

CHAPTER I

INTRODUCTION

A. Background

The waste problem will never be resolved. As time goes by and civilization, the human population will continue to increase, as will waste, especially inorganic waste, namely plastic, glass, rubber, cans and so on. Waste has always been a problem in various countries, and many institutions, governments and environmental research experts are looking for ideas to find solutions to waste. There are many government policies implemented to minimize the use of waste, for example plastic bags for shopping are replaced with tote bags, paper bags, cardboard and others, then get used to sorting the types of waste, usually this is done in home industries, however, the waste will still continue exists and is increasing. Thus, this is related to the causes of waste in an environment in the form of increased waste, economic processes, social welfare, community consumption patterns, population behavior and functional activities such as trade, government and community health centers (Danang Aji Kurniawan & Ahmad Zaenal Santoso, 2021)

Waste is part of the living environment which is the final result of the process of remaining materials or tools used in everyday life. As previously explained, waste is related to the population growth process which tends to increase every year, this increase is not much different from the increase in waste volume (Apriyani et al., 2020). This makes it difficult for the government to prepare space to accommodate this waste. Because there are quite big impacts if you want to build a rubbish dump, therefore the government should think about this rubbish dump far from residential areas and in detail. It is feared that it could pollute the environment such as water, soil and air as well as the health of other living creatures.

Figure 1.1 Projection of Population by Regency/City in D.I. Yogyakarta (Soul),2023-2025

Kabupaten/Kota	Proyeksi Jumlah Penduduk menurut Kabupaten/Kota di D.I. Yogyakarta (Jiwa)		
	2023	2024	2025
D.I. Yogyakarta	4 073 907	4 126 444	4 179 333
Kulonprogo	453 584	459 078	464 602
Bantul	1 078 404	1 092 647	1 106 992
Gunungkidul	786 023	795 408	804 842
Sleman	1 300 361	1 318 086	1 335 947
Yogyakarta	455 535	461 225	466 950

This clearly results in hundreds of tons of waste piling up every day. Humans are the largest producers of waste on earth, according to (Pratiwi, 2016) of all activities carried out by humans it is clear that they produce waste, where the amount of waste is proportional to the level of human consumption of goods used every day. Garbage that is thrown away in the trash doesn't end up in the trash can or what is usually called a trash box. Trash that is in the rubbish box will also still be thrown away, where the correct way to dispose of rubbish is not to throw rubbish carelessly, let alone throw rubbish into the river which will later cause flooding as a result of which the river flow is blocked by the accumulation of rubbish. Trash in the trash box will usually be collected into one place in a Trush Bag or Waste Basket. What will later be picked up by the cleaning staff will be taken to the final (final) waste disposal site. A rubbish dump (TPS) is a place where all residents' rubbish is collected, usually the majority of this rubbish comes from home industries.

In July 2023, the people of the Special Region of Yogyakarta province were shocked by the news that the Piyungan Waste Disposal Site would be closed. To be precise, on July 21 2023 the DIY Regional Secretary announced that from July 23 to September 5 the Piyungan landfill would be closed. So this news makes every DIY Regional Government confused, so where can people throw their rubbish? Reporting from (DatikJogja, 2023) the DIY Regional Government had appointed the Cangkringan Integrated Waste Disposal Site (TPST), Sleman as an alternative waste disposal site. Previously there was a notification on May 23 2023 about the emergency condition of the Piyungan landfill which was overloaded with an average of 700 tonnes/day entering the Piyungan landfill.

Table 1.1 Waste volume data for Bantul, Sleman and City districts/cities. For 6 Months in 2023

Regency/city	Month						TOTAL
	January	February	Maret	April	May	Juny	
Bantul	5.585	5.250	5.612	4.789	5.419	4.173	30.828
Sleman	9.697	8.886	9.654	8.160	9.078	7.621	53.096
Kota Yogyakarta	8.149	7.283	7.653	6.750	7.461	6.366	43.662

Source: jogjapolitan.harianjogja.com, 2023

Table 1.2 Data on the volume of waste entering the Piyungan landfill over the last 10 years

Year	Day	Year
2013	397,4 Ton	144.565 Ton
2014	389,6 Ton	141.827 Ton
2015	435,7 Ton	158.599 Ton
2016	504,1 Ton	183.984 Ton
2017	552,8 Ton	201.227 Ton
2018	551,2 Ton	200.653 Ton
2019	544,0 Ton	198.024 Ton
2020	569,7 Ton	207.932 Ton
2021	700,9 Ton	255.219 Ton
2022	742,2 Ton	270.153 Ton

