

CHAPTER I

INTRODUCTION

1.1. Background

Environmental campaigns play an important role in overcoming environmental problems in big cities. One of them is the city of Jakarta, which has complex environmental problems ranging from pollution, congestion, government policy management, flooding, to citizen participation. According to Aminullah (2019), Jakarta is still in an ecological emergency, a situation where there is an urgency caused by the loss of ecological balance due to the accumulation of environmental damage and pollution. This issue shows how serious the challenges faced by this metropolitan city are in maintaining a balance between economic development and environmental preservation. These problems are interrelated and affect the quality of life of citizens, as well as the sustainability of the surrounding ecosystem. Each of these environmental problems has significant implications for public comfort and health.

One of the most pressing issues in this regard is traffic congestion, which not only disrupts the mobility of citizens but also contributes to an increase in air pollution. Based on Tomtom Traffic Index research, Jakarta is ranked as the 30th most congested city in the world (2023). According to Rosa (2023), transportation emission sources are still the largest sector contributing to poor air quality in Jakarta at 67.04%. This situation reflects the big challenge facing Jakarta, where congestion and pollution management must be done simultaneously to achieve a better quality of life. The following can be seen traffic jams in DKI Jakarta in Figure 1.1.



Figure 1. 1 Traffic Jams in DKI Jakarta

Source: (Wiguna, 2023)

In addition to the congestion problem, Jakarta also faces another major challenge, namely waste management which is increasing every year. According to Waluyo (2024), the waste generated by the city of DKI Jakarta amounted to 3.14 million tons, which increased from the previous year, 2022, which amounted to 3.11 million tons. However, the amount of waste managed fell from 2.29 million tons to 2.27 million tons in 2023. This has caused DKI Jakarta to become one of the largest waste contributors in Java. With an average daily waste volume of 8,000 tons, DKI Jakarta shows great challenges in terms of waste management. The accumulation of waste volume in DKI Jakarta can be seen in the landfills in Jakarta in Figure 1.2.



Figure 1. 2 Landfills in DKI Jakarta

Source: (Waluyo, 2024)

Not only congestion, but flooding is also a problem that never ends every year in DKI Jakarta. The increase in extreme rainfall every year is one of the factors that cause DKI Jakarta to experience flooding every year. According to Fajar (2020), the frequent occurrence of significant floods in Jakarta is caused by an increase in the intensity of annual extreme rainfall. The waste problem is also a factor in the emergence of the never-ending flood problem in DKI Jakarta. Piles of garbage in Jakarta are one of the main reasons for flooding and most of the garbage is plastic (Newswire, 2022).

One of the main factors of this complex problem is low public awareness. In the context of pollution, many people tend to use private vehicles rather than public transportation to travel. The surge in motorized vehicles is also a problem factor in

Jakarta and is not matched by the increase in adequate traffic facilities and infrastructure according to Haryono et al. (2018), this condition reflects the need for more intensive educational efforts to increase public awareness of the negative impacts of private vehicle use.

In the waste problem, the lack of public education in good waste management is one of the factors. So that it has an impact on the problem of flooding that never ends every year when hit by the rainy season in DKI Jakarta. The flood problem that occurred yesterday was purely due to the lack of public awareness in waste management and the habit of littering that is still being done (Ratya, 2024). This shows that without collective action to raise awareness of the importance of waste management, the problem of flooding in Jakarta will continue to be repeated.

As a local government agency in DKI Jakarta, the DKI Jakarta Environment Agency (DLH DKI Jakarta) has a very important task in dealing with these complex problems. Based on the Governor Regulation of the Special Capital Region of Jakarta number 57 of 2022, the Environmental Agency has the task of organizing government affairs in the field of environment and government affairs in the field of public works and spatial planning in the waste sub-affairs. As a responsible government agency, DLH DKI Jakarta is tasked with making policies and programs that support environmental sustainability and increase public awareness of environmental issues such as efforts to address air pollution, flooding, and waste management.

DLH DKI Jakarta has several programs to overcome complex environmental problems in DKI Jakarta. Such as forming an Air Pollution Control Task Force to deal with pollution problems. As a step to accelerate air pollution control, Acting Governor of DKI Jakarta Heru Budi Hartono formed the Air Pollution Control Task Force. The determination is based on Governor Decree Number 593 of 2023 concerning the Air Pollution Control Task Force (2023). The establishment of the task force aims to deal with air pollution problems in a more effective and coordinated manner.

In addition, DLH DKI Jakarta also implements programs to educate the public about the dangers of littering to tackle flooding. DLH DKI Jakarta has made regulations such as the establishment of Waste Management Agencies at the RW level, banning the use of single-use plastic bags, and managing waste in independent areas (2024). These measures not only aim to address the flooding issue, but also to increase public awareness of the importance of keeping the environment clean. This program is part of an overall effort to create a cleaner and more sustainable Jakarta.

DLH DKI Jakarta also conducts the TPS 3R (Reduce, Reuse, Recycle) program so that people can process waste in order to reduce the volume of waste in DKI Jakarta. Waste management with TPS 3R is one of the steps to reduce and handle waste, so that waste disposed of in landfills can be minimized (Hakim, 2024). This program not only aims to reduce the amount of waste, but also to build public awareness about the importance of responsible waste management.

In addition to direct efforts, DLH DKI Jakarta also uses social media Instagram as a medium to provide information and raise public awareness about the complex problems that occur in DKI Jakarta. Social media serves as an interactive communication channel, where people can get the latest information about environmental programs and tips on maintaining cleanliness. The use of social media is part of implementing broader environmental communication, aiming to build collective awareness and encourage active participation in preserving the environment.

