

Analysis of Social Construction of Community Empowerment in Waste Management at the Garbage Bank “Mutiara” in Medan, Indonesia

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Abstract: *One of the problems that exist in the environment is that in everyday life most housewives throw garbage without separating it first according to its type. Garbage is waste from a material that is no longer used. Actually waste can be managed and will produce economic value. Organic waste can be used as fertilizer plants and inorganic waste can be recycled or as trading commodities. This is where the importance of the Garbage Bank can be seen as a means for the community to save, improve socio-economic, as well as empower the community in waste management. This study discusses how the practice of community empowerment in stages*

externalization, objectification, and internalization through the Mutiara Medan Garbage Bank program. This research is a field research (field research) research location in the Mutiara Garbage Bank, Medan City, using a purposive sampling method. Data collection techniques using observation methods, interview methods and documentation methods. Using qualitative data analysis techniques and using a data validity test with triangulation. The results showed that the process of social construction in the externalization, objectification, and internalization stages started with community interest in community empowerment in the Garbage Bank program, plus intense socialization from the Garbage Bank Management.

This social construction can be perpetuated to this day, because of the continuous socialization carried out by the management of the Waste Bank and support from various parties such as the government. In addition, this social construction is considered successful because there is a clear output and it becomes a community need, namely the concept of a waste bank by selling waste to get money. The Waste Bank Program is used as an activity for the community both cognitively and affectively in the form of training on a clean and healthy environment and training on organic, inorganic and local organism metabolism (Mole) of economic value.

Keywords: *Social construction, Community Empowerment, Waste Bank Program*

1. INTRODUCTION

Islam is a heavenly religion whose teachings contain orders, prohibitions, and instructions for the good of humans. Kindness is not only in this world, but also in the hereafter. Islam regards humans as individuals who are responsible to God and guarantee individual rights. Islam also develops a sense of social responsibility in humans. Islam also provides guidance for all human life, including treating nature and the environment.

Today environmental issues are an important part of research in the 21st century. The issue of environmental problems is now not only a national issue, but it is the duty of all countries to participate in repairing and maintaining it. Humans are encouraged to be friendly to the environment and not damage it. Islam does not prohibit humans from managing the environment so that it can be used for human survival, but this must be considered in a balanced way and not excessive. As contained in the word of Allah Surah Al-An'am verse 141.

The high demands of life's needs make humans put aside their environmental impacts, as well as the excessive demands on human life's needs resulting in various environmental damages caused by human actions themselves. As explained in the Al-Qur'an letter Ar-Rum verse 41: Like the problem of

waste accumulation in Indonesia, if each person produces an average of 0.7 kg of waste per person per day, a total of 175 thousand tons per day of waste production can be produced nationally or in a year as much as 64 million tons per year. Of all this amount, it is dominated by non-organic waste (Fatah, 2019).

The environmental impact of waste accumulation is also fatal to the surrounding environment. If the community makes ditches and streams as locations for waste disposal both in solid and liquid form. Even though this waste can cause pollution to the river ecosystem. The environmental impact of the accumulation of waste will also damage the soil. The remaining material is also mostly produced from the agricultural and plantation sectors. Even though the waste from this sector is considered harmless, because it is organic in nature, it is easy to decompose. However, in reality, there are currently many chemicals used in this sector. The impact is very large affecting the land and the creatures that live in the land. As a result, the ecosystem is disrupted.

Environmental Impact with the continued accumulation of waste also has an impact on the social and economic life of the community. For example, diseases caused by dirty environments often require serious treatment from medical personnel. In conditions like this, of course, a greater cost is required for treatment. The environmental impact of the accumulation of waste besides impacting social and economic life will also cause disaster. As described above, the community has a tendency to dispose of waste into streams such as ditches and rivers. This condition, if allowed to continue, will result in blockage of the flow of water and then the water will seep out and inundate the surrounding environment and eventually flooding will occur, especially during the rainy season.

Garbage is a type of biomass whose availability is quite abundant from day to day, especially in big cities. Garbage is also a concern of many parties, because it is directly related to cleanliness and beauty (aesthetics) of the environment and public health, especially in urban areas. Waste can come from various modes of use such as something that is no longer used because it is damaged, excess from a use (such as excess food), packaging (packaging) of goods that function to protect goods, remnants of production activities (such as sawdust, pieces of cloth, wood) or items that work and are no longer used because the user has newer items.

Data from the Ministry of Environment (KLH) for 2020 states that the average volume of waste in Indonesia reaches 300 thousand tons/day. Urban areas contribute the most waste. This is due to many factors, including population growth and urbanization. If the waste problem is not addressed immediately, by 2030 the volume of waste in Indonesia will increase fivefold. Means, 1 million tons of garbage piles in a day. The increase in waste was triggered by population growth. Currently, population growth, especially in cities, is running rapidly around 36%, in 2030 it is estimated that the number will increase to 52% or 40 million people. The rapid population growth in big cities in Indonesia besides bringing benefits, also has an impact on increasing social costs, so that eventually urban areas will reach the level of economic decline. This is a result of the decline in the quality of the urban environment in the form of water, air and soil pollution caused by industrial and household waste. "National waste piles reach 200 thousand tons/day".

According to the Central Statistics Agency (BPS), the amount of waste in 384 cities in Indonesia in 2020 will reach 80,235.87 tonnes/day. Of the waste generated, it is estimated that 4.2% will be transported to the Final Disposal Site (TPA), as much as 37.6% is incinerated, 4.9% is disposed of into the river and is not handled by approx. On the other hand, waste management is only carried out as something routine, namely by moving, disposing of waste into rivers, burning and destroying waste. Trash cans are increasingly difficult to come by and the number of landfills is increasing day by day.