Source: jogjapolitan.harianjogja.com, 2023

It is not surprising that the reason why the Piyungan landfill was closed was the accumulation of waste that had exceeded capacity limits. Looking at the results of the waste volume data above, it is recorded that every year there is an increase in the volume of waste entering the Piyungan landfill, although from 2014 to 2019 there was a decrease in waste volume of only 2% (Sunartono, 2023). The aim of closing this landfill is to reduce the influx of waste into the Piyungan landfill and at the same time the regional government can prepare land for other waste disposal sites. Based on a statement from (DIY, 2023), the estimated area of the Piyungan landfill is 10 hectares, which has zones A and B, as the first land to accommodate waste since 1995 is managed by the Central Government from 2021 to 2022. Then in 2023 it will be continued by the DIY Regional Government and has been closed on July 23 2023. The garbage accumulation in zones A and b is currently 140 meters high, which means it exceeds capacity.

Meanwhile, the DIY Regional Government plans to move the waste disposal site to the Cangkringan landfill, Sleman. This statement was directly conveyed by Sri Sultan Hamengku Buwono This waste management will go through a drying and pressing process before going to the Piyungan landfill, which aims to sort the waste, some of which will be carried out in Piyungan and Regency/City (Indonesia.CNN, 2023). However, this land is only used as alternative land, not permanent landfill land.

It is reported that the Piyungan landfill will remain open but will limit the volume of waste that can enter the Piyungan landfill, until the DIY government prepares suitable land. According to an article from (Priatmojo, 2023) Suarajogja.id zone A will remain open on a limited basis, namely it can only accommodate 180 tons per day from three DIY areas, namely Bantul Regency, Sleman and Yogyakarta City, although it remains open. DIY Governor Sultan Hamengkubuwono It is collected at the Piyungan landfill in the form of residual waste that has been processed by the respective district/city landfills. Meanwhile, parties from the Regional Government of Sleman Regency, Tamanmartani Village, have prepared one hectare of land in Padukuhan Kenaji which will manage the

waste independently, while the Sultan said that the rest of the waste would be sent to the area in Karanggeneng, but in the end it was also cancelled, this was conveyed at a control coordination meeting. (Rakordal) (DatikJogja, 2023). Then there is the issue of canceling the Cangkringan landfill, Sleman. The Sleman Regency Government canceled efforts to transfer land from the Piyungan landfill to the Cangkringan landfill. This decision stemmed from local residents' resistance. There are so many residents' objections to the construction of a landfill in the area, because local residents are worried about the negative impacts on the environment and social (DatikJogja, 2023).

From the circulation of the information above regarding the transfer of the Piyungan landfill, Government Communication is a very important thing to do because communication is a form of conveying information. There is so much information conveyed from the DIY Provincial government, making the information confusing to the public's ears. Because the plan to move the Piyungan landfill land has become a concern for the community, especially in Bantul Regency, Sleman and Yogyakarta City, where else people will throw away the waste. Then there has been a buildup of rubbish at corner locations in the city of Yogyakarta such as Alun-alun Kidul, rubbish bins on Jalan Serma Taruma Ramli, Kotabaru (DatikJogja, 2023).

Reporting from detik.com (Rinepta, 2023) Sultan Hamengku Buwono cannot manage the waste independently, it is possible that the Piyungan landfill will actually be closed again while the Sultan provides Village Fund land use facilities (TKD) in the Regency and City areas to manage waste. Thus, we still haven't got a concrete land transfer policy, whether the landfill land will be moved or not? This is not yet known, the point is that communication built by the government should have a process of disseminating and exchanging information, through this communication the government can exchange thoughts or ideas with business people, society, organizations and other agencies (Silalahi, 2004). Therefore, the problem of relocating Piyungan landfill land is related to the importance of communication as the socialization of government policies to the community. The communication that is built should also be conveyed directly by the community.

Therefore, the author is interested in researching "Communication of the Yogyakarta Special Region Provincial Government in the Socialization of Piyungan Final Disposal Site (TPA) Land Transfer Policy."

B. Problem Formulation

How does the DIY government communicate in socializing the Piyungan landfill transfer policy to the community?

C. Research purposes

The purpose of this research is to determine the DIY government's communication in socializing the Piyungan landfill land transfer policy to the community.

D. Benefits of research

It is hoped that this research will provide benefits, namely:

1. Theoretical Benefits

Through this research, it is hoped that it will be able to provide an indication and increase insight into Government Science in general as well as become material for consideration and recommendations for the DIY government in communicating to convey information to the public regarding the transfer of Piyungan Final Disposal Site (TPA) land. Considering that there are still many people who receive this information confusingly. Therefore, this research can provide benefits and understanding in increasing insight and as a literature review for further research that wants to discuss topics in accordance with the topic of this research.

2. Practical Benefits

- 1) This research can be used as an evaluation in making appropriate policies and can provide an overview of the communication developed by the DIY government to the community regarding the transfer of Piyungan landfill land.

