Effectiveness of Reuse, Reduce, and Recycle Program Socialization in the Campus Environment

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Abstract: This research has a background problem which is seen from the campus environment, which is a densely populated social environment and the crowded traders in the campus environment, which makes the campus environment always creates waste, while UIN Raden Fatah Palembang is committed to becoming a green campus that is environmentally friendly and waste-free. The EcoGreen Campus Team of UIN Raden Fatah Palembang makes the Reuse, Reduce, and Recycle program and conducts socialization in the campus environment. This is the background of this study where researchers want to know whether the socialization carried out by the EcoGreen Campus Team of UIN Raden Fatah Palembang is running effectively. The theories used in this thesis are Flow Theory and SWOT Theory. The qualitative research method uses Miles and Huberman's data analysis techniques. The data sources of this research amounted to 11 people. The author gets the data from interviews, observation, and documentation. This study's results describe three communication flows used in socializing the Reuse, Reduce, and Recycle program: One-Step Flow Communication, Two-Step Flow Communication, and Multi-Step Flow Communication. There are also obstacles in the faculty environment when conducting socialization. Socialization is adequate for several forms of socialization, such as direct and socialization, using various media. In contrast, socialization through the Faculty has not run well, so it can be considered ineffective.

Keywords: Effectiveness, Socialization, Reuse, Reduce and Recycle Program

Introduction

In many countries worldwide, environmental issues continue to be a severe challenge (Santika, 2023), including in Indonesia. Environmental problems that still frequently arise in Indonesia today include landslides, river pollution, drought, flooding, illegal logging, coastal abrasion, water, and sound and environmental pollution due to waste. According to international data (Santika, 2023), the waste problem ranks third on the list of environmental issues throughout 2022 (Santika, 2023).

Waste is a consequence of human population growth. If not managed properly, waste can become a pollutant (Jabar, 2019; Muzzakki et al., 2023) that damages the environment. The types of waste that are not biodegradable and cannot be recycled efficiently often fill the oceans and landfills. Waste is an inevitable product of human activity, which is usually excessive and challenging to handle sustainably. The amount of waste generated is

significant at home, school, office, or campus. Campuses, in particular, are one of the primary sources of waste due to the density of the population and the variety of activities conducted there.

If not addressed quickly, environmental problems can seriously impact Earth's human, plant, and animal life. Solutions to ecological problems cannot be done alone (Purhantara, 2010), but cooperation from various parties is required. One effort in handling waste (EcoGreen Campus UIN Raden Fatah Palembang, 2023) is through the 3Rs, Reuse, Reduce, and Recycle, which have been initiated to manage waste more efficiently.

The 3Rs or Reuse, Reduce, and Recycle approach remains the best method for managing and dealing with waste problems. This system includes reusing items, reducing waste production, and recycling materials to produce new products. In addition, waste management using the 3R system also includes processing waste into compost or utilizing it as an energy source through a Waste Power Plant (PLTSa). Everyone can apply the 3R principles (Reuse, Reduce, Recycle) daily. Reuse means reusing items that can still be used for the same or another function. Reducing means reducing everything that causes waste production. Recycling means recycling waste to produce new and valuable goods or products. With the 3Rs approach, waste management can be done by anyone, anytime (every day), anywhere, and without much cost. All it takes is a little time and our awareness of the importance of protecting the environment.

The 3R policy in Indonesia has been implemented (Peraturan Pemerintah RI, 2012) since 2012. It continues to be strengthened through revisions and changes to related regulations, stipulated in Government Regulation No. 81/2012 Article 1 paragraph 7 (Government Regulation of the Republic of Indonesia, 2012). With a focus on realizing Indonesia's Clean Waste by 2025, the government has optimized the 3R policy, encouraging various agencies to implement this program. The Reuse, Reduce, and Recycle program has been introduced and implemented on the Raden Fatah State Islamic University (UIN) Palembang campus.

Universitas Islam Negeri Raden Fatah Palembang in Palembang City has adopted the 3Rs or Reuse, Reduce, and Recycle concept as part of their campus environmental program. Support for this initiative is reflected in the "Ecogreen Campus" branding that emphasizes the campus's commitment to environmental sustainability. The 3Rs program continues to be socialized on campus, supported by various activities, including those implemented during Environment Day in June 2023. The aim is to increase the effectiveness of the "Ecogreen" branding. Campus" through increased awareness and participation in the handling program. Waste, including the practice of Reuse, Reduce, and Recycle. (PR Team Eco Green Campus).