From the problems above, the government must carry out community-based waste management considering that the amount of waste production every day has increased and the largest contributors to waste come from households. The problem of solid waste management becomes very serious in urban areas due to the complexity of the problems faced and high population density, so that waste management is often prioritized in urban areas. Waste management, especially in cities in Indonesia, is an urban problem that until now has become a challenge that must be faced by local governments. Population growth and increased activity have resulted in an increase in the amount of waste along with its problems.

Most people still view waste as useless leftovers, not as a resource that needs to be utilized. The community in managing waste is still referring to the end-of-pipe, namely waste is collected, transported, and disposed of to the TPA. It is time to abandon the paradigm of waste management that accumulates in final disposal and the lifestyle of people who think of waste as something that must be disposed of and has no economic value must be replaced with a new paradigm. A new paradigm that views waste as a resource that has economic value and can be utilized, for example, for energy, compost, fertilizer or for industrial raw materials. Environmentally sound waste management can have a positive impact on society and the environment.

Waste management requires legal certainty, clarity of responsibility and authority for the government, local government, and the role of the community so that waste management can run proportionally, effectively and efficiently. The government stipulates a mechanism for managing household waste and household-like waste through Law Number 18 of 2008 Article 20 Paragraph (1) concerning Waste Management with the concept of 3R Reduce: reduce waste, Reuse: limit waste accumulation, Recycle: waste recycling and/or or waste reuse. Waste management with a community-based 3R concept aims to reduce waste from the source, reduce environmental pollution, provide benefits to the community, and can change people's behavior towards waste.

Based on the background of the problems described above, the formulation of the research problem is; How is the Practice of External Social Construction Community Empowerment in Waste Management at the Mutiara Garbage Bank, Medan City ". How is Social Construction Practice the Objectification of Community Empowerment in Waste Management at the Mutiara Garbage Bank, Medan City ". How is the Social Construction Practice of Internalizing Community Empowerment in Waste Management at the Mutiara Garbage Bank, Medan City ".

2. LITERATURE REVIEW

Community-based waste management with the 3R concept is determined by community participation by changing people's behavior, from "disposing" waste to "managing" waste. Waste selection is the first step taken from waste sources such as settlements, schools, offices, health centers, hospitals, markets, terminals and places where people move. The biggest waste producer is household waste. The simplest waste management is the process of segregation, which separates organic and inorganic waste. To civilize this sorting process requires intensive outreach from the local government to the community (Wati,2015).

Waste management and utilization activities that are carried out properly will be able to improve the quality of life or welfare of the community, both from an economic, health and environmental quality perspective. This activity can also provide jobs and can provide energy for households as well as handling environmental damage caused by waste.

The use of this waste is inseparable from the use of science and technology in handling it and also the awareness of the community to manage it, one of the containers or places to handle waste is the Garbage Bank. The Garbage Bank is not just a garbage collection site but has economic and social value, the Garbage Bank is a concept of collecting dry and segregated waste and has management like a bank but what is saved is not money but waste. Residents who save, who are also called customers, have a savings book and can borrow money which will later be returned with waste worth the money borrowed. The waste that is deposited into the Garbage Bank is divided into several types such as organic and non-organic waste, for example: plastic, iron, vegetable scraps and many others. That way waste that can still be recycled such as organic waste can still be used to be more useful for soil fertility. In addition, plastic waste is used for lining sandals, trash cans and other furniture. Plastic can also be used for pillow stuffing, paper can be recycled to make photo frames and recycled paper.

The existence of a Garbage Bank for the general public still feels foreign to individuals who cannot benefit from the existence of waste, because with a Garbage Bank we can have a positive impact both directly and indirectly on the environment. On the other hand, waste management is only carried out as something routine, namely only by moving, throwing into rivers, burning, and destroying garbage. Trash cans are increasingly difficult to come by and the number of landfills is increasing day by day. Therefore, public awareness must always be increased so that the problems faced can be solved together and carried out easily.

The simplest waste management is the process of segregation, which separates organic and inorganic waste. To civilize this sorting process requires intensive outreach from the local government to the community (Wati, 2015). Waste management and utilization activities that are carried out properly will be able to improve the quality of life or welfare of the community, both from an economic, health and environmental quality perspective. This activity can also provide jobs and can provide energy for households as well as handling environmental damage caused by waste.

From the results of the study, it was found that the problem that is of concern to the community is that they do not have the skills to carry out waste management in the waste recycling process. In addition, the existence of a Garbage Bank does not yet have adequate facilities and infrastructure. Currently, there is no solution to this problem, making waste management difficult to develop creatively to improve people's lives. Creative waste management through the Garbage Bank has actually been carried out by the community, it turns out that this creative management can increase household income. This can be seen from research (Istiqomah,2020), that the Karang Taruna Tunjung Seto Garbage Bank can increase the income of the surrounding community or have an economic impact. The economic impact caused by the existence of the Karang Taruna Tunjung Seto Garbage Bank is the creation of a creative economic movement through the manufacture of crafts from waste-based materials.

Apart from creative waste management through the Garbage Bank, waste management can also be carried out in an innovative manner as research conducted by Ramayadi (2020), states that waste management through community empowerment will also encourage community social systems, such as innovations created by bank management. Barangbang waste invites people who initially did not see waste as something useful to become something of value both in terms of usability and economic income. The innovation process does not only invite the public to be aware, but there are stages of innovation diffusion that are applied such as the provision of knowledge, invitations, decisions, carried out until the benefits are felt.