- 2) Providing a clear picture of information regarding the transfer of Piyungan landfill land, especially in the areas of Bantul Regency, Sleman and Yogyakarta City, which are areas where waste is imported to Piyungan landfill.

E. Literature Review

Table 1.3 Previous Research

No.	Researcher	Title	Findings
1.	Amri Dunan (2020)	Government Communication in the Digital Era: Public Relations and Democracy	In this research, researchers examine the management of public communications for government institutions that use social media as a medium for conveying information, influencing democracy and the role of public relations (PR) in the digital era. In this case, it can increase the effectiveness of interactions between the government and the public.
2.	Brooke Fisher Liu, J. Suzannae Horsley (2007)	The Government Communication decision Wheel: Toward a Public Relations Model for The Public Sector	This research examines the government communication model from a public relations perspective which is reviewed through the special environmental characteristics of the public sector. Where the public sector such as

			public services, legal constraints, media supervision, politics, none of these models are completely effective. Later in this research proposed a new model, namely the government communication decision wheel.
3.	Ariat Syaputra, Yulia Sariwaty S (2021) Free Mp3 Download	Government communication strategy in disseminating information on South Cidurian River waste management, Bandung City	This research discusses the dissemination of information on waste management from the Citarum and Cidurian rivers by the government. This information is an appeal to the community around the Citarum and Cidurian rivers to manage waste properly and correctly. The government as the communicator provides messages using print media such as official letters, posters and banners to the target, namely the community around the South Cidurian river area.
4.	Edi Wijaya, True Taqwa, Alferdo Satya	The Role of Government Communication through Intelligent	In this research, government communication acts as the government's effort to provide information and

	Kurniawan (2023)	Transport Public Policy Innovation in the City of Surabaya	invite the public to take part in developing existing public resources. As well as government communication in this research, it is hoped that it can realize public policy (Smart City) while implementing it into a Smart Environment.
5.	Icha Annisa Aprilia, Aulia Sholichah Iman Nurchotimah (2022)	The role of government communication in realizing good governance through public services	This research examines government communication in realizing good governance through public services, where government communication is the main point in the success of the continuity of public services in order to create good governance. In this case, the government is the communicator of information and aspirations from the community, so the government needs to minimize obstacles and evaluate government communications.
6.	Yeremia Kolibu, Anthonius M.	The Role of Government Communication in	The discussion from the research is that the approach taken by the government

	Gloung, Nicolas Mandey (2022)	Building a Leadership Image in Tonsewer Village, West Tompaso District	through government communication to the public has a special appeal that is friendly and humorous when conveying information or government messages, often including elements of humor so that the government can attract the public's attention. Because people are reluctant to accept information or messages that use harsh (offensive) words, this can build an image of leadership through the delivery of government communications.
7.	Praditya Anggi Widhiananto (2022)	Environmental Impact Analysis of Abiotic and Biotic Components of Waste Handling Activities at Piyungan TPST in Ngablak Hamlet, Sitimulyo Village, Kapanewon Piyungan, Bantul Regency, DIY	In this research, we examine waste handling at the Piyungan TPST, there are various negative impacts on the environment around the TPST area, including pollution of river water, soil and air as well as having a negative impact on changes in the social order of society. This impact could disrupt the biodiversity around the Piyungan landfill area.

8.	Ade Fia Rahmawati, Amin, Rasminto, Fetro Dola Syamsu (2021)	Analysis of Sustainable Waste Management in Urban Areas in Indonesia	This research discusses determining the concept of sustainability in waste management in the city. The results show that cities can produce 70% of waste and 32% of waste is not managed, therefore public awareness of waste must be increased again. According to the analysis from this research, humans can spend Rp. 400,000 to Rp. 1,200,000 on food and non-food needs, so it can be said that the implementation of waste management in the city is still low.
9.	Betty Epy Andani, Tri Wahyuni Sukesi (2022)	Waste Bank Management through the Alaman Lestari Sorting House in Ceme Hamlet, Bantul Regency, Yogyakarta	This research discusses waste processing through Waste Banks, Waste Banks as an alternative waste management that is actually implemented by local governments. The importance of these efforts to overcome and reduce the accumulation of waste, through Rumah Pilah Alaman Lestari, the community can be involved in carrying out

