evaluation Subdistrict best for Medan Tuntungan District, Medan City in 2023. Phenomenon this will be it explained

in a way science For obtain knowledge scientific . Object in study This is communication Public via Instagram Media about Management Trash and Knowledge as well as Community Behavior .

### RESEARCH RESULT

Study This carried out in Medan Tuntungan District, Medan City, North Sumatra Province . Medan Tuntungan District , Medan City has area 21.53 km<sup>2</sup>. Based on position geographical Medan Tuntungan District own territorial boundaries viz next to north border with Medan Selayang District and Medan Johor District ; next to south , east and west borders with Deli Serdang Regency . By administration Medan Tuntungan District consists from 9 sub-districts and 75 heads environment . Registered subdistricts is Ladang Bambu Village, Sidomulyo , Lau Cih , Namo Gajah, kemenangan Tani , Simalingkar B, Simpang Selayang, Tanjung Selamat and Mangga. Research sites This spread across 9 sub - districts in Medan Tuntungan District. This matter can represent residents who live in the Medan Tuntungan sub-district area. Spread shared based on distribution amount House stairs located in Medan Tuntungan District. If amount House stairs of each sub-district is shared on 3 ( three ) groups so can share become group with House ladder little, medium, and a lot.

#### Variable Public Knowledge about Management Rubbish Plastic (Y 1 )

Variable knowledge public about management rubbish plastic (Y 1 ) is measured with three variable ie knowledge *reduce* , *reuse* and *recycle* . Analysis results descriptive view from average (mean) value of the variable knowledge public about management rubbish plastic (Y 1 ) worth 4.09 incl in category effective in accordance with the following data :

Table 4. 33 Statistics Descriptive Variable Public Knowledge About Management Rubbish Plastic (Y 1 )

Indicator	Mean	Category
Knowledge about <i>reduce</i>	4.08	Effective
Knowledge about <i>reuse</i>	4.08	Effective
Knowledge about <i>recycle</i>	4.11	Effective
<b>Total</b>	<b>4.09</b>	<b>Effective</b>

Source : Primary data results processed researcher

If the average value (mean) of each respondent grouped in accordance category obtained data :

Table 4. 34 Respondents Based on Variable Public Knowledge About Management Rubbish Plastic (Y 1 )

Score	Category	Frequency	Percent
1.00 - 1.80	Strongly No	0	
Effective		0	
1.81 - 2.60	No Effective	1	1
2.61 - 3.40	Enough Effective	11	11
3.41 - 4.20	Effective	55	55

4.21 – 5.00	Very effective	33	33
<b>Total</b>	<b>100</b>	<b>100</b>	

Source : Primary data results processed researcher

Table on show majority knowledge public about management rubbish plastic (Y 1 ) by 55 percent in the category effective , 33 percent in the very effective category , 11 percent Enough effective and 1 percent No effective .

**Variable Community Behavior about Management Rubbish Plastic (Y 2 )**

Variable behavior public about management rubbish plastic (Y 2 ) is measured with nine indicator ie throw away rubbish on site trash , sorting rubbish organic and inorganic , do processing rubbish organic , using return stuff that doesn't used again , using products that can filled repeat , bring basket / place put goods from House For reduce use things you can produce rubbish moment shopping , rebuked others when throw away rubbish carelessly , avoid hoard trash inside home , and avoid burn rubbish on the land blank . Analysis results descriptive view from average value 109 (mean) variable behavior public about management rubbish plastic (Y 2 ) worth 3.90 incl in category effective , appropriate with the following data :

Table 4. 49 Statistics Descriptive Variable Community Behavior About Management Rubbish Plastic (Y 2 )

