



Implementation of the 'See Trash, Take It' Concept Through Effective Communication for the Empowerment of Islamic Women

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Abstract: The increasing problem of waste in urban environments is an increasingly urgent issue that needs to be addressed collectively. This research aims to analyze the application of the "See Trash, Take" concept through effective communication in the context of Islamic women's empowerment. This concept aims to encourage women's active involvement in maintaining a clean environment through simple but meaningful actions, namely picking up rubbish found around them. This research is a qualitative descriptive study at the Waste Bank in Kebagusan Village, Pesawaran Regency, Lampung Province. Data was collected through in-depth interviews, participant observation and documentation. The research results show that effective communication, which is structured in accordance with Islamic values, has succeeded in increasing women's participation in the "See Trash Take" program. This communication strengthens their awareness and responsibility for environmental cleanliness, forms a solid social network, and encourages collaboration with various parties. However, challenges are still faced, such as uneven levels of participation and obstacles in implementation in the field. Nevertheless, the application of this concept through the empowerment of Islamic women shows great potential to increase the effectiveness of waste management programs and strengthen the role of women in preserving the environment.

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INTRODUCTION

In Indonesia, the waste problem is one of the big challenges faced, especially in urban areas and densely populated areas. The habit of littering is still a common phenomenon, even though there are regulations and campaigns that attempt to overcome this problem (Araisyi et al., 2024). The lack of public awareness of the importance of protecting the environment causes environmental pollution. Environmental changes leading to environmental destruction indicate that humans are not wise in utilizing nature. Along with the increasing population and current economic growth, waste management in most cities is still a problem that is difficult to control. The waste problem continues to be a hot topic discussed, both in Indonesia and in cities around the world, because almost all cities face challenges in waste management. One of the factors that contributes to environmental damage, which is still a big job for the Indonesian people, is the disposal of plastic waste.

The Lampung Province Environmental Service (DLH) noted that the generation of waste produced by local communities continues to increase every year. Waste generation in Lampung will

increase in 2023 by 19,035.96 compared to the previous year. Based on observations, the resulting waste generation is spread across 15 regencies/cities, with the following details (Khoiriah, 2024):

No	Name	Amount
1.	Lampung Barat	47.654,35
2.	Tanggamus	939.17,82
3.	Lampung Selatan	230.726,72
4.	Lampung Timur	197.688,93
5.	Lampung Tengah	290.729,95
6.	Lampung Utara	114.808,01
7.	Way Kanan	68.442,90
8.	Tulang Bawang	69.251,30
9.	Pesawaran	67.732,46
10.	Pringsewu	60.548,10
11.	Mesuji	29.939,63
12.	Tulang Bawang Barat	41.217,26
13.	Pesisir Barat	23.392,85
14.	Bandar Lampung	288.990,68
15.	Metro	42.065,90

Source: [Kupas Tuntas - Sepanjang 2023, Timbulan Sampah di Lampung Meningkat 19 Ribu Ton](#)

Based on this data, it can be seen that the amount of waste produced in Lampung Province is very large. If this continues, the quantity of waste will increasingly pile up and have an impact on environmental pollution. The large amount of rubbish generated by the community causes the environment to become dirty, dirty and filthy which becomes a breeding ground for pathogens that are dangerous to human health, such as nests of flies, rats and other wild animals which can potentially be a source of disease spread (Faizal et al., 2021). Apart from that, rotting rubbish will cause an unpleasant odor and is dangerous for health, the released water (leachate) can also cause pollution of wells, rivers and ground water, moreover rubbish that is scattered inappropriately can cause blockages in drainage or absorption channels. rainwater can cause flooding. Therefore, it is very necessary for the government and the community to pay attention to large areas for collecting large amounts of waste and far from residential areas.

Due to this problem, special treatment is needed to overcome the waste problem by reusing waste to provide added economic value and benefit the community. One of the government programs to reduce waste which is a problem is the existence of a Waste Bank (Pamungkas et al., 2020). Because the aspect of the activities carried out by the existence of the Waste Bank is that the public can know that waste that is usually useless now has its own value. A waste bank is a waste management concept that involves sorting dry and wet waste collectively and encouraging the active role of residents (Pamungkas et al., 2020). Apart from that, waste banks also act as an economic driver, where people can save by using sorted dry waste, while also gaining economic benefits from this waste.

