

BUILDING AWARENESS OF WASTE MANAGEMENT AS AN APPLICATION OF GREEN ECONOMY IN PRAI MEKE VILLAGE, CENTRAL PRAYA, CENTRAL LOMBOK

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Abstract. This study aims to assess the level of community awareness in Green Economy-based waste management in Prai Meke Village, Central Praya District, Central Lombok Regency. The main problems faced are the lack of public awareness of the importance of sustainable waste management, low participation in recycling programs, and limited infrastructure and waste processing facilities. The research method used is a qualitative approach with observation, interview, and data analysis techniques. The results showed that despite efforts to increase community awareness through the Waste Bank program, participation is still relatively low. The main challenges faced include the lack of continuous education, limited government support, and limited market access for recycled products. Therefore, more effective strategies are needed to increase public awareness, such as more intensive education, procurement of supporting facilities, and strengthening policies that support Green Economy-based waste management. With the right steps, waste management in Prai Meke Village can become more efficient and provide sustainable economic and environmental benefits.

Keywords: *Awareness, Waste Management, Green Economy*

INTRODUCTION

Waste has become one of the biggest challenges in environmental management in many areas, both urban and rural. This problem is not only related to environmental cleanliness, but also has a broad impact on public health, social welfare, and economic sustainability. As the population grows and consumption of goods increases, waste production also increases significantly every year. Waste that is not managed properly can pollute the environment, create health risks, and reduce the quality of life of the community.

According to data from the National Development Planning Agency (Bappenas), Indonesia produces around one million cubic meters of waste every day. Unfortunately, only around 42% of the total waste is successfully transported and managed properly, while the rest, around 300,000 tons of waste per day, is still not handled optimally. This condition has led to the increase of waste piles in landfills, polluting water sources, and causing negative impacts on the ecosystem.

In the province of West Nusa Tenggara (NTB), the condition of waste management also shows similar challenges. In 2019, NTB produced around 3,388 tons of waste per day. Of this amount, only about 51.21 tons were successfully recycled, while the other 76 tons were disposed of. This means that around 80% of waste in NTB is still not managed properly, which in turn causes environmental pollution in various regions, including in Central Lombok Regency.

One of the main factors causing the high rate of unmanaged waste is the lack of public awareness of the importance of good and sustainable waste management. Many people still have the mindset that waste is something that has no value and only needs to be disposed of without sorting it first. As a result, various types of waste, both organic and inorganic, are mixed in one dumpsite, making it difficult to manage or recycle.

In addition, limited waste management facilities and infrastructure are also an obstacle. Many areas, especially in rural areas, do not have an adequate waste management system. Available landfills are often insufficient to accommodate the increasing volume of waste. The unavailability of land to build additional landfills also further exacerbates this condition, so many people end up disposing of waste carelessly, polluting the surrounding environment.

To overcome this problem, various efforts have been made by the government and the community, one of which is by applying the concept of Green Economy in waste management. Green Economy is an economic

approach that aims to improve the welfare of society while maintaining ecological balance and reducing negative impacts on the environment. One form of applying this concept is by turning waste into resources that have economic value, such as through recycling and processing organic waste into compost.

One concrete example of the application of the Green Economy concept in waste management can be found in Prai Meke Village, Central Praya District, Central Lombok Regency. In this village, people are starting to realize the importance of managing waste independently. Currently, around 10% of residents have participated in waste management activities, both through the recycling process and by converting organic waste into compost that can be used for agriculture. Through this approach, it is expected that by 2024 around 40-50% of the population of Prai Meke Village can manage their waste independently.

One initiative that has been developed in Prai Meke Village is the establishment of a Waste Bank, where the community can deposit recyclable waste and gain economic benefits from it. This system allows each resident to have an account that records the amount of waste they deposit into the waste bank, which can then be converted into economic value. In addition to reducing the amount of waste dumped into the environment, this system also incentivizes people to be more active in sorting and managing their waste.

However, despite various efforts, there are still a number of challenges that must be faced in building public awareness of Green Economy-based waste management. These challenges include:

Changing People's Mindset and Habits, Although some people have started to participate in waste management, many still have the habit of littering. Changing people's mindset and behavior requires a more effective approach, including continuous education.

Limited Facilities and Infrastructure Waste management infrastructure in Prai Meke Village is still limited, especially in terms of waste processing facilities and transportation of waste to recycling sites. This limitation is one of the obstacles in improving the effectiveness of the waste management program.

Support and Involvement of Government and Private Sector, The success of Green Economy-based waste management is highly dependent on the support of various parties, including local governments and the private sector. Collaboration between the community, government, and the business world is essential to strengthen a sustainable waste management system.

Lack of Economic Awareness about Waste, Many people still consider waste as something that has no value, whereas with the right approach, waste can be a source of income through the recycling process and the production of waste-based goods.