Indicator	Mean	Category
Throw away rubbish on site rubbish	3.90	Effective
Sorting rubbish organic and inorganic Do processing rubbish organic like the leaves , the rest food become compost in each house ladder	3.85	Effective
3.88	Effective	
Use return stuff that doesn't used Again	3.91	Effective
Use products that can filled repeat Bring basket / place put goods from House For reduce use Items that can be obtained produce rubbish moment shop	3.92	Effective
3.86 Effective		
Rebuke others when throw away rubbish haphazard	3.88	Effective
Avoid hoard trash inside House	3.95	Effective
avoid burn rubbish on the land blank	3.94	Effective
<b>Total</b>	<b>3.90</b>	<b>Effective</b>

Source : Primary data results processed researcher

If the average value (mean) of each respondent grouped in accordance category obtained data :

Table 4. 50 Respondents Based on Variable Community Behavior About Management Rubbish Plastic (Y 2 )

Score	Category	Frequency	Percent
1.00 - 1.80	Strongly No Effective	1	
1.81 - 2.60	No Effective	8	8
2.61 - 3.40	Enough Effective	9	9
3.41 - 4.20	Effective	55	55
4.21 - 5.00	Very effective	27	27
<b>Total</b>	<b>100</b>	<b>100</b>	

Source : Primary data results processed researcher

Table on show majority behavior public about management rubbish plastic (Y 1 ) by 55 percent in the category effective , 27 percent in the very effective category , 9 percent Enough effective , 8 percent No effective , and 1 percent not at all effective .

The calculation results mark coefficient correlation manually the same with mark ie is known mark coefficient correlation worth 0.826. Coefficient value correlation show connection between variables X and Y 1 . If value coefficient correlation customized with level connection between variable by scale *Guilford* in Table 3. 6, can concluded there is very strong relationship between variable communication public via Instagram about management rubbish plastic (X) with knowledge public about management rubbish plastic (Y1). Table 4. 81 also shows mark coefficient determination or R Square of 0.682. The R Square value shows big influence communication public via Instagram about management rubbish plastic (X) against Public Knowledge about Management Rubbish Plastic (Y1) amounting to 0.682 or 68.2% temporarily the remaining 31.8% is influenced by variables besides Communication Public via Instagram about management rubbish plastic (X).

## DISCUSSION

### **Use Communication Public via Instagram as well as Community Knowledge and Behavior in Management of Rubbish Plastics in Medan Tuntungan District**

Study This discusses about communication public by the government Medan Tuntungan District to the public via account141 Instagram @kecamatanmedantuntungan. This Instagram serves post form news , activities, rules government, etc in form narrative, photos and videos. Medan Tuntungan District Instagram post activity every day . Information submitted including service public in management letter correspondence , information activity empowerment society , information regarding cleanliness regarding time disposal waste , management rubbish plastic , manufacture ecobricks, etc. Function communication carried out under function communication the public ( Hariyanto et al., 2019) , namely give information to public . Post Instagram account @kecamatanmedantuntungan completed with a # (hashtag) that works For group each piece of information . Visitors Instagram account

@kecamatanmedantuntungan can choose group required news . On Instagram, the term reels is also known . Reels are uploaded video posts with duration maximum 90 seconds . Reels are useful For reach more Lots Instagram users outside of followers. This matter help in dissemination information . Besides that reels have feature option “ no interested ” if user want to hide post reels that don't desired . In line with stimulus response theory (SR Theory) Instagram users accept message in video form that makes it easier absorption message . Variable communication public via Instagram (X) measured through five indicators namely context, communication, collaboration, connection and brand awareness.

