

FREE OF WASTE RIVER CONCEPT WITH SOCIAL CAMPAIGN CREATIVE STRATEGY

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Abstract

The river is the body of water that flows continuously towards the estuary. The river's existence is essential for human life. Other than its function as irrigation and rain water drains, rivers have economic, health, and entertainment potential. Ironically, at this point the river is regarded as the proper way to throw trash. Garbage is a problem that closely related to people's lives. Therefore, the government has been working to set up waste management as stipulated in UU No. 18 of 2008. However, until now the waste problem still has not been resolved. To understand the garbage problem better we can not separate the case from the society's behavior. Social insight and human insight approaches are being used as the basis to create the concept and preparing a creative strategy to make rivers free of garbage litters and waste. Such approach is going to be used to create social change in a fun way through social campaigns.

Keywords: river, waste, social campaign

Abstrak

Sungai merupakan air yang mengalir secara terus menerus menuju muara. Keberadaan sungai sangat bermanfaat dalam kehidupan manusia. Selain sebagai irigasi dan saluran pembuangan air hujan, sungai mempunyai potensi ekonomi, kesehatan, dan hiburan. Ironinya, pada saat ini sungai dianggap sebagai cara yang tepat membuang sampah. Sampah merupakan permasalahan yang sangat dekat dalam kehidupan masyarakat. Oleh karena itu, pemerintah telah berupaya mengatur pengelolaan sampah yang tertuang dalam UU No.18 tahun 2008. Namun sampai saat ini permasalahan sampah belum juga terselesaikan. Memahami permasalahan sampah tidak terlepas dari perilaku masyarakatnya. Pendekatan *social insight* dan *human insight* digunakan sebagai dasar membuat konsep dan menyusun strategi kreatif agar sungai bebas dari sampah. Pendekatan tersebut digunakan untuk melakukan perubahan sosial dengan cara yang menyenangkan melalui kampanye sosial.

Kata kunci: Sungai, Sampah, Kampanye Sosial

INTRODUCTION

The river is the body of water that flows continuously towards the estuary. The river's existence is essential for human life. Other than its function as irrigation and rain water drains, rivers have economic, health, and entertainment potential. As the time goes, the river no longer functioning as it supposed to be. People starts to use the river as a place to dispose trash. It can be seen that there is a lot of rubbish in the river banks. In addition, a lot of floating garbage got carried away by the water current. Ironically, when the waters began to recede, the garbage can be seen very clearly just like a landfills and causing unpleasant odor.

Garbage is a problem that closely related to people's lives. Therefore, the government has been working to set up waste management as stipulated in UU No. 18 of 2008. However, in reality people still dump their garbage to the river. This is one form of the law violation and lack of public awareness about the environment. Waste dumped in the river blocked the streams. Garbage that accumulates can cause the rapid river silting that at the time of the rainy season may cause the rising river level and flood. The most commonly seen kind of waste is plastic waste that we often encounter daily. Inorganic waste is a type of waste that can not be decomposed in a short time, so that it can destroy the balance of the ecosystem of the river. If the river ecosystem is disturbed, then it will be very easy for disease bacteria to grow in it. Obviously the longer this matter being allowed to drag, the sooner it will affect public sanitation for the people who lived nearby or facing towards the river.

Such problem within our society can be solved by understanding the behavior of the society itself. Hence, the waste-free river concept with social campaign creative strategy is essential to enhance the social-awareness of the river's vital function in our daily life.



Figure-1. The River's Condition

METHOD

The stages conducted in the study as follows

1. Literature study
2. Collecting primary and secondary data
 - Primary data : the river and its surrounding area's physical condition, the insight and audience journey
 - a. Observing the internal factors (strength and weakness) and external factors (opportunity and threat) of the river.
 - b. Interview with the target audience using why test method
 - c. Observing the target audience daily behavior
 - Secondary data: the river water ecosystem

3. Analyzing the river and its surrounding area with TOWS matrix table to find the marketing message and the creative strategy for the social campaign

Data acquired from internal and external factor observation are collated in TOWS matrix table. The first analysis is being used to determine the marketing message. The analysis conducted by searching the similarity in strength and opportunity. The most notable similarity can be referred as the unique selling proposition. The second analysis is being used to determine the creative strategy of the social campaign. The analysis divided into four column of creative strategy which is conducted by connecting the SO (strength, opportunity) variable, WO (weakness, opportunity), ST (strength, threat), and WT (weakness, threat).