Likewise Maria Santifa's research (2020) that the community empowerment carried out must have an evaluation of the extent of success that will be and has been carried out by the community. The results showed that the Evaluation of the Community Empowerment Program through the Mawar Bestari Garbage Bank in the Sijambi Village was running quite optimal, with the realization of the evaluation objectives, namely: being able to realize good cooperation between the Kelurahan and the community so that the Garbage Bank program was implemented well and its utilization was felt by the community themselves, especially the people of the Sijambi Village.

Community empowerment activities in waste management are carried out through the Garbage Bank optimally as research by Handiwibowo (2020), that waste management is needed to reduce waste production. The concept of a community empowerment-based Waste Bank is considered capable of managing waste, in addition to reducing volume, existing waste can be converted into more economically valuable, it is necessary to increase human resource capacity so that Waste Bank managers can optimally sort waste to produce the highest economic value.

The Community Empowerment Program through Waste Bank Processing in Montong Baan Village, Sikur District, East Lombok Regency by, (Doyan, Fitri, Putri, Ekayanti, 2019) has succeeded in changing the old paradigm into a new paradigm regarding waste, which of course will have a more impact good for the community, the environment and the economy of the community itself.

In carrying out community empowerment, according to Singhirunnusornet al. (2012) said The results of this study investigate the factors that influence household recycling behavior and the likelihood of household participation in a community-based recycling bank project. So the aspect of community behavior is needed in managing the waste produced by the community. One aspect that is good for the community is to sort their waste starting from their respective households.

Community empowerment in waste management must also include an approach that includes training and providing counseling to the community. This is based on Indrianti's research, (2016) which states that in waste management there must be an approach used to develop it, including training and counseling to the surrounding community, the establishment of a waste bank system, as well as

monitoring and evaluation. Community empowerment in managing waste also uses various approaches, including approaches through training and outreach to the surrounding community, establishing a Waste Bank system, as well as monitoring and evaluation.

In big cities, community empowerment activities will involve other parties as local government partners, one of which is the Garbage Bank. The Garbage Bank is one of several concepts or models of waste management. (Suwerda, 2012) defines waste management currently carried out by the community into four types, namely; (1) Management of household waste with traditional systems. (2) Management of household waste with a collection-transport-garbage system. (3) Waste management with an independent and productive system and (4) waste management with waste savings in the Garbage Bank.

The waste management model through the Garbage Bank is a manifestation of waste management efforts by applying the 3-R principle (Reduce, Reuse, Recycle). At the Garbage Bank, the system implemented is a waste management and storage system, then segregation and distribution of waste to other waste processing facilities or to those in need. Here the use value of goods that have become waste can be increased, which were useless before becoming useful items. In addition, collection and processing of waste by distributing it to other waste processing facilities or to those in need can also help reduce the intensity of waste disposal to Temporary Disposal Sites (TPS) or Final Disposal Sites (TPA).

Judging from its understanding, (Utami, 2013) explains that the Garbage Bank can be regarded as a collective dry waste management system that encourages the community to actively participate in it. This system will collect, sort and distribute waste with economic value to the market so that people get economic benefits from saving waste. So that all activities in the Garbage Bank system are carried out from, by and for the community. Garbage deposited by customers must be sorted.

This requirement encourages people to segregate and classify waste. For example, based on the type of material; plastic, paper, glass and metal. So, the Garbage Bank will create a new culture so that people want to sort waste. Thus, the Garbage Bank system can be used as a tool for social engineering. The Garbage Bank is not just a garbage collection site but has economic and social value, the Garbage Bank is a concept of collecting dry and segregated waste and has management like a bank but what is saved is not money but waste. Residents who save, who are also called customers, have a savings book and can borrow money which will later be returned with waste worth the money borrowed.

The waste that is deposited into the Garbage Bank is divided into several types such as organic and non-organic waste, for example: plastic, iron, vegetable scraps and many others. That way waste that can still be recycled such as organic waste can still be used to be more useful for soil fertility. In addition, plastic waste is used for lining sandals, trash cans and other furniture. Plastic can also be used for pillow stuffing, paper can be recycled to make photo frames and recycled paper.

The existence of a Garbage Bank for the general public still feels foreign to individuals who cannot benefit from the existence of waste, because with a Garbage Bank we can have a positive impact both directly and indirectly on the natural surroundings. There are already several areas that have utilized waste into something that can bring benefits to themselves and the surrounding community.

However, the existence of this Garbage Bank has not been able to fully work because public awareness in managing waste is still low and the Garbage Bank itself needs to be given an understanding. Not only that, the Medan City Government has also just issued a regional regulation (Perda) regarding waste, namely Perda No. 6 of 2015, namely that individuals will be fined 10 million rupiah or three months in prison and for agencies will be fined 50 million rupiah for those who litter.

This was done by Pemko Medan considering the amount of waste in Medan City has increased due to lack of awareness from the community in protecting their environment and bad behavior. This regulation is conveyed along the streets of Medan City and garbage trucks so that people know and understand it.

Starting from this, it is necessary to carry out waste management starting from household waste. One effective treatment that can be done by residents is to implement a waste management system with the waste savings method or known as the Garbage Bank program (Suwerda, 2012).