The campus environment often produces much waste, and students' lack of awareness of the importance of keeping the environment clean can be one cause. Therefore, it is essential to implement environmentally friendly waste management in the campus environment and conduct thorough socialization about the program. This way, the academic community on campus will understand and be actively involved in efforts to keep the environment clean and manage waste better.

The right approach in conducting research related to the effectiveness of the socialization of the reuse, reduce, and recycle program at UIN Raden Fatah Campus is to conduct a study that covers several aspects:

1. Analysis of Socialization Methods: Identify the methods used to socialize the program, such as seminars, workshops, educational materials, social media, or direct campaigns on campus. Evaluate whether these methods are suitable and effective in reaching the target audience and delivering the message effectively.

2. Measuring the level of understanding: Conduct surveys or interviews with campus community members to measure how much they understand the concept of reuse, reduce, and recycle after attending the socialization. This can show how effectively the message has been delivered to the communicants.

3. Evaluation of Participation and Behavior Change: Observe whether participation in activities that support the reuse, reduce, and recycle program improved after the socialization. Also, see if students' and staff's behavior changed in terms of waste management and other environmentally friendly practices after the socialization.

4. Measurement of Impact on Campus Image: Analyze whether the socialization of the reuse, reduce, and recycle program has positively contributed to the campus image as an "Ecogreen Campus." This can be done through perception and opinion surveys from students, staff, and the general public towards the campus.

By combining these analyses, researchers can evaluate the extent to which the socialization of the reuse, reduce, and recycle program at UIN Raden Fatah Palembang Campus has been running effectively and whether it has supported the achievement of the "Ecogreen Campus" branding.

Methods

The two definitions you provided provide a good understanding of research methods. According to Arikunto, a research method is how a researcher collects research data. In contrast, according to Soehartono, a research method is a global tool or strategy to seek or obtain the data needed. Both definitions emphasize the critical role of research methods in gathering relevant information to solve problems and provide appropriate solutions. Using

the proper research methods, researchers can obtain accurate and valid data to support the analysis and decision-making process.

Research methods are ways or techniques (Arikunto, 2002; Soehartono, 2002) that a researcher uses to collect relevant data or information in a particular research context. The selection of research methods appropriate to the subject or object under study is essential because it will affect the validity and interpretation of the research results. Inappropriate methods can confuse data collection and produce research results that are invalid or difficult to interpret. Therefore, researchers need to understand the various research methods available and choose the method that best suits the research's purpose and characteristics.

This research aims to observe various forms of socialization carried out by the EcoGreen Campus Team of UIN Raden Fatah Palembang (EcoGreen Campus UIN Raden Fatah Palembang, 2023) and how students apply and understand socialization in the campus environment. This research considers humans, especially students, as the main actors in the communication process. The study focuses on understanding how socialization messages about the Reuse, Reduce, and Recycle program are delivered to students and the extent to which these messages are understood and applied in daily practice.

In this context, the researcher will examine various communication strategies used by the EcoGreen Campus Team (Hanif, 2018), such as seminars, workshops, environmental campaigns, and social media. In addition, the researcher will also observe students' responses, understanding, and level of participation in following the socialization, as well as the extent to which they apply the concept of Reuse, Reduce, and Recycle in their daily lives. Thus, this research will better understand the effectiveness of socialization and implementation of environmental programs on the UIN Raden Fatah Palembang campus.

The descriptive qualitative method is suitable for this research because it focuses on an in-depth understanding of the observed phenomena (Herdiansyah, n.d.), such as the socialization of the Reuse, Reduce, and Recycle Program at UIN Raden Fatah Palembang campus. Using a qualitative approach, this research can explore rich and detailed information about various aspects of socialization, understanding, and application of the program by students.

Through a qualitative approach, researchers can collect data through interviews, observations, and content analysis, allowing them to understand the broader context of the observed phenomena (Herdiansyah, n.d.). By focusing on the description in words and language, this research can present a holistic picture of how socialization is carried out and understood by students and how the program is applied in the campus environment.