4. Analyzing the target segment according to geographic, demographic, psychographic, and behavioral aspect (Suyanto, 2004:2). After that, the target segment is changed into the target audience.

Analysis of target segments differentiated by geographic, demographic, psychographic, and behavioral aspect. 1) according to the geographical aspect can be separated into two group: people living and dealing directly with the river and the people who are not directly living and dealing with river, 2) Demographic analysis conducted based on the observation of the people who dump their garbage to the river, 3) psychographic analysis conducted by understanding the target segment's lifestyle variable, and 4) Behavioral analysis conducted by observing the event encountered by the majority of the people related to their garbage and the activity they do after a day of work.

5. Analyzing the target audience insight using the why test method

Consumer insight analysis conducted by the target audience interview result data taken using the why test method. The interview result may have varying insight. Using the unique insight is a creative solution to offer fresher idea.

6. Composing message's creative strategy by connecting the insight and marketing message. Message creative strategy is being used as the messenger tools through the visual communication media.

7. Analyzing consumer journey to determine the media used for the social campaign action.

Consumer journey analysis conducted based on the target audience's daily behavior observation result. The first analysis is used to find the spot frequently intersecting with the target audience. Various media can be find and created according to these intersecting spot. The second analysis conducted by determining the media which has been grouped by these consideration: the strongest/mo

RESULTS AND DISCUSSION

Rivers has an important role in the history of human civilization since the river itself considered as a source of life. This can be proven by the patterns of prehistoric human life that has the characteristics of its proximity to the water source. It can be assured that within the existence of the river there will also be the existence of flora and fauna in the proximity, since the element of water is a basic requirement of all living things. Palmgreen (Hamidi, 2007:165) states the theory of expectancy-model of gratifications sought and gratifications obtained "People orient themselves to the world according to their expectancies (beliefs) and evaluations. Viewing media gratifications as and application

of general expectancy-value phenomenon. Gratifications sought defined as one's beliefs about what medium can provide and one's evaluation of the medium's content". This statement may imply that the stream should deliver benefits in everyday life according to what people expected. To meet these expectations, we need "an implementation/deployment design and control of programs designed to influence and/or to change behavior in a way that is believed by marketers exists in the public interest and for the benefit of the society itself" (Kotler, 1995: 643).

Campaign Creative Strategy

Here the TOWS matrix analysis is being used to develop creative strategy for social campaigns by mapping the physical potential of the river and what give influence to it. Furthermore, these two variables are being linked into four strategies.

Table- 1. TOWS Matrix Analysis

| | Strength | Weakness |
|--|---|--|
| | <ul style="list-style-type: none"> - Fish habitat - Rainwater harvesting - Irrigation channel | <ul style="list-style-type: none"> - River silting - Weeds |
| Opportunity | SO | WO |
| <ul style="list-style-type: none"> - Entertainment tourism - Fulfilling daily needs - Family health | <ul style="list-style-type: none"> - Raising fish fry in the river - Fishing spot tourism | <ul style="list-style-type: none"> - Involving the society in the river management - Turning the river into productive area |
| Threat | ST | WT |
| <ul style="list-style-type: none"> - Waste and garbage - Fish poison - Industrial waste | <ul style="list-style-type: none"> - Informing the society about the river's benefit for daily life - Healthy fishes are the source of good protein for the health and the intelligence of children's brain | <ul style="list-style-type: none"> - The society having common economy, sanitation, and entertainmen as a social control - Industrial waste supervisor |