The aim of the formation of the Waste Bank is for the community to carry out activities that are useful and have their own value (Purba, 2023). Therefore, with this activity, the community, especially housewives in Kebagusan Village, Pesawaran Regency, can utilize waste and reduce waste that becomes a problem by joining the Waste Bank. One of the programs held at the Waste Bank is "See Trash Take" which is a simple but effective initiative that aims to increase public awareness in maintaining environmental cleanliness (Djawaria Pare et al., 2022). This concept encourages every individual to pick up the waste they see in their neighborhood, without waiting for orders or instructions from other parties. However, the implementation of this concept requires an appropriate communication approach in order to be widely adopted by the community. The role of women, especially Islamic women, is crucial in community empowerment and environmental management efforts (Nur, 2019). In Islam, maintaining cleanliness is part of the faith, and women

are often the primary agents in educating families and communities about the values of cleanliness and environmental responsibility (Alanna Qalbi et al., 2021). Therefore, empowering Islamic women through effective communication can be a powerful strategy to disseminate and implement the 'See Trash Take' concept.

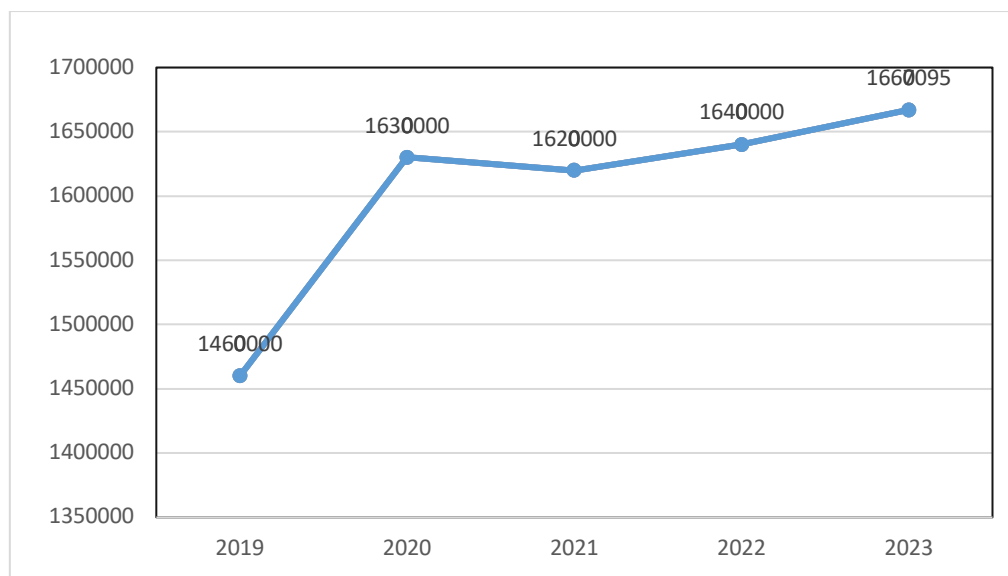
Through good communication, information about this concept can be widely disseminated to all levels of society (Wistina Seneru et al., 2024). Empowered women become agents of information dissemination, teaching their family members, friends and communities to join the movement (Yanti & Amaliah, 2024). Effective communication can instill a sense of responsibility in women to become environmental stewards (Strategi Komunikasi Yang Efektif: Communication for Behavioral Impact (Combi) Dalam Pengendalian Demam Berdarah Dengue, 2022). With constructive dialog, women can better understand the positive impact of simple actions such as picking up litter that they see. When women are empowered through proper communication, they can form groups or communities that support each other in implementing the 'See Trash Pick Up' concept, creating a social support network that strengthens their commitment to the movement.

Effective communication can motivate more women to get involved. By appreciating their efforts and providing positive feedback, women's participation in keeping the environment clean will increase. Through communication, women can work with various parties, such as community organizations, religious institutions, and the government, to expand the reach of this concept (Shofan, 2021). Strong collaboration can increase the effectiveness of 'See Trash Take' implementation in various communities. This research aims to explore how the concept of 'See Trash Take' can be effectively implemented through empowering Islamic women. It will also examine how proper communication can mobilize women to play an active role in keeping the environment clean.