Descriptive analysis seen from calculation average value (mean)<sup>142</sup> for each indicator . From the fifth indicator communication public via Instagram it is known that context, connection and brand awareness indicators are in the very effective category ; while communication and collaboration are in the category effective . According to results analysis descriptive can seen variable communication public via Instagram (X) incl in very effective category . This matter shows that Instagram @kecamatanmedantuntungan is very effective convey messages communication public . Knowledge is all results from activity know regarding with something object . Knowledge can obtained through information obtained formally , informally and through procedures obtained based on theory nor experience Kraiger et. Al (Amir et al., 2019: 359). Study This done For measure level knowledge public . Knowledge gained from post Instagram account @kecamatanmedantuntungan. For measure variable knowledge public about management rubbish plastic (Y1) is used three indicator ie knowledge of reduce, reuse and recycle. According to results analysis descriptive view from average value (mean) of each indicator is known that reduce knowledge with a mean of 4.08 incl in category effective ; reuse knowledge with a mean of 4.08 included in category effective ; and recycling knowledge with a mean of 4.11 runs effective . According to results analysis variable knowledge public about management rubbish plastic (Y1) worth 4.09 incl in category effective .

### **Influence Communication Public via Instagram about Management Rubbish Plastic to Community Knowledge**

According to Kraiger et. Al. (1993) and Bloom (2001) (Amir et al., 2019: 359), knowledge of two mutual parts relate namely theoretical knowledge , namely related knowledge with information obtained formally and informally; and practical knowledge , namely related knowledge with understand about something in apply procedures obtained based on theory nor experience . Study This aim For see the influence of Instagram @kecamatanmedantuntungan on knowledge public . Knowledge gained through information from Instagram account is informal knowledge gained through understanding of the content post . Understanding this is later customized with individual experience.<sup>145</sup> Message communication under study is message management rubbish plastic . Medan Tuntungan District as subdistrict best in management rubbish plastic in 2023 utilizing social media Instagram as a delivery medium message . If seen from activity daily so The Instagram account @kecamatanmedantuntungan is active in

post activities government every day . Objective study This is For know is There is influence communication the public did government Medan Tuntungan District through Instagram to knowledge public about management plastic waste

### **Influence Communication Public about Management Rubbish to Community Behavior**

According to Regulation Government Republic of Indonesia Number 81 of 2012 Concerning Management Rubbish House Stairs And Trash Kind of Rubbish House The stairs in article 10 paragraphs 1 and 2 have explained regarding management rubbish . Maintenance management rubbish covers subtraction waste and handling rubbish . It is also stated that everyone is obliged do subtraction waste and handling rubbish . Objective from management rubbish is For increase health society and quality environment as well as make rubbish as source Power . Reduction and handling measures rubbish can assessed from behavior individual . Behavior This seen from indicator study ie throw away rubbish on site rubbish ; sort rubbish organic and inorganic ; do processing rubbish organic like the leaves , the rest food become compost in each house ladder ; use return stuff that doesn't used Again ; use products that can filled repeat ; carries148 baskets / place put goods from House For reduce use things you can produce rubbish moment shopping ; rebuked others when throw away rubbish haphazard ; avoid hoard trash inside House ; avoid burn rubbish on the land blank.

### **CONCLUSIONS AND RECOMMENDATIONS**

- 1) Research result show use communication public via Instagram (X) incl in very effective category , meaning that Instagram @kecamatanmedantuntungan is very effective in convey messages communication public to public ; knowledge public about management rubbish plastic (Y1) included in category OK , mean public own good knowledge about knowledge of reduce, reuse and recycle; and behavior public about management rubbish plastic (Y2) running effective , interpreted that public Medan Tuntungan District show behavior management rubbish good plastic .
- 2) Communication Public via Instagram about management rubbish plastic own significant influence to level knowledge community in Medan Tuntungan Kota District , with level connection between very powerful variable between variable communication public via Instagram about management rubbish plastic (X) with151 knowledge public about management rubbish plastic (Y1). This matter show that knowledge public can improved with increase intensity communication public via Instagram about management rubbish plastic .
- 3) Communication Public via Instagram has significant influence to behavior community in Medan Tuntungan District, Medan City, with level connection between variable show strong relationship between communication public via Instagram (X) against behavior public about management rubbish plastic in Medan Tuntungan District (Y2). This matter show that behavior public can improved with increase intensity

communication public via Instagram about the management rubbish plastic.

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