According to Ardian (2019), environmental communication is a pragmatic and constitutive vehicle or tool to learn and understand about the environment including our relationship to the environment. This shows the importance of communication in building public awareness of environmental issues. Through their official account, DLH DKI Jakarta actively shares educational content that aims to educate the public about the importance of good waste management and the negative impacts of littering. The use of Instagram as a communication medium has its own advantages. The platform allows DLH to reach a wider audience, especially the younger generation who are more active on social media.

In addition to DLH DKI Jakarta, there are also several provinces that use Instagram media as a medium to disseminate information and build public awareness about environmental issues as listed in table 1.1:

Table 1. 1 Comparison of DLH Instagram Accounts in Provinces in Indonesia

No	Region	Account	Followers
1	DKI Jakarta	Dinaslhdki	91,300
2	West Java	Dlh_jabar	17,700
3	Yogyakarta	Dlhkdiy	8.154
4	East Java	Dlhjatim	6.976
5	South Sumatra	Dlhp.provsumsel	6.511
6	Central Java	Dlhkprovjateng	3.433
7	Lampung	lablingdlhprovlampung	1.721

8	North Sumatra	Dislhc_provsu	1.152
9	West Sumatra	Dlh_sumbar	570

Sources: Gathered by Researcher, 2024

It can be seen from the table comparison that DLH DKI Jakarta has the highest number of Instagram account followers compared to several other regions. This shows that Instagram is not just a social platform, but also serves as an important tool in environmental communication.

There are several studies that discuss communication at the Environmental Agency including research conducted by Faisal et al. (2023) which discusses the environmental communication strategy implemented by DLH DKI Jakarta to overcome the problem of river pollution in Jakarta. This research focuses on environmental communication strategies implemented by DLH DKI Jakarta in overcoming river pollution problems in Jakarta. The communication strategy applied in this research is general and does not focus specifically on the use of social media such as Instagram. This research emphasizes more on various communication techniques as a whole, such as press releases and direct socialization, without an in-depth focus on specific platforms such as Instagram.

There is also research from Kasuma et al. (2022) which also discusses the communication strategy applied by Balikpapan Environmental Agency in a waste management program called “Halte Sampah” in Gunung Bahagia Village. This research discusses the communication strategy applied by Balikpapan Environmental Agency (DLH) in a waste management program known as “Halte Sampah” in Gunung Bahagia Village. The main focus of this research is to explore how DLH seeks to disseminate information and increase community participation in waste management, especially amidst the challenges faced, such as initial resistance from the community and the impact of the COVID-19 pandemic. This research focuses on communication strategies in general in the context of waste management programs in Balikpapan and does not emphasize on specific social media platforms such as Instagram.

In addition, there is also research conducted by Swarnawati et al. (2023) examined the Environmental Communication Strategy in the minimal waste campaign. This research focuses on the environmental communication strategy implemented by waste banks in South Tangerang in the zero waste lifestyle campaign which aims to explore the role of waste banks as agents of change in disseminating the

zero waste lifestyle to the community. This research uses social media, particularly Instagram and WhatsApp groups, to spread educational messages about waste management and the zero waste lifestyle campaign.

Furthermore, there is also research from Annazilly & Dirgantara (2024) on Environmental Communication in Waste Banks in Bandung City and Bandung Regency. This research focuses on environmental communication in the context of waste banks in Bandung City and Regency to explore how the Bandung City DLH Main Waste Bank and Bandung Regency Bersinar Waste Bank convey waste management messages to the public. The research highlights the use of various platforms and community programs to raise environmental awareness.

The researcher chose to conduct this study because there is still a lack of research on environmental communication on social media, especially Instagram, which is managed by a government agency such as DLH DKI Jakarta. This research is important considering that DLH DKI Jakarta is one of the largest Instagram accounts in Indonesia that discusses various environmental issues in the region. In addition, the use of social media as a means to disseminate information and build public awareness about complex environmental issues in DKI Jakarta needs to be explored further. Therefore, this research has a high urgency to be carried out with the title” **Environmental Communication on Instagram of DKI Jakarta Environmental Agency (*Dinas Lingkungan Hidup DKI Jakarta*)**”.

1.2. Research Objectives

The purpose that the researcher wants to achieve through this research is to find out how the environmental communication is applied on the Instagram of the DKI Jakarta Environmental Agency.

1.3. Research Questions

The research question that the researcher wants to achieve through this research is to find out how environmental communication is applied by the DKI Jakarta Environmental Agency to overcome environmental problems in DKI Jakarta through Instagram?

1.4 Research Benefits

1.4.1 Theoretical Benefits

This research can enrich the knowledge of how social media, especially Instagram, is used as an environmental communication tool. It contributes to the development of environmental communication theory by highlighting ways of delivering messages in a modern context.

1.4.2 Practical Benefits

The next benefit is to build readers' awareness of environmental issues through the use of social media, so that it is expected that readers will more actively participate in environmental programs initiated by the Environmental Agency or other government agencies.

1.5 Research Time and Location

This research will be conducted from September 2024 to March 2025, starting with the preparation of the proposal conducted in Bandung. Data observation will be conducted at the DKI Jakarta Environmental Agency, while data processing will take place at Telkom University Bandung. Further details about this research can be seen in table 1.2:

Table 1. 2 Research Time

No	Type of Activities	Time									
		2024				2025					
		September	October	November	December	January	February	March	April	May	June
1	Title Submission										
2	Preparation of Chapter 1										
3	Preparation of Chapter 2										
4	Preparation of Chapter 3										
5	Proposal Seminar										
6	Data retrieval										
7	Data processing										
8	Preparation of Chapter 4										
9	Preparation of Chapter 5										
10	Thesis Defence										

Sources: Gathered by Researcher (2024)