RESULTS AND DISCUSSION

The many waste problems in Lampung Province have become a complex environmental issue that requires serious attention from the government and the community. Along with population growth and urbanization, the volume of waste in Lampung Province continues to increase from year to year. This can be seen in the following chart of waste generation in Lampung Province:

Picture 1. Total Waste Generation in Lampung Province



Source: Researcher processing results

The increase in waste generation is caused by several factors such as the increasing consumption of disposable goods, plastic packaging, and other products that contribute to the increase in waste. Infrastructure limitations such as waste management facilities and landfills are still limited and often unable to accommodate the increasing amount of waste. Lack of management in separating waste

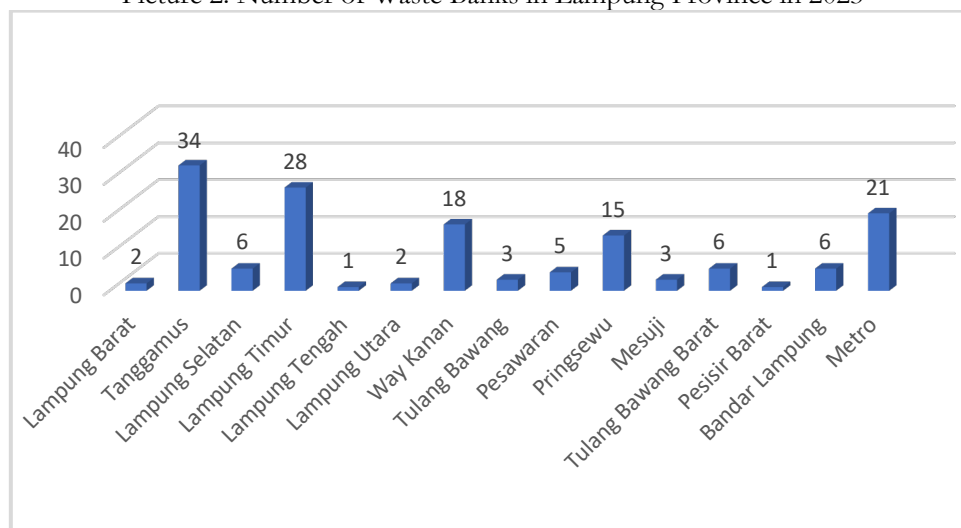
from its source such as separating organic and inorganic waste is still not a common habit in the community, resulting in waste that can actually be recycled or processed instead ending up in landfills, causing a buildup of waste. In addition, public awareness about the importance of good waste management is still low. This can be seen from the low participation in activities such as recycling, composting, and waste reduction at the source. There are still many people who litter, especially in urban and rural areas, which causes environmental pollution such as rivers, drainage, and open land.

Waste that is not managed properly can cause water and land pollution. Plastic waste, for example, can pollute rivers and seas, adversely affecting aquatic ecosystems and marine life (Yanti et al., 2023). The accumulation of waste, especially decaying organic waste, can be a source of disease for the surrounding community. In addition, uncontrolled burning of waste can also cause harmful air pollution. Although there are various policies issued by the government to address the waste problem, they have not been fully implemented and monitored. Therefore, there is a need to support sustainable waste management initiatives, such as waste banks or recycling programs.

Waste bank is a community-based waste management concept that aims to reduce waste generation and provide economic benefits to participating communities (Khotimah & Lailiyah, 2024). A waste bank serves as a place where people can exchange the waste they collect for a sum of money or other goods equivalent to the value of the waste. Waste banks encourage people to separate their waste at home by type, such as organic waste, recyclable inorganic waste (e.g. plastic, paper, metal), and non-recyclable residual waste (Sugara et al., 2024). The segregated waste is then collected and deposited at the waste bank. The waste is weighed and given an economic value based on its type and weight. The community can get cash, goods, or even save in the form of a balance in the waste bank.