Qualitative methods also allow researchers to explore the diversity in student experiences and perceptions of environmental programs, which can provide valuable insights for further program development. Thus, using a descriptive qualitative approach

will allow researchers to gain an in-depth and comprehensive understanding of the socialization of the Reuse, Reduce, and Recycle Program in the campus environment of UIN Raden Fatah Palembang.

The main characteristics of qualitative research methods are as mentioned. Here is a further explanation of each of these features:

1. Conducted intensively: Qualitative research involves collecting in-depth and detailed data, often through direct interaction between the researcher and participants. This approach allows the researcher to better understand the observed phenomenon.

2. The researcher is in the field for an extended period: Qualitative research often requires the presence of researchers in the field for a considerable period. This allows researchers to gain deeper insights into the phenomenon's context and dynamics.

3. Taking careful notes of what is happening: During the study, the researcher carefully records various aspects of the observed phenomena (Herdiansyah, n.d.), including interactions between participants, changes in behavior or perception, and the environmental context.

4. Conduct reflective analysis of documents found in the field: In addition to recording what happened, qualitative researchers also conduct reflective analysis of the data collected, trying to understand the meaning behind the observed phenomena (Herdiansyah, n.d.) and their relationship to the broader context.

5. Writing a detailed research report: The results of qualitative research are usually presented in a detailed report, which includes an in-depth description of the methodology, findings, and interpretations. The report serves as a way to show the research results in detail and transparently to the reader.

The changing paradigm of perception of reality (Nasution, 1988), phenomena, or symptoms is indeed one factor that encourages the emergence of qualitative research methods. This method allows researchers to better understand complex and contextual realities through a flexible and open approach to various interpretations.

Result and Discussion

The data analysis process is an essential stage in qualitative research, as it helps to understand and interpret the meaning of the data that has been collected. In analyzing data about the effectiveness of the socialization of the Reuse, Reduce, and Recycle Program carried out by the EcoGreen Campus Team of UIN Raden Fatah Palembang (EcoGreen Campus UIN Raden Fatah Palembang, 2023), researchers will take the following steps:

1. Data Reduction: This stage involves reducing the complexity of the data by selecting relevant and significant data for further research. The chosen data came from various

sources, including field observations, interviews with students and EcoGreen Campus Team members, and documentation related to the socialization program.

2. Data Display: After the data has been reduced, the researcher compiles and organizes it into a form that can be further analyzed, such as tables, graphs, or narratives. This allows researchers to see patterns or findings that emerge from the collected data.

3. Inference: The researcher will then analyze the organized data and look for patterns or themes that emerge. The conclusions drawn will be based on interpretations of the data's meaning, considering the social context and campus environment.

4. Verification of Conclusions: The final step in data analysis is to verify the conclusions drawn by referring back to the initial data and ensuring that the interpretations are consistent and valid.

By conducting a thorough and systematic data analysis process, researchers can produce an in-depth understanding of the effectiveness of the Reuse, Reduce, and Recycle Program's socialization at the UIN Raden Fatah Palembang campus and provide appropriate recommendations for improving and developing the program in the future.

Socialization has a vital role in forming individuals as influential members of society. In the context of socialization related to the Reuse, Reduce, and Recycle Program on the UIN Raden Fatah Palembang campus, socialization efforts aim to make students understand, accept, and internalize concepts and practices related to environmentally friendly waste management.

Through socialization, students are taught the importance of Reuse, Reduce, and Recycle practices to protect the environment and realize sustainability. They are not only given knowledge about these concepts but also encouraged to change their behavior and habits in their daily lives.

In the context of socialization, students are positioned as agents of change who can influence the behavior and attitudes of other communities toward environmental issues. By understanding their role in the socialization of the Reuse, Reduce, and Recycle Program, students are expected to be pioneers and role models for sustainable practices in the broader community.

Thus, socialization is about providing knowledge and forming attitudes, values, and behaviors that align with the individual's social function. This is in line with the concept of role theory in sociology, where individuals learn and adopt the roles expected of them in a particular social context.