			waste management practices, namely depositing waste, sorting waste, making compost, making ecoenzymes, handicrafts and so on. Other benefits can build socio-economic development for the community.
10.	Hijrah Purnama Putra, Andar Dhini Esti Setianingrum (2022)	The Role of Scavengers in the Waste Management System at Temporary Shelters (TPS) Sleman Yogyakarta	In this study, researchers examined that scavengers have an important indication of reducing waste sources. According to the results of this research, there are three TPS in Sleman Regency that have the largest volume of waste, namely Condongcatur TPS, Tridadi TPS and Tambakboyo TPS. The average percentage of waste volume at the TPS reaches 5% -22%. From the three TPS locations, each scavenger picks up inorganic waste such as plastic, cans, glass and iron. With the majority of scavengers taking plastic waste as much as 50% of other waste. So that the scavengers succeeded in

			reducing waste at each TPS in the Sleman area which reached 23 kg/person/day.
11.	Ananda Florentina Broad (2020)	Government Communication Strategy in Supporting the Plastic Packaging Reduction Program in the Tosuraya Barat Village Community	This research discusses the West Tosuraya government's communication strategy regarding efforts to reduce plastic packaging. This effort was directly instructed by the local Regent to village stakeholders to convey to residents that they would no longer use bottled water and instead bring their own drinking water bottles.
12.	Delia Ayu Puspita Sari, Muhammad Insan Romadhan, Bagus Cahyo Shah Adhi Pradana (2022)	Surabaya City Government Communication Strategy in Socializing the Surabaya Media Center to the Community	In this study, researchers discuss information and communication technology as the main aspect in supporting government activities in the current era. The Surabaya City Government has a program in this field, namely the Media Center, thus the task of the Surabaya City government is to socialize the Media Center as a form of public service and complaints.

13.	Hafizh Maulana Ihsan, Estu Wijayanti, Laily Fadhilah Sabilal Haque, (2022)	Utilization of Piyungan TPST Plastic Waste into ECO Paving Blocks Integrated with Rainwater Harvesting Tanks as a Solution for Providing Clean Water Based on SDGS 2030.	In this research, the researcher discusses that waste in the city of Yogyakarta is a serious problem. The people of Yogya City only rely on the Piyungan landfill as the final waste disposal site. The landfill on average holds 500 tonnes per day. This has increasingly had a negative impact on water quality and the environment. around the Piyungan landfill. Water pollution will increase when it occurs in the rainy season and then flows and mixes with rubbish into community areas and finally into rivers. Thus, this worsens the condition of Piyungan as a clean water crisis in the Special Region of Yogyakarta Province. The government then offered a solution, namely using plastic waste as raw material for making eco paving blocks to reduce plastic waste and improve the groundwater cycle.
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14.	Khoiriyah Isni, Tri Mustanginah (2023)	The Influence of Health Education on Increasing Knowledge of Waste Management as an Effort to Realize the 2025 Waste Clean Bantul Program	In this study, researchers discuss the importance of health education regarding waste management by the community through the Bantul clean waste program in 2025. This intervention in the form of health education is one of the government's efforts to realize the Bantul clean waste program in 2025 by increasing public understanding of waste management as a basis. from social influence.
15.	Khoirul Ma'ruf (2023)	Juridical Analysis of Waste Management in the Special Region of Yogyakarta	This research illustrates that waste management is studied using the legal framework that regulates waste management in the Special Region of Yogyakarta, such as laws, regional regulations, public policies and other legal frameworks. This analysis shows that waste management in DIY is quite complete, but implementing the legal framework has several challenges, for example a lack of public awareness of waste disposal

			and management, a lack of adequate infrastructure, a lack of human and financial resources, as well as poor coordination between stakeholders. .
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From the explanation of the 15 journals above, the researcher concludes that there is a gap between this research and previous research. To be precise, there have been many studies looking at waste management at the Piyungan landfill, but previous research examined conflict resolution, waste banks, the environment and waste management. Meanwhile, there is still minimal research regarding government communication in waste management at Piyungan landfill.

This research is research with an ongoing problem. So it can be seen from previous research that this research focuses on discussing government communication in the Piyungan landfill transfer policy. Because the relocation of the Piyungan landfill is an important current issue that is of great concern to the people of Yogyakarta.

F. Theoretical framework

In research, of course, there is a theoretical framework as an important basis for studying and exploring the research more deeply so that the research can proceed as it should by the researcher. In this research, researchers used several theories as follows:

1. Government Communications

Communication comes from Latin. Communication is taken from the word *communis* which means the same. *Communico*, communication or *communicare* which means to make the same. Simply put, communication is the occurrence of collaborative interactions in conveying information or messages to people.

Communication is a relationship between the communicator (information giver) and the communicant (information recipient) in conveying information. The information conveyed must be good and with good media, while the government is an agency that has the power to regulate and is responsible for the authority and sovereignty of the people (Sedarmayanti, 2018).