The Garbage Bank is a place used to collect sorted waste. The results of the collection of sorted waste will be deposited into the waste collectors. The Garbage Bank is one of the central government programs aimed at reducing the volume of waste transported to TPA so that comprehensive and integrated waste management from upstream to downstream is needed in order to provide economic benefits, be healthy for the community and safe for the environment and can change people's behavior.

Based on the Regulation of the State Minister for the Environment Number 13 of 2012 concerning Guidelines for the Implementation of Reduce, Reuse and Recycle through Waste Banks, a Waste Bank is a place for sorting and collecting waste that can be recycled and/or reused which has economic value. The Garbage Bank is one of the approaches in the National Movement for cleanliness which is now being initiated by the government, in which the Ministry of Health and the Sanitation Service as well as the Environmental Agency (BLH) are one of its components. The concept of a Garbage Bank is starting to be widely practiced in Indonesia, where people can bring certain waste, then it can be processed into useful materials. With this comprehensive and integrated waste management, it is hoped that a clean, beautiful and healthy environment will be created from waste.

For this reason, the community, represented by the Medan City Environmental Care agency, established a Garbage Bank with the name Mutiara Medan Garbage Bank in 2012 in collaboration with the Medan City government. The Garbage Bank is a national program from the government, especially from the Ministry of Environment of the Republic of Indonesia. Garbage Bank is a place for sorting and collecting waste that can be recycled and or reused which has economic value. The Garbage Bank is a concept of collecting dry waste that has been sorted and has management.

The management process of the Mutiara Garbage Bank is a saving system. The Mutiara Garbage Bank has an individual waste savings system. Individual waste savings are waste savings where residents who become customers must bring waste that will be saved directly to the Garbage Bank. The waste must be sorted into groups of paper, plastic, and cans/bottles that have been cleaned and dried beforehand. Each customer will be given an account number, savings book. Residents who are individual customers can also make savings and loans subject to an administration fee of 5% of the loan amount. The loan must be returned within 3 months and is not subject to loan interest. This Individual System has advantages and disadvantages. The advantage of this system is that the distribution of the proceeds from the sale of waste will go to the customer's treasury more, while the weakness is that residents have to bring the waste that is saved to the Garbage Bank.

Interestingly, the system offered by the Mutiara Garbage Bank in Medan Denai District does not make the community actively participate in saving at the Garbage Bank in Medan Denai District. It can be seen from (Medan Denai District statistics in figures 2019 accessed on January 25 2020) that the number of residents in Medan Denai District reached 145,677 residents while from the results (interviews with the management of the Mutiara Garbage Bank in Medan Denai District on August 27, 2021) for now there are only 200 people saving at the Mutiara Garbage Bank.

With the existence of this Garbage Bank, the government hopes that there will be self-sufficiency and community empowerment in improving a clean, beautiful and healthy environment. The community will be helped by the establishment of this Garbage Bank, namely by managing their household waste by sorting and selling sorted waste such as inorganic waste to the Mutiara Garbage Bank, while organic waste is managed by the community to be used as compost. The existence of the Mutiara Garbage Bank makes the District government have great opportunities in efforts to develop the economy and empower the community.

In the aspect of economic development, the presence of the Mutiara Garbage Bank is expected to provide self-awareness of creating an independent and efficient society with business development that contributes to improving the community itself. While on the aspect of community empowerment; The presence of the Garbage Bank is expected to increase community capabilities, alleviate poverty

and unemployment by opening new jobs through the Garbage Bank. Likewise, even though the Garbage Bank is categorized as a driving force for economic empowerment in the community, the District government and also the Garbage Bank management must be able to empower the community.

According to Subejo and Supriyanto in Sukmawati(2008), community empowerment is a deliberate effort to facilitate local communities in planning, deciding and managing their local resources through joint action and networking so that in the end they have the ability and independence economically, ecologically and socially. Furthermore, the results of an empowerment effort will depend on the condition of the community and the participation of all stakeholders involved in the empowerment program.

Efforts to awaken the community to have this ability and independence are the focus of this study by analyzing it using the social construction approach proposed by (Berger, 1990). This approach was deliberately chosen because it is able to explain the process of socially forming reality through deep dialectical mechanisms. Berger and Luckmann's conceptual framework is referred to as the process of objectification, internalization and externalization. Later on the dialectical analysis framework will show the form of the social construction process in community empowerment carried out by the Mutiara Garbage Bank through its programs such as waste management in the Medan Denai District environment

The community empowerment activities carried out by the Mutiara Garbage Bank through its programs are very close to the green economic view of community empowerment. This is in accordance with what was said by (Ife & Tesoriero, 2008) that green economics is an alternative economic form that develops a new economy on the basis of ecological principles. So far, the conventional economy based on industrial capitalism has encouraged excessive consumption, waste, and growth that devalues the environment, destruction of wildlife, high levels of pollution, overcrowding and congestion, stress and new health problems.

On that basis, this research is important to do because this research will later find patterns of community empowerment through the Garbage Bank program. This finding can be categorized as a new finding because it comprehensively analyzes and discusses the concept of social construction in community empowerment through the Waste Bank in one research topic. Therefore this research will raise the title "Analysis of Community Empowerment Social Construction in Waste Management at Mutiara Garbage Bank, Medan City".

Based on the background of the problems described above, the formulation of the research problem is; How is the Practice of External Social Construction Community Empowerment in Waste Management at the Mutiara Garbage Bank, Medan City ". How is Social Construction Practice the Objectification of Community Empowerment in Waste Management at the Mutiara Garbage Bank, Medan City". How is the Social Construction Practice of Internalizing Community Empowerment in Waste Management at the Mutiara Garbage Bank, Medan City ".