Based on these issues, this research aims to examine strategies to build community awareness of waste management as part of the Green Economy implementation in Prai Meke Village. This research will also explore how communities can be empowered to manage waste more effectively, as well as identify steps that can be taken to increase community involvement in a sustainable waste management system. With this research, it is hoped that an appropriate empowerment model can be found to be applied in Prai Meke Village, so that it can become an example for other regions in developing a Green Economy-based waste management system. In addition, the results of this study are also expected to provide recommendations for local governments in designing more effective policies in waste management in rural areas.

RISULT AND DISCUSSION

Prai Meke Village is one of the villages located in Central Praya Sub-district, Central Lombok Regency. Most of the villagers work as farmers and traders. With the ever-increasing population, waste is a major issue that requires special attention. So far, waste management in the village is still conventional, where most household waste is disposed of without a proper sorting process. This has resulted in environmental pollution and the accumulation of waste at several points in the village. In recent years, the community of Prai Meke Village has begun to make efforts to manage waste more effectively through a Green Economy-based approach. This concept emphasizes sustainable resource management, including the utilization of waste as economically valuable materials through recycling and the utilization of organic waste for agricultural purposes. Based on observations and interviews conducted with 100 respondents in Prai Meke Village, it was found that the level of community awareness towards waste management still varies. About 30% of the community has been accustomed to sorting waste before disposal, 40% still dispose of waste without sorting first, 20% do not know the benefits of recycling waste, and only 10% actively participate in Waste Bank activities. Although some people are already aware of the importance of waste management, there is still a big challenge in changing old habits that are not environmentally friendly. The majority of people still litter without considering the long-term impact.

As one of the Green Economy-based waste management efforts, Prai Meke Village has established a Waste Bank. This system allows residents to

deposit inorganic waste such as plastic, paper, and metal to be exchanged for economic incentives. Based on the research results, it was found that an average of 250 kg of waste is collected monthly through the Waste Bank, with 60% of the waste coming from households, while 40% comes from schools and small businesses. Around 80% of residents who joined Bank Sampah felt the program provided additional economic benefits. The Waste Bank has helped reduce the amount of waste thrown into the environment and increased community awareness of the importance of waste segregation. However, there are still obstacles such as the lack of waste processing facilities and the low level of community participation. The application of the Green Economy concept in waste management in Prai Meke Village has had a positive impact on the community's economy. Some of the main findings in this study include that the community involved in recycling and waste processing businesses experienced an increase in income of up to 15-20% per month, recycled products such as compost and waste-based crafts began to have a market, especially at the local level, and most people began to understand that waste can be an economic resource, not just waste that must be disposed of. With a better waste management program in place, communities not only get environmental benefits but also economic benefits that can improve their welfare.

Although the Green Economy program has brought many benefits to the people of Prai Meke Village, there are several challenges that still need to be overcome. Some of these include the lack of infrastructure and waste processing facilities, low community participation, limited government support, and lack of access to markets for recycled products. Bank Sampah still faces limitations in terms of waste storage and processing, due to the absence of supporting facilities such as plastic shredding machines and composters which are major obstacles in improving the effectiveness of this program. Despite several educational initiatives, many residents are still reluctant to be actively involved in waste management due to lack of understanding and old habits of littering. To date, there is no local policy that specifically supports Green Economy-based waste management at the village level, which causes limitations in further program development. Recycled products from the community, such as compost and handicrafts, still face obstacles in terms of marketing and distribution because many of the products produced do not yet have clear marketing channels, so the expected economic benefits are still limited.

Based on the research results, there are several strategies that can be implemented to increase awareness and sustainability of the Green Economy program in Prai Meke Village. One of the main strategies is continuous education by increasing socialization through schools, places of worship, and

community groups so that more residents understand the benefits of waste management. In addition, improved facilities and infrastructure are also needed, such as the provision of waste processing equipment such as shredders and composters to support the recycling process. Encouraging collaboration with the government and the private sector is a strategic step to support waste management programs, both in the form of policies and facility assistance. Market development for recycled products also needs to be done so that recycled products have a higher selling value and can improve community welfare. The results of this study show that the application of Green Economy in waste management in Prai Meke Village has great potential in improving community welfare and preserving the environment. Although there are still various challenges, with the right strategy and support from various parties, this community-based waste management model can be a sustainable solution. Therefore, concrete steps are needed to improve waste management infrastructure, increase community participation, and encourage policies that are more supportive of the Green Economy concept at the village level.

Conclusion

Based on the results of the research conducted, it can be concluded that Green Economy-based waste management in Prai Meke Village still faces various challenges, but has great potential to be developed. The level of public awareness of waste management still needs to be improved, especially in the aspects of sorting and recycling. The Waste Bank program has had a positive impact on the community, but not enough to reach all villagers. The main obstacles faced are limited infrastructure, low policy support, and lack of access to recycled product markets. Therefore, sustainable strategies such as more intensive education, provision of supporting facilities, and closer cooperation between the government, the community, and the private sector are needed. With these measures in place, it is hoped that Prai Meke Village can become an example in the implementation of a sustainable and effective Green Economy in managing waste independently...

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