Communication is basically a process that occurs individually or a group of people (called communicators) conveying stimuli to symbols in the form of words while changing the behavior of other people is called communication. Communication involves conveying messages/information. As long as a message is conveyed, that is communication (Suriati et al., 2022). In the process of communication, several elements are often needed, based on the introductory book on communication science (Suriati et al., 2022), namely communicator-communicator, communicator-media-communicant, communicator-media-communicant-feedback and others.

1. Communicator (Sender)

Communicators are referred to as message senders, sources and creators or senders of information. Communicators usually include one person, more than one person and the masses. If you have to appoint more people, the communicator can designate a group as a political party, organization or institution and blog (mass) media. Communicator is divided into three parts, namely:

- 1) Small Group: a homogeneous group that has a number of emotionally strong people who already know each other.
- 2) Large/Public Group: people who do not have good relationships with each other, emotional ties are less strong. This group is generally heterogeneous.
- 3) Organization: communicators are also called organizations, groups of people who have the same goals and a clear division of tasks. This group of organizations can be divided into idealistic motivation (NGOs) and commercial motivation (Limited companies).

2. Message

With communication, the message you want to convey can be conveyed in it. It could be said that the communication process takes place because it contains a

message in it. Humans try to convey messages concretely so that they can be received positively. Therefore, a number of communication symbols were created, such as spoken language, written language, sounds, gestures and other signs. Symbols are used to clarify the abstract nature of communication messages. Spoken and written language is often referred to as verbal communication, while other than spoken and written language it is often called nonverbal communication (sign language, facial/expression language, other body language). So a clear and specific message is needed to avoid errors or interpretation (miscommunication) by the recipient of the message.

3. Media

Media is a tool as a communication channel, this is done during the process of conveying messages. If the message is delivered face to face then there is no need for media as a message intermediary. However, if two or more people are far from each other and want to communicate, of course they need media as a means or place to process messages. Media in communication are in the form of human senses, telephone, letters, telegrams, mass media, internet, campaigns (people's parties) and many more. Media has an important role in the communication process, namely as a means of producing, reproducing, distributing or disseminating, and conveying information. Media is divided into two parts, namely mass media and non-mass media. Judging from the time period, there are periodic and non-periodic media.

- 1) Periodic media: mass media that is published periodically. Periodic mass media can be divided into print and electronic media. Based on developments in communication technology, online media is now emerging that utilizes distribution via the internet.
- 2) Non-periodic media: mass media that is temporary or eventual, depending on certain events. When the event is over, the media will no longer exist. This media is divided into two, namely human (campaigns, sales promotions and so on) and objects (posters, stickers, banners, billboards, pamphlets and brochures)

4. Communicant (Receiver)

The communicant can be defined as the person who receives the message. The communicant is the person who is the target of the sender of the message. Communication characteristics are almost the same as communicators. Usually called audience, target, audience and recipient of the message. Communication is also similar to intra-block communication (mass within) mass media channels such as listeners, readers, viewers and spectators.

5. Influence (Effect)

Influence is one of the goals of human communication. Without realizing it, what humans go through every day is because of the communication process that is formed from childhood to adulthood. These influences include what is thought, felt and done, influences (effects) can shape human behavior itself. In simple terms, influence can provide change, be it reinforcement, belief, knowledge, and other actions as a result of receiving the message.

6. Feedback

Feedback is a signal or response that contains the impression of the recipient of the message, such as criticism and suggestions in both verbal and nonverbal form. Without feedback from the communicator, we cannot know what impact the message conveyed will have on the communicator. Feedback or reaction can occur directly with the media. However, the type of response in this case is certainly different. Depending on the type of communication carried out, the communication comes from individuals, groups or organizations/institutions, public or mass communication.

7. Environment

Types of communication environments can be classified into physical, socio-cultural, psychological and temporal aspects.

- 1) Physical environment: one of the elements in the environment that can be captured by the senses. For example, studying in the hot sun or studying in a cramped and hot room will definitely make you uncomfortable.
- 2) Social environment: becomes an obstacle in conveying messages, for example when talking to people you have just met and people from other regions/cultures, you often feel awkward when the conversation starts.

Although this does not rule out the possibility, it could fade with communication.

- 3) Psychological: this condition can also affect the communication process with someone who is experiencing significant problems or trauma, there will be difficulty in focusing on communicating.
- 4) Temporal: Communication that occurs is seen from the use of time and messages as communication. This can be known as non-verbal communication.

Government according to English "Government" which comes from the word "Governance" which means order. In Latin, "Gobernare", Greek kybernan means to control and lead. The government is an organization or agency while an order is a direction or movement. Government is an agency or organization that has the power to create and implement regulations, laws, statutes and public policies with the aim of community welfare (Kadir, 2017). If we look back at the objectives of the government in the preamble to the 1945 constitution, it is stated that the Indonesian Government is to protect the entire Indonesian nation and all of Indonesia's blood and to promote general welfare, educate the life of the nation, and participate in implementing world order based on independence, eternal peace and social justice (dpr.go.id, n.d.).

With this, government communication means conveying ideas/news/information/statements from the government to the public in order to achieve state goals, under these conditions the government (apparatus) as a government communicator holds the responsibility to consider and respond to applicable information. The context of government communication itself is quite broad, it can be concluded as conveying feelings from one party to another regarding government activities, security, justice, economy, social welfare and other forms of information. This is different from the communication elements previously explained, according to (Sedarmayanti, 2018), who explains that there are several elements in government communication, namely communicators, messages, media, communications and feedback.

1. Communicator: the source of the message or creator of the message to be conveyed to the audience. The sender sends a message for a specific purpose which will be explained more specifically in another section (Sokowati, 2020)
2. Message: contains information, policies, programs, regulations, laws and so on. It can be spoken, written or sign language. Of course, in this communication process the message is very important, because the communication you want to carry out must contain a message.
3. Media: in this element the media is a channel, place or intermediary in conveying messages to the communicant (recipient of the message). With the media, messages can be conveyed to the audience (target). Usually the media in government communication is in the form of coordination meetings, cabinet meetings and press conferences.
4. Communicant: the target of the communicator in conveying a message. Simply put, the communicator is the recipient of the message from the communicator. For example, in this research, the general public received information regarding the Piyungan landfill land transfer policy from the DIY regional government.
5. Feedback or response: a response or response from communication to the communicator which is usually in the form of impressions and messages such as suggestions and criticism. So from this feedback, the communicator can find out whether the message conveyed can be received according to the communicator's intentions through the same meaning and how the communicator responds to the message (Dian Eka Rahmawati, 2020).

Based on (Sedarmayanti, 2018) the role of communication in an agency there are 2 forms of communication, namely:

- 1) Internal Communications

Internal Communication is an exchange of information/ideas between administrators and employees that occurs within an agency itself, its function is to realize the achievements of agencies with their respective organizational structures along with the ongoing exchange of ideas through Vertical, Horizontal and Diagonal communication.

1. **Vertical Communication:** communication that occurs between leaders (superiors) and subordinates. Communication usually discusses work behavior or morality, work information, efficiency, policies, plans and problems.
2. **Horizontal Communication:** usually occurs between employees and other (equal) employees. Communication is used to share information, solve problems, build coordination and so on. Then it occurs in the form of work meetings, business/work activities, interactions during break times and so on.
3. **Diagonal Communication:** this communication is referred to as cross-channel communication, occurs between leaders (superiors) and employees. This form of communication is found in several work chains where the leader is responsible for orders and leadership positions.

2) External Communications

External communication is communication carried out outside the agency with the target agency which has the aim of creating and maintaining good relations with the target agency. External communication is divided into two, namely

1. **Communication from target agencies (Government).** This form of communication is the most common form of communication which is informative and involves agency targets, thereby creating two-way communication.
2. **Communication from targets to agencies (society to government).** In this communication, targets from agencies are able to provide responses or feedback as an effect of the delivery of information carried out by agencies.

The characteristics of government communication that various agencies, including government administration, should have:

1. **State Civil Servants must be able to understand the importance of communication**

2. The State Civil Apparatus must be able to have a commitment to two-way communication
3. Communication emphasis prioritizes face-to-face or direct forms of communication
4. Carrying out transparency or openness is a form of shared goal in achieving the agency's mission, vision, goals and objectives
5. Work professionally in handling activities/problems in the worst conditions, including bad and unfavorable news.
6. Can utilize communication as a continuous process.

Communication is a process of the most basic activities carried out by humans. The influence of communication can increase a person's window of knowledge and thinking, but it can also cause problems. Therefore, communication is not only seen as an art but as an application of knowledge that can be learned. Government communication is the process of conveying a message to someone by transmitting the message and interpreting the message within government agencies (Besti Rohana Simbolon, S. Sos et al., 2016).

According to (Dian Eka Rahmawati, 2020), in terms of the function of government communication, it is divided into two, namely:

- a) Personnel management, this function is an internal communication function in government organizations, both in the form of downward and upward communication. This function refers to the concept of organizational communication, meaning communication that occurs in the context of relationships and interactions within an organization.
- b) Human resource management, this function is a function where government communication leads to external communication to the community/stakeholders outside the government.

The government communication model according to (Liu & Horsley, 2007) this model integrates the importance of the unique environmental characteristics of the public sector by recognizing four complementary micro environments: multilevel, intragovernmental, intergovernmental and external. This model also

examines environmental characteristics that influence government communication and proposes how these characteristics work in four micro environments.