3. METHODOLOGY

This study uses the social definition paradigm. This paradigm is the method used to study the problems studied, the rules that must be followed in interpreting the information collected in order to answer the problems studied. The social definition paradigm is a very special aspect of Weber's work, namely in his analysis of social action. What is meant by social action is the actor's action as long as his action has subjective meaning or meaning for himself and is directed to other people.

In this sense, there are two basic concepts; First, the concept of social action, and second, the concept of interpretation and understanding. The second concept concerns the method for explaining the first (Ritzer, 2005). Social actions carried out by actors (community/customers) in community empowerment through the implementation of the Mutiara Medan Garbage Bank program have meanings and goals that are understood by the actors (community/customers) in accordance with the interests and benefits to be gained. The goal of an actor's social action is at least to gain personal financial gain, but it can also be for the group or for other people. Thus the meaning of community empowerment through the implementation of the Mutiara Medan Garbage Bank program will be seen when the actor conveys what the intent and purpose is behind all his actions to empower the

community through the implementation of the Mutiara Medan Garbage Bank program. Understanding community empowerment through the Mutiara Medan Garbage Bank program will be analyzed using the perspective of Weber's social action theory so that it is easy to analyze the meaning of community empowerment through the Mutiara Medan Garbage Bank program.

3.1. Research Approach

This study uses a qualitative approach by conducting phenomenological research studies because this study has the aim of providing an overview of community empowerment activities in waste management that can increase family income. In addition, this study also aims to determine community empowerment through the Mutiara Garbage Bank program to gain knowledge and skills, as well as a healthy and beautiful environment that benefits the community. Using a qualitative approach, this study will seek and describe the completeness of symptoms, events and cases or problems that arise related to Community Empowerment Through the Mutiara Garbage Bank, Medan Denai District, Medan City. A qualitative research approach must have principles, namely researchers must become active participants with the object under study. Here it is expected that researchers are able to see all phenomena in the field structurally and functionally. The meaning of structural here is that researchers must look at social phenomena by not breaking away from the structure that is built that has something to do with other structures. Meanwhile, functional is that researchers must be able to understand a phenomenon from the point of view of its function with other phenomena (Sudjarwo, 2001).

The purpose of qualitative research (qualitative purpose statement) generally includes information about the main phenomena (central phenomena) being explored in research, research participants and research locations (Creswell, 2010). Qualitative research objectives are written with the term "technical" research originating from the language of qualitative research, therefore researchers need to pay attention to several basic things in writing research objectives, namely: (1) Use words such as goals, aims or objectives to mark the goals written, (2) Focus on a main phenomenon (concept of idea), (3) Use action verbs to show that there is a learning process in research, (4) Use neutral phrases, indirect language, (5) Present general working definitions of phenomena main idea, especially if the phenomenon is a term that is not understood by a wide range of readers, (6) Use words that indicate research strategies to be used in data collection, data analysis, and research processes such as whether the research uses ethnographic theory, grounded theory, research cases, phenomenology, narrative approaches or other strategies, (7) describe the participants who are involved in the research, (8) indicate the location of the research by describing it in detail so that the reader really knows where the research is being carried out, (9) as a final step in the purpose of qualitative research, use several languages that limit the scope of participants or research locations (Schwandt, 2007).

This qualitative research is used to see how waste is managed at the Mutiara Medan Garbage Bank, by describing or providing an overview of community empowerment through the Mutiara Medan Garbage Bank program. Besides that, data analysis was also obtained and derived from the results of interviews obtained, observational data and documentation related to community empowerment through the Mutiara Medan Garbage Bank program. This study uses steps in information retrieval to increase the weight of its analysis, namely the inductive approach. Inductive approach, namely a way of thinking that departs from knowledge or specific events, concrete events, then leads to general generalizations. The relation with this research is a reasoning process that departs from ideas or a number of events or from experts related to ideas and thoughts to draw general conclusions (Siswanto, 2003).

3.2. Type of Research

This type of research is phenomenological research. Phenomenological research focuses on intentionality, which is something that is experienced by actors consciously, so that a relationship between action or behavior and the subject of the action is based on awareness. So that every action taken by actors is always based on awareness of a subject. The actor's intentionality is not only related to the purpose of action towards a particular subject, but also related to the character and thoughts towards something that has a subject. Phenomenological research aims to understand the meaning of community empowerment to find answers to the question of how the meaning of community

empowerment in implementing the Mutiara Medan Garbage Bank program can occur. Phenomenological research is also oriented to understand, explore and interpret the meaning of events, phenomena and relationships with ordinary people in certain situations. This is commonly referred to as qualitative research using observations of phenomena or social phenomena that are natural (nature) used as data sources, this approach is based on field facts (empirical) (Iskandar, 2010).

4. RESULT AND DISCUSSION

Community Empowerment through the Mutiara Medan Garbage Bank program is part of phenomenological research because this research aims to provide an overview of community empowerment activities in waste management that can increase family income. In addition, this research also aims to determine community empowerment through the Mutiara Garbage Bank program to gain knowledge and skills, as well as a healthy and beautiful environment that benefits the community.

4.1. Social Construction Externalization of Community Empowerment in Waste Management at the Mutiara Garbage Bank, Medan City

This study found a change in the meaning of waste in society. This change is referred to as externalization because it is an actor's self-expression in his activities of interpreting waste. Garbage has other values that are not yet known by the community and to explore so that the meaning of waste can be known from the Mutiara Medan Garbage Bank they teach the meanings of waste which is carried out through the Garbage Bank work program. This action was taken due to changes in the meaning of waste seen by members of the Waste Bank, therefore they wanted to invite the public to understand the meaning of waste.