By encouraging communities to separate and manage waste independently, waste banks help reduce the volume of waste that ends up in landfills. Waste banks provide economic opportunities for the community, especially for vulnerable groups such as housewives, scavengers, and residents with low incomes. Through waste banks, they can supplement their income from selling waste that was previously considered worthless. Waste banks play a role in raising public awareness on the importance of responsible waste management. It also encourages clean and healthy living habits. By reducing the amount of littered waste, waste banks help reduce environmental pollution, be it land, water or air pollution. The Waste Bank program has been implemented in districts/cities in Lampung Province. This can be seen in the diagram below:

Picture 2. Number of Waste Banks in Lampung Province in 2023



Source: [Jumlah Sampah Kabupaten Kota - Dinas Lingkungan Hidup Provinsi Lampung \(Lampungprov.Go.Id\)](https://jmlh.sampah.kabupatenkota-dinaslingkunganhidupprovinsilampung.lampungprov.go.id)

Overall, the waste bank program has been implemented in most districts/cities in Lampung Province, with some areas showing more progress than others. Further efforts are needed to

expand the coverage and effectiveness of this program in areas with lower numbers of implementation. As seen from the graph above, one of the districts in Lampung Province that has implemented the Waste Bank program is Pesawaran District with the name Kampung Sawah Waste Bank in Kebagusan Village.

The presence of this waste bank reflects the awareness of some people to preserve the environment. Although the effectiveness of the waste bank in reducing the volume of waste has not been fully seen due to various obstacles and a long process, Kampung Sawah Waste Bank has received various awards, both from Kebagusan Village and neighboring villages, as well as from the Pesawaran district government. In addition to functioning as a waste management effort, this waste bank also implements a savings system as a form of appreciation and an effort to improve the economic welfare of the community. Although the improvement of the community's economy through savings in the Waste Bank is still in the development stage and the benefits are not yet so significant, the existence of the Kampung Sawah Waste Bank is expected to encourage people to care more about environmental health and social welfare gradually. One of the programs run at the Kampung Sawah Waste Bank is the "See Trash Take" program.

The "See Trash Take" program is supported by an intensive education campaign to raise public awareness about the importance of waste management. This education is carried out through schools, social media, and community activities. Women are often the pillars of household management, including waste management (Lusiana, 2024). Through this program, women can be empowered as agents of change in their communities, leading and inspiring families and neighbors to participate in keeping the environment clean. In addition to the positive environmental impact, the "See Trash Take" program can provide economic incentives for the community. For example, through waste banks, people can collect certain waste such as plastic or paper and exchange it for money or daily necessities. The success of the "See Trash Take" program relies heavily on the active participation of the community by involving women as agents of change in maintaining environmental health, which requires effective communication to ensure the implementation of the program goes very well.

Effective communication is essential in engaging women in the implementation of the "See Trash Take" program in waste banks. As agents of change, women have a central role in disseminating information, educating family members, and encouraging the community to actively participate in the program (Diatmika & Rahayu, 2021). Women can spearhead the dissemination of information on the importance of waste management. With effective communication, they can educate others on how to sort waste and the benefits of the "See Trash Take" program.

Through effective communication, women form groups or communities that focus on waste management such as the Kampung Sawah waste bank in Kebagusan Village. In this group, they share information, provide support, and work together to achieve the common goal of keeping the environment clean. By using effective communication, women instill a sense of responsibility in their community to participate in the "See Trash Take" program, this certainly not only encourages collective action, but also strengthens awareness of the importance of protecting the environment.

Effective Communication of Islamic Women Empowerment in the "See Trash Take" Program

Effective communication makes it easy to understand the message conveyed between the giver and receiver with clear and complete language. In the "See Trash Take" program, effective communication is the key to success in empowering Islamic women to become agents of change in maintaining environmental cleanliness. Effective communication can strengthen the role of Islamic women in this program. Through discussions involving the community, women can be empowered to take an active role as pioneers in maintaining environmental cleanliness, in accordance with Islamic teachings that emphasize the importance of cleanliness (Abdullah et al., 2019). In addition, the effective communication of Islamic women is also associated with integrating Islamic values of cleanliness and social responsibility (Safitri & Mujahid, 2024). This helps create deeper awareness and stronger motivation to participate in the program.