Target Segment

1. Primary Target

- Geographic : People whose house are not nearby or whose house facing straight to the river
- Demographic : Female/Stay-at-home mothers
- Psychographic : Thrifty mothers, likes to clean the house and wanted their family to keep healthy
- Behavior : Tends to litter their garbage

2. Secondary Target

- Geographic : People whose house are not nearby or whose house facing

straight to the river

Demographic : Male/Head of the family

Psychographic : Hardworking and responsible to their family

Behavior : Berusaha memenuhi kebutuhan keluarga

Message Creative Strategy

Creative strategy is an approach or system of thought that will assist in the construction of communication concepts (Tinarbuko, 2015:86). Designing a communication message requires marketing messages approach and consumer insight. Marketing messages tend to promote the river's potential, while consumer insight study the behavior of the audience. Consumer insight is the influence (usually settles in the subconscious) that directs the behavior (Kasilo, 2008: 23). Insight in the context of psychology can be interpreted as an attempt to find out in more detail on what factors are one's deeds and thoughts based on. The approach aims to get the effective communication message.

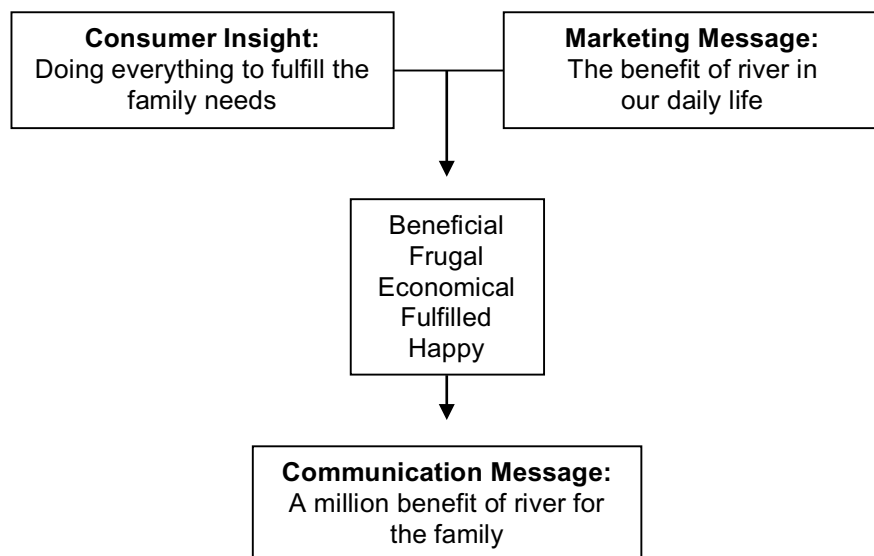


Figure-2. Communication Message

Media Strategy

Media selection strategy is using "consumer journey" approach that can be interpreted as a way to learn more about the target audience by experiencing each seconds of their life (Kasilo, 2008: 73). Consumer Journey conducted by observing people's daily activities. 04.30 On the morning people in general going to shop for groceries and then cook for breakfast. After each member of the family left for work and the children leave for school, the housewives who do not go to work doing their daily routines of cleaning the house and sweeping the yard. At 10.00 mothers usually like to gather from one place to another until midday prayer time arrives, then they will go home and rest. At 3 P.M. they return to their other cleaning activities. About at 4 P.M. the family members go home and help the uncompleted jobs while greeting neighbors and see the sights around. At 6 P.M. the family members would gathered sitting

around talking about their day and all their activities. At 9 P.M some families sleep and others are still watching television.

Point of Contact

Market : Plastic bags, storefronts, food wrappings, banner.

Home : Sweep, garbage collecting tool (cikrak), television, radio, fridge, plates, cups, buckets.

Street : Banners, billboards, river, fishing.

Media selection strategy carried out by the following considerations: close to the audience, having synergy to the other related media, and still within the production capabilities. Media used to realize the free-of-waste river concept with social campaign creative strategy are television ads, buckets, fishing gear, plastic bags, banners, brooms and garbage collecting tool.