This construction process as described by Berger in the first process in its construction is the externalization phase. This externalization includes a number of things, but there needs to be actor awareness of an idea or idea. Berger argues “Consciousness is always intentional; it is always object-oriented. We, however, will not be able to understand what is considered a kind of substratum (base) of consciousness itself, but only awareness of something” (Berger, 1990).

Based on the findings of data in the field, waste is believed to have a meaning that leads negatively to become a strong thought in society. This negative view occurs because of how they see and feel the waste itself in the surrounding environment. With this negative evaluation of waste, the community prefers to throw garbage in the river or burn it. Public awareness of environmental management is not yet optimal and more people ignore it. So that it often causes floods, spread of disease outbreaks such as dengue fever, diarrhea, and other diseases caused by piles of garbage that are not immediately resolved.

Based on the findings of the interviews conducted with the subjects of this study, besides the meaning of waste being interpreted in a negative way, there was also an understanding that research subjects gave a positive meaning to the waste they got from the Garbage Bank program that was taught to them. Garbage has other values that are not yet known by customers and to find out at the Mutiara Garbage Bank they teach the meaning of waste which is carried out through the Mutiara Garbage Bank activities. This action was taken because the change in the meaning of waste was seen by the manager of the Waste Bank, therefore the manager wanted to invite customers to understand the meaning of waste. This construction process as described by Berger in the first process in its construction is the externalization phase. This externalization includes a number of things, but there needs to be actor awareness of an idea or idea. Berger argues “Consciousness is always intentional; it is always object-oriented. We, however, will not be able to understand what is considered a kind of substratum (ground) of consciousness itself, but only awareness of something” (Berger, 1990b).

This social construction in the Binjai Village, Medan Denai District, Medan City initially occurred because of the practices carried out by Wina Arika with residents in this Binjai Village. The practices carried out are practices for cleaning the environment and planting green trees around the Environmental XVIII area of Binjai Village.

There are three people who are aware of the public awareness of proper and proper waste management, who gave the same explanation. They said that waste management is intended so that waste does not endanger human health and does not pollute the environment. And waste management is also carried out to obtain benefits or advantages for humans. This is based on the view that waste is a resource that can still be utilized and even has economic value. Furthermore, it was explained that most of the research subjects gave an explanation of the meaning of the Mutiara Garbage Bank in this case there were eight people, one of them said that the Garbage Bank was a bank used to collect sorted waste. The results of waste sorting will be stored in a place or scavengers where the waste is made into handicrafts. The waste storage area is managed by a banking-like system that is carried out by volunteers. And another explanation from the research subject provides an explanation of the meaning of the Mutiara Garbage Bank in this saying that the establishment of the Garbage Bank is the concern of the community about the environment which is increasingly being filled with waste. The Garbage Bank is here to carry out the 3R concept (reuse, reduce, recycle) in its waste management activities which involve direct community participation. The Garbage Bank is part of the existence of a place that is used to collect waste from various places and be processed further. So that the processing of the Waste Bank can be done by separating organic and inorganic waste. And the Garbage Bank is also a place that is used to accommodate community waste which is considered to be able to be recycled again by the creative hands of the surrounding community.

The existence of a Garbage Bank, especially in Binjai Village, Medan Denai District, Medan City, namely the Mutiara Garbage Bank is one of the solutions offered by Wina Arika and residents who care about the environment which will help in good waste management. After the formation of the Mutiara Garbage Bank in Medan City, the management has worked harder to utilize waste and manage it properly. The Waste Bank management takes approaches to the community to socialize waste problems by providing knowledge about waste management as well as training in organic and inorganic waste management. The management wants to change the thinking about "collect-transport-dispose of" waste to "collect-transport-manage". The socialization started with the community members around the Mutiara Garbage Bank, then the administration of STM mothers, school children from kindergarten to high school. The community is also invited to play a role in waste management. Not only the community, school children are also equipped with knowledge about a good environment, one of which is about waste management.

The existence of the Mutiara Garbage Bank in Medan City has made the public aware to take better care of the environment properly and healthily. The waste management itself has an economic and social impact on the community itself, namely producing economic value and a clean environment. Mutiara Garbage Bank, Medan City, in its activities and programs so far and until now can be seen as successful because of its sincerity in strengthening and cohesiveness of the community in protecting the environment. Even though the Garbage Bank in the management of the Garbage Bank is not too perfect, it can be said that it can help the problem of piles of waste that is not utilized and in the community's economy. Furthermore, in terms of community empowerment, most of the research subjects, there were eight people, gave the same explanation about the Empowerment Program carried out by the Mutiara Garbage Bank, namely educating the public to create a clean environment by sorting waste, recycling waste/waste creativity has economic value. The Garbage Bank program also teaches the community, starting from home, they can sort waste into organic waste and inorganic waste, therefore the community is encouraged to first sort waste in their respective homes which will be deposited to partners or directly to the Garbage Bank. then from each partner depositing into the Garbage Bank or vice versa from the Garbage Bank can take waste from the Garbage Bank partners. Then from the Garbage Bank re-sort the waste items that will be deposited to collectors. The Garbage Bank classifies waste that can be made into crafts, compost, and recyclable waste, the rest of which can be sold to collectors.

Activities in the form of socialization and training provided by the management of the Mutiara Garbage Bank by reusing organic waste to be used as compost show the form of the process of externalization in social construction in the Binjai Village, Medan Denai District. With this training, there is an opportunity to change the meaning of waste. The composting training uses organic waste from housewives around the Mutiara Garbage Bank, so that in addition to implementing composting activities, the community continues to maintain its old traditions, namely greenery and cleanliness.

The results of the compost training made people aware of the meaning of waste as recyclables. The practice of composting begins to show the knowledge of actors or the public regarding the meaning of waste through recycling organic waste. According to Berger "thanks to this accumulation, a social stock of knowledge is formed which is transferred from generation to generation and which is available to individuals in everyday life". (Berger, 1990b).

Compost making training broadens the actor's knowledge of waste management. Organic waste that was originally thrown away is now starting to be used as compost.

How to instill the value of waste as well as greening and recycling by the Mutiara Garbage Bank is done through interaction with the community. By way of interaction, there are face-to-face situations where these situations can describe meaning and experience. According to Berger “Knowledge was not simply presented to me. Instead, the other person is simply presented in a face-to-face situation” (Berger, 1990b).

Through interaction by directly meeting with actors, in this situation there is an exchange of knowledge, sharing of experiences. With the community participating in the programs formed by the Management of the Mutiara Garbage Bank in Medan City, the Garbage Bank feels successful in realizing its goals, even with individual approaches, outreach to homes, to schools, to the mosque where the mother is born.

The Mutiara Garbage Bank in Medan City always pays attention to the development of its customers to save and play an active role in the Garbage Bank, so the management of the Mutiara Garbage Bank is faced with changing the public's view of waste, which is usually thrown away, now waste is collected and sorted so that organic waste can be used as compost and waste. inorganics can be sold to pelapak. To change this point of view, the management did this by way of socialization, namely interaction with the community, as stated by Berger "in a face-to-face situation, other people are completely real. This fact is part of the reality of everyday life as a whole, and is therefore massive (convincing) and coercive.”

Related to the practice that occurred in the Binjai Village, the actors here, namely the management of the Mutiara Garbage Bank, expressed themselves in the environment they liked, which started with environmental cleanliness and greening of the environment. From this they begin to gain knowledge about waste management which can be processed into more meaningful goods. Waste management creates a new meaning and is taught through close interaction with the community, as stated by Berger "the stock of public knowledge differentiates reality according to the level of familiarity" (Berger, 1990b).

Furthermore, most of the six research subjects gave explanations about the benefits that can be obtained from the Mutiara Garbage Bank activities, one said the benefits of the Garbage Bank for the community are that it can increase people's income because exchanging waste will get rewards in the form of money collected in their accounts. When people accumulate large savings, they can withdraw money from their savings at any time. The benefits of the Garbage Bank for the community can also increase people's income because when they exchange waste they will get a reward in the form of money collected in the account they have. And it is also beneficial for students who are less fortunate financially, because in this Garbage Bank there is assistance for school children from underprivileged families. And benefits for humans and the environment, such as making the environment cleaner, making people aware of the importance of cleanliness and turning waste into an economic product.

Furthermore, most of the research subjects there were five people who gave the same explanation about the Mutiara Garbage Bank Program regarding healthy and clean living behaviors in the living environment, one of the research subjects said that, firstly said that: As a person who believes in Allah SWT, of course he applies life clean and healthy, because clean and healthy life is recommended by Islam. Not only do I live a clean and healthy life, I also invite my children and husband to do the same good, namely to have a clean and healthy environment.

4.2. Social Construction Objectification of Community Empowerment in Waste Management at the Mutiara Garbage Bank, Medan City

The next process in Berger's social construction is the process of objectification, in which the existing practices in the previous process develop and are practiced by the community. The achievement of the

objectives of the Garbage Bank in Binjai Village, Medan Denai District through the program it implements, namely managing household waste, and managing it to turn it into money is partly good, but in terms of turning waste into something more useful in society, such as crafts and fertilizers that have value economically, not to mention fully carried out by the community. And then also that the program for achieving the goals of the Mutiara Garbage Bank through the programs it implements, such as managing household waste is good, but in terms of turning waste into something more useful in society, such as handicrafts and fertilizers that have economic value, and also public awareness of a healthy, neat and clean environment, not to mention that it is fully carried out by the community, in this case the Mutiara Garbage Bank can familiarize the people with caring for the environment and also change their views on waste. Therefore, for community empowerment through waste management at the Mutiara Garbage Bank, it is necessary to create habituation. As Berger argues: Every frequently repeated action will eventually become a pattern which can then be reproduced with the least effort possible and which, therefore, is understood by the performer as the intended pattern. Subsequent habituation means that the action in question can be carried out again in the future in the same way and with the same economical effort”.

The habituation that is meant is that practices that have occurred in the process of externalization are now being repeated and disseminated in society. The practice that has been created in the externalization process is the use of waste by composting and also the use of inorganic waste to make various handicrafts with economic value. Of these various practices, there is a preferred practice to be introduced to the community, namely waste segregation. The custom that is applied to the people of the Binjai sub-district is about how people can sort waste.

Through the practice of sorting waste, it will become a habit that occurs in the community so that the meaning of waste that has been contained is maintained and will be carried out in the future. As Berger points out: Of course the actions that have become habitual retain their meaningful character for the individual, even though the meanings involved in them are embedded as routine matters in his general stock of knowledge, which he accepts as such. alone and available for projects into the future” (Berger, 1990).

Most of the research subjects as many as 12 people gave explanations about the Mechanism of Waste Bank management for improving the family economy. Improving the family's economy in general is the first thing that can be saved is inorganic waste that is neat and has been cleaned. After that, the waste will be weighed and recorded in an account book by the officers. The waste that has been weighed will then be rewarded with a sum of money and given to customers who have contributed to protecting the environment. And furthermore that, sorting household scale waste, depositing, weighing, recording, reported waste results are entered into a savings book. Furthermore, it was said that, the community collects and sorts waste at their homes and only brings inorganic plastic, paper, cables and electronic goods that are not used, this waste can only be brought to the Garbage Bank to be deposited. And it is also said that, after a sufficient amount of household waste is collected, it is sorted. Part of the inorganic waste is sold to the Mutiara Garbage Bank, then a waste is weighed, and the value of the deposited waste is recorded by compensating it with money, then the proceeds from the sale of the submitted waste are entered into a savings book and the money can also be taken directly.

Most of the 12 research subjects provided explanations about the impact of the Mutiara Garbage Bank program through health and environmental aspects. In terms of health and the environment in general, this is to make people aware of the importance of cleanliness, because a clean environment will make us healthy and of good quality. Clean environment will make us comfortable and peaceful.

And this Garbage Bank has benefits in the health aspect of maintaining cleanliness and environmental sustainability. Because, in the process of collecting plastic waste and depositing it in the Garbage Bank, it can effectively reduce the accumulation of waste. And also the impact of the Garbage Bank seen from the aspects of health, cleanliness and environmental sustainability will be very beneficial to the community. Judging from the influence and encouragement of local residents to sort waste, they are able to involve the community in absorbing labor to minimize waste, and provide education about the importance of waste management as well as educate the public about the importance of saving.

Most of the research subjects, consisting of 8 people, gave an explanation about the Waste Bank management pattern, one of them said that the Garbage Bank management pattern must have, in general, a complete administration book. Requires several officers, the waste collection process. The attendance list for depositing waste must be filled in by the member. The member must show the waste deposited to the Garbage Bank officer. Of course, the waste has been segregated and must be weighed by the officer according to its type. Members who have received notes must deposit them with a special savings officer.

The record is in the main book of the Garbage Bank. Garbage that has been deposited by members will be put in a large container and then when there is a lot of it it will be taken by collectors to be used as various kinds of interesting and unique waste recycling items. Furthermore, it can also be said that the management of the Waste Bank must be smart in approaching the community and socializing its programs, and teaching the community to sort waste from their respective homes. Furthermore, the Garbage Bank will provide a savings book exactly like the savings book provided by commercial banks. This book is for keeping track of how much trash he has deposited, the rupiah value of the trash can be withdrawn directly and can also be put in a savings account.

The habit formed by the Garbage Bank for the community is composting and also teaches that waste can be processed into new goods. Composting is an old program in the Garbage Bank by inviting residents to join the Garbage Bank so that residents can also carry out composting activities to get fertilizer through a compost chopping machine assisted by the government. In addition, the Garbage Bank teaches that waste can be processed into new items through handicrafts, both paper and plastic wrap, through socialization carried out by sponsors in the form of bags, tablecloths and tissue boxes. In the objectivation phase, society is a product of habits created by the process of externalization itself. Customers at the Garbage Bank who have been constructed by the waste bank regarding the meaning and value of waste begin to show habits that characterize them following the ideas developed by the waste bank. The reason is that in the process of objectification to become an institutionalization according to Berger "institutionalization occurs when there is a reciprocal typification of actions that are used to various types of actors".

Communities from outside the Binjai Village area, Medan Denai District are not used to carrying out activities from the Garbage Bank, therefore the waste bank provides various tools to make it easier to carry out activities in the form of sorting, greening and composting.

5. CONCLUSIONS

The conclusions that researchers can draw from the Social Construction Analysis of Community Empowerment in Waste Management at the Mutiara Garbage Bank, Medan City are as follows:

1. Based on data analysis, the Garbage Bank program brings positive benefits to the environment, namely making the environment cleaner and what is most felt by the community, namely reducing piles of garbage in the surrounding environment which has been an unattractive sight around Binjai Village, Medan Denai District, Medan City .
2. In terms of income based on data analysis, after the Garbage Bank Program, there was a slight increase in people's income in Binjai Village, Medan Denai District, Medan City. This was obtained from the results of the answers of respondents who answered that their financial condition had slightly improved after the Garbage Bank Program was introduced. Even though the timeframe for receiving the money is about once every 1-3 months, the community is greatly helped by the results obtained for their daily needs, educating their children, and improving the quality of health.
3. Based on data analysis, after the Garbage Bank Program has been running, there are so many benefits for the community by saving waste. The community saves waste, the community also earns money. With the income generated from the Garbage Bank, it becomes easier for the community to finance their children's education. On average, people who save have families and children who are still of school age. With the income generated from the Garbage Bank, the community is assisted in financing children's education in order to obtain better quality education.

4. Based on data analysis, many changes have occurred in health facilities in Binjai Village, Medan Denai District, Medan City. Because the Mutiarā Garbage Bank was established in this Kelurahan, automatically everyone will also get an impact after the construction of the Garbage Bank, including health facilities and infrastructure in the Binjai Kelurahan. In addition to this, public health has also improved.
5. Based on data analysis, on average the surrounding community is quite active in social organizations/activities in Binjai Village, Medan Denai District. Most people are quite active in activities carried out by the Help Help Union (STM) and other social activities such as social services, mass circumcision and others.

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