One of the most common forms of communication, namely the process of conveying messages by the government, can begin with the sender (administrator or manager) trying to communicate with bureaucratic officials, the community and other organizations. Therefore, actual information is selected as the message to be conveyed, then the sender can translate the message verbally through interesting writing and direct speaking. Government communication is carried out through a process of ideas, schemes and also government opinions to the public so that the government can achieve its goals in managing the ministry's bureaucracy (Edi Wijaya, Taqwa Sejati, 2023).

2. Waste management

Waste is the most common environmental problem but has a huge impact on human life over a long period of time. The waste management system in DIY province in 2018 jointly used Piyungan landfill as the final waste disposal site. Regarding the environment, in 2016 the amount of waste produced was 66 million tons/year. Meanwhile in 2020 it increased by 67.8 million tons/year, specifically in 2016 the composition of waste in Indonesia was 57% organic waste, 16% plastic waste, 10% paper waste and the remaining 17% plastic waste, metal alloys, textiles, leather, rubber and glass. Regarding waste management, it has not been carried out optimally, Indonesia is only able to manage 16.2% of waste while there is still 82% of waste that has not been managed, this data is based on (Istanabi et al., 2022).

The government already has its own policy for managing waste, namely in Law No. 18 of 2008, based on this law, waste is residue (waste) from daily human activities that goes through natural processes in solid form. Specific waste is waste that has characteristics, concentration and volume that require special processing for that waste. There is government regulation no. 27 of 2020 concerning specific waste management, specific waste management is aimed at avoiding or preventing reactions from hazardous (toxic) waste. This specific waste clearly greatly affects

the environment around the waste storage which we usually know as a (final) waste disposal site, abbreviated as landfill. In law no. 18 of 2008, the fourth part regarding the authority of the Regency/City Government in article 9 paragraph 1 point D states that the Regency/City Government determines the location of temporary shelters, integrated waste processing sites and/or final waste processing sites and in paragraph 2 it states that the location is determined. Integrated waste processing and final waste processing places as referred to in paragraph 1 point D are part of the Regency/City regional spatial plan in accordance with statutory regulations (peraturan.bpk.go.id.2020).

Therefore, firmness is needed from the provincial government to the Regency/City government in dealing with the placement of this landfill so that waste management can be carried out together in harmony and prevent problems or tensions arising between the community and the government. Waste management is carried out as a form of effort to reduce and handle waste in the community, both from the waste management side and the community directly. Waste management involves technical aspects including management, regulation, financing, involvement of the private sector or non-governmental organizations (NGOs) (Widhiananto, 2022).

According to law no. 18 of 2008 3R (reduce, reuse and recycle) is the basis of waste management. There are 2 groups in waste management according to UU-18/2008 (peraturan.bpk.go.id.2020), namely:

1. Waste reduction comes from the occurrence of R1 waste, R2 reuse and R3 recycling
2. Waste handling includes:
 - Sorting: a form of grouping and separating waste according to type, amount of waste and nature of waste
 - Collection: a form of collecting and transferring waste from the waste source to a temporary storage area or integrated waste processing site
 - Transportation: carrying waste from a source or temporary waste storage site or from an integrated waste processing site to the final processing site

- Processing: changing the characteristics, composition and amount of waste
- Final processing of waste: returning waste or residue from previous processing to a place or environmental media safely.

Based on analysis from (A. F. Rahmawati et al., 2021) it is true that there is a waste management system in the country using Republic of Indonesia Law No. 18 of 2008 as explained above, however the implementation is not yet optimal, the amount of waste generation is difficult to monitor and is increasing. high negative impact on the environment. The following are two types of ways to overcome the accumulation of waste by (A. F. Rahmawati et al., 2021):

1. Waste Reduction

The lack of public awareness and concern for the environment is proven by data from BPS in 2018, which shows that 0.75 people do not care about the environmental problems that occur. Many people still use packaging products that are not pro-environment and people's habits, especially city residents, often use disposable packaging after use, which leads to an increase in waste accumulation. This clearly disturbs the cleanliness and aesthetics of the surrounding environment, so people then think about burning the rubbish, which they consider to be a more effective method than letting it pile up while the cleaning crew picks it up the next day to take it to the landfill. Collecting waste to a final disposal site also requires costs and time for the process to reach the landfill.

As for reducing waste using the 3R method (Reuse, Reduce, Recycle), apart from that, the role of waste recycling sanitation can be done through scavengers. The role of scavengers in reduction is also very important because scavengers collect rubbish from residential areas, markets, TPS and other public places where scavengers have sorted the rubbish according to the type of waste which will later be given to Waste Bank operators or rubbish collection stall.

2. Garbage Handling

In general, urban areas clearly have the most waste dominance, wherever urban areas are, they definitely have large volumes of waste. Because urban areas have densely populated areas ranging from population, housing, entertainment

venues, tourism, shopping areas and other public places. According to data from the Directorate General of the Ministry of Environment and Forestry in proprietary research (A. F. Rahmawati et al., 2021) as much as 69% of waste is disposed of in landfills, 24% is managed using 3R first while 7% of waste is disposed of without being managed. This proves that the majority of waste in landfills is not managed properly. So it cannot be denied that the waste in the landfill increases as time goes by.

a. Garbage dump

A rubbish dump is a place where rubbish is collected into one container (place). A rubbish dump or waste processing site is part of a waste management facility as a place to store waste that will be re-managed (Widhiananto, 2022). According to (Dhini, 2022) a rubbish dump is a building or place that is used to transport rubbish from handcarts to bases, containers, or can be taken directly to the location. Garbage transport is divided into three temporary storage areas, namely:

1. Waste depot transfer: a temporary waste storage place that functions as a transit point for waste from the waste source before being taken to the final (final) waste disposal site.
2. Large containers: dumpsters or waste transport vehicles (trucks).
3. Communal tank: a temporary waste storage place or container for any source of waste.
4. According to Damanhuri and Padmi's book *Integrated Waste Management* in research (A. F. Rahmawati et al., 2021) there are three types of waste disposal sites.

Table 1.4 Types of Waste Disposal Places

No.	Types of Waste Disposal Sites Source: Book of Pengolahan Sampah Terpadu, 2019	Description
1.	Temporary Waste Storage Site (TPS)	A place for storing mixed waste without sorting or classifying the waste.
2.	3R Waste Processing Site (TPS-3R)	At this stage, waste is collected and then classified based on characteristics. Inorganic waste can be reused without processing or through incineration.
3.	Types of TPS Intermediate Transition Stations (SPA)	The place for the process of transferring waste from temporary containers to larger containers provided by the city level processing zone, the distance to the landfill must be more than 25 km. At this stage, mitigation checkpoints are constructed by compacting the same waste. This phase is controlled by official entities under the jurisdiction of the Ministry of the Environment.
4.	Integrated Waste Management Site	There are many stages for collecting, classifying, reusing, recycling and processing waste on a city-level work agency scale which is managed separately or centrally by the City Government. Although at this stage the last step is the most difficult step and has the greatest impact on the level of danger of waste to the environment.

According to (Putra & Ismaniar, 2020) waste management can be carried out through community empowerment by means of Waste Banks, in this case the community must be equipped with self-awareness of waste and understanding regarding waste banks first.

The importance of communication built by the government must be able to anticipate so that it does not cause conflict in society, waste problems are usually prone to social conflict. In research belonging to (Widyantari, 2023) according to (Silalahi, 2004) the existence of government communication can make it easier for the public to receive information or statements of attitude from the government as a communicator with the public as recipients of information.

G. Conceptual Definition

1. Government Communications

Government Communication is communication originating from government agencies to convey ideas/ideas/messages/information regarding regulations, public policies and government regulations to the wider community with the aim of general and state welfare.

2. Waste management

Waste management is an activity consisting of waste collection, waste sorting and waste reduction (Reduce, Reuse, Recycle) which aims to prevent and avoid the negative impacts of waste. For example, by recycling inorganic and organic waste at home, giving waste to the Waste Bank to be reprocessed, creating zero waste for inorganic waste at home which can be used as eco enzyme or compost as plant fertilizer and others.

H. Operational Definition

Operational definitions play an important role in indicating the boundaries of research direction so that the research carried out is appropriate based on the main

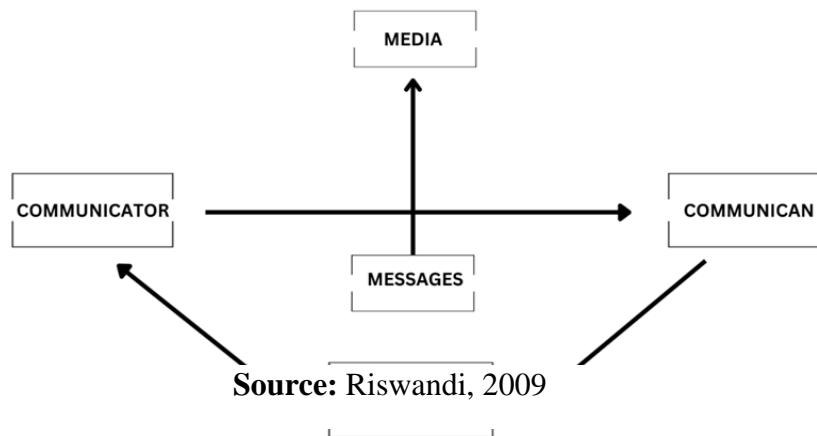
research objectives