Allah says in the Qur'an Surah Al-Imran verse 104 with the meaning: "And let there be among you a group of people who call to virtue, enjoin the ma'ruf and prevent from the munkar; they are the ones who are in succession." The verse contains an order that a group of people is present to invite goodness, encourage the ma'ruf, and guard people against

every evil... This aligns with the EcoGreen Campus UIN Raden Fatah's inviting goodness to create a beautiful campus environment by socializing the Reuse, Reduce, and Recycle program. The verse contains an order in which a group of people are present to invite goodness, encourage the ma'ruf, and guard people from evil. This is in line with what the EcoGreen Campus UIN Raden Fatah does in inviting goodness to create a good and beautiful campus environment, namely in the form of socialization of the Reuse, Reduce, and Recycle program.

The use of various forms of communication flows by the EcoGreen Campus Team of UIN Raden Fatah Palembang ([EcoGreen Campus UIN Raden Fatah Palembang, 2023](#)) in implementing the socialization of the Reuse, Reduce, and Recycle Program shows a comprehensive approach to conveying environment-related messages to students and campus communities. The following is a brief explanation of each form of communication flow mentioned:

1. One-Step Flow Communication: In this form of communication, socialization messages are delivered directly from the source to the recipient without going through any significant intermediaries. In the context of EcoGreen Campus, this may include direct presentations or promotional materials delivered by members of the Waste Team to students and campus staff.

2. Two-Step Flow Communication: In this form of communication, messages are conveyed from the source to opinion leaders or influencers in the community, who then convey the message to others in their circle. In the campus context, this might happen when members of the Waste Team interact with students or staff who have strong influence or trust in their circles and then relay the message about the importance of the Reuse, Reduce, and Recycle program to others.

3. Multi-Steps Flow Communication: In this form of communication, socialization messages pass through several stages or intermediaries before reaching the final recipient. This process involves a series of interactions and dissemination of messages through social networks or communities. In a campus context, this may occur when messages about an environmental program are disseminated through various student groups, organizations, or online discussion forums and then acted upon by community members interested in participating.

Using various communication streams, the EcoGreen Campus Team can reach diverse audiences on campus and ensure that messages about the importance of Reuse, Reduce, and Recycle practices are widespread and well understood by the campus community. This strategy effectively influences student attitudes and behaviors and creates a sustainable environmental culture on campus.

The use of one-step, two-step, and multi-step communication by the EcoGreen Campus Team of UIN Raden Fatah Palembang (EcoGreen Campus UIN Raden Fatah Palembang, 2023) shows a holistic approach to delivering messages related to the Reuse, Reduce, and Recycle program to students and the campus community. Through these various forms of communication, messages about the importance of sustainable environmental practices can be delivered effectively and reach a broader target audience.

Furthermore, the use of SWOT analysis in this study will provide a deep insight into the internal and external factors that affect the effectiveness of the socialization of the EcoGreen Campus program. The following is a brief explanation of the use of SWOT analysis:

1. Strengths: These include internal factors that provide a comparative advantage or edge in implementing the socialization program. For example, there are Green Campus Ambassadors who can spread the messages of the Reuse, Reduce, and Recycle program in a more targeted and personalized manner.

2. Weaknesses: This includes internal factors that limit the ability or effectiveness of socialization—for example, limited resources or support from the faculty or lack of participation from some students.

3. Opportunities: These include external factors that can be leveraged to increase the effectiveness of socialization, such as increased environmental awareness among students or support from the campus administration.

4. Threats: This includes external factors that may hinder or threaten the success of program socialization. For example, lack of support or attention from the campus administration or competition with similar programs.

By understanding the strengths, weaknesses, opportunities, and threats associated with the socialization of the Reuse, Reduce, and Recycle program, the EcoGreen Campus Team can identify effective strategies to improve the socialization's effectiveness and better achieve the program objectives. SWOT analysis can also help in long-term strategic planning for program development and improvement in the future.

Conclusion

The EcoGreen Campus team of UIN Raden Fatah Palembang has used various types of communication flows, including one-step, two-step, and multi-step communication, in socializing the Reuse, Reduce, and Recycle Program on campus. Although socialization efforts have been made, obstacles are faced, primarily related to the lack of small units formed in each Faculty specifically dedicated to this program. This has led to less than optimal socialization in the Faculty environment and caused a lack of understanding of this

program among students. Nevertheless, the socialization of the Reuse, Reduce, and Recycle program can be considered adequate in some aspects, where the message or information intended by the EcoGreen Campus Team is successfully delivered to students. However, some forms of socialization are still not fully effective, primarily through the faculty.

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