In implementing the “See Trash Take” program at the Kampung Sawah Pesawaran waste bank, the role of Islamic women ensures the delivery of information with good communication, including how to participate and its benefits, is conveyed clearly and can be understood by all levels of society, especially Islamic women. This activity is carried out using various media such as lectures, discussions, and of course by utilizing social media such as Instagram, Tiktok, WhatsApp, and so on (Purba, 2023). The waste bank implemented the “See Trash Take” program as an effort to encourage the community, especially Islamic women to actively participate in keeping the environment clean. The program aims for any individual who sees trash in their environment to immediately pick it up and dispose of it in the right place. By integrating this program, the waste bank not only helps to reduce the amount of littering, but also raises public awareness about the importance of cleanliness and responsible waste management. In addition, through this program, participating communities can gain economic benefits, such as savings from the waste they collect and deposit into the waste bank. With the implementation of the “See Trash Take” program supported by effective communication, Islamic women can play an important role in keeping the environment clean, while empowering themselves and their communities in sustainable environmental conservation efforts.

Results of the Implementation of the “See Trash Take” Program at the Garbage Bank

The results of the implementation of the “See Trash Take” program at the Kampung Sawah waste bank can be seen from several aspects including environmental impacts, community participation, and social and economic benefits. One of the main results of this program is the reduction in the amount of waste scattered in the environment. With the awareness of the community to pick up and manage waste, the area around the Kampung Sawah Pesawaran waste bank has become cleaner and healthier. The program helped raise awareness among the community, especially among women about the importance of keeping the environment clean, it also encouraged them to be more responsible for the waste they produce.

The implementation of Kampung Sawah Waste Bank often provides economic benefits to its members. Waste collected and sorted can be sold or processed, providing an additional source of income for the community. Participation in the program is often followed by awards from the government or other institutions, which appreciate the community's efforts in keeping the environment clean. This can also increase the sense of pride and solidarity among community members. Overall, the implementation of the “See Trash Take” program in waste banks shows positive impacts in terms of waste management, increased environmental awareness, and community empowerment, especially of women. The program contributes significantly to environmental conservation while providing social and economic benefits to the involved members of Bank Sampah Kampung Sawah and the community.

The results of the implementation of the “See Trash Take” program in waste banks with effective communication show a more positive and significant impact than without good communication. Effective communication makes information about the “See Trash Take” program conveyed clearly and thoroughly to all levels of society. As a result, more people are actively involved in the program, both in terms of picking up waste and depositing it into the waste bank. Through a communication approach specifically designed to empower women, the program succeeded in attracting more women to participate. They not only participate, but also often become agents of change within Kampung Sawah Waste Bank. Effective communication makes people more aware of waste issues and more responsible in maintaining cleanliness. Education through effective communication encourages behavior change in the community, where they routinely pick up the waste they encounter and support better waste management. Through clear communication of the economic benefits of the program, more communities are encouraged to collect and deposit waste into waste banks. As a result, they began to experience economic benefits through the waste savings system, albeit on a small scale. Overall, effective communication in Islamic women's empowerment plays a significant role in the successful implementation of the “See Trash Take” program in waste banks. The results are not only seen in increased community

participation and awareness, but also in broader economic and social benefits, as well as better waste management effectiveness.

CONCLUSIONS

The implementation of the "See Trash, Take It" concept supported by effective communication has succeeded in increasing the role of women, especially Muslim women, as agents of change in maintaining a clean and healthy environment. They become more active in taking initiatives to clean up the environment and motivate others in their communities. Through communication that is structured and adapted to Islamic values, women are empowered to understand and carry out their responsibilities in protecting the environment. Awareness of the importance of maintaining cleanliness in accordance with the teachings of Islam is strengthened, so they are more motivated to participate in the "See Trash Take" program. Effective communication has been proven to increase the effectiveness of the "See Trash Pick Up" program in achieving its goals. By involving women as leaders and motivators, this program is more easily accepted and implemented by the community, so that its positive impact on the environment and community becomes more real. The application of the "See Trash, Take It" concept through effective communication in empowering Islamic women not only strengthens the role of women in environmental management but also encourages the formation of communities that are more aware, responsible and collaborative in maintaining environmental cleanliness and sustainability in accordance with Islamic values.

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