Social Campaign Stages

The campaign model used is the “five functional stages development model”. This campaign model was developed by a team of campaign researchers and practitioners at Yale University USA in the early 1960s (Larson, 1993). This model is considered the most popular and widely applied in various parts of the world (Venus 2004: 18).

1. Identification Stage

Identification is the first stage in a social campaign. The first thing that need to be done is to create a visual identity for the social campaigns. Visual identity of the campaign is not limited to a logo alone, but all forms of visual / color / sound that may become the characteristic of the campaign and can be distinguished from other products. Visual identity is expected to provide color and a new spirit of the river's benefit in daily life.

2. Legitimation Stage

Legitimation stage is used to seek support by involving of the community. At this stage the communication message main goal is to be heard by the public. Communication message conveyed must be effective and efficient in order to get public support / public response to the free-of-waste river social campaign activities.

3. Participation Stage

Participation Stage directly involving the public to realize the concept of waste-free river. The Government provides support in river cultivating activities by providing freshwater fish fry and plants. In the first phase, the government is providing fish fry to be stocked by the public. Community involvement in sowing the fish fry aims to build the character of responsibility to the river's ecosystem. Other than to build the society beliefs of the river's potential, in this stage the public is expected to understand the potential of the river so that they will not going to do anything that may damage the ecosystem. In the second phase, the government provides a productive plant seeds that can be sow by the society. Society as a primary target have an active role in the cultivation of the river banks as productive land. river banks have fertile soil characteristics because they are formed by the river sediment that rise to the surface in a certain period.

4. **Penetration Stage**

At this penetration stage, the river is used to meet the needs of everyday life. Society no longer dump their garbage in rivers, river banks are filled with productive crops. Fiber needs are met by consuming nutrient-rich kale grown on the river banks. Fish fry that were dispersed at the previous stage has grown large and multiply themselves slowly, and at this time the fish that people consume fish came from the fishing activity in the river. The community habits of fishing together can increase public awareness as a social control of behavior that could damage the river ecosystem sustainability. Moreover, the habit of fishing with family can improve harmonious family relationships. At this stage, the need for economic, health and entertainment community are met.

5. **Distribution Stage**

On this distribution stage, the society has proven the benefit of river on a daily basis. The river enables them to meet their needs in economical, sanitation, and entertainment sectors

a. Economic Potential

The river has economic potential because the optimally managed benefit of the rivers can save expenses. Daily needs of protein can be met by fishing in the river instead of buying. The fish can also be sold to met the other daily needs. The fishing activity can also be done as a recreational activity without having to pay more like it has always been in the commercial fishing ponds.

b. Sanitation Potential

River has the health and sanitation potential. Clean river stream free of the pollution could affect habitats that are inside to breed and grow well. Fish that live in the river flow can be ensured healthy to be consumed. To meet the nutritional needs of the family, the fish have a high protein content that is very important for the development of intelligence in children. To meet the daily nutritional needs and fiber, people can benefit from the plants that live around the river such as kale for consumption.

c. Entertainment Potential

River has the entertainment potential. Clean rivers can be a very comfortable alternative to transportation entertainment. Fishing is one activity that is typically used to fill in spare time. Fishing with family can improve family relationships become closer and harmonious.



Figure-3. Harmonious Family

CONCLUSION

The free-of-waste river concept does not require oppressive rules, but rather to raise awareness and active participation of society as a solution. Social campaign creative strategy is the most appropriate way to provide information to the public. Social campaign creative strategy is delivered to the community in an effectively and efficiently communicated message as well as a gradually and continually conveyed. The society needs to understand the Benefits of the river in advance because it will bring greater impact in their behavior as social control. Benefits of river in everyday life such as: 1) Improving the welfare of the community, 2) Strengthening food security, 3) Build a brilliant generation of society, 4) Improve the harmony of the family, 5) Build relationships, and 6) Strengthen the unity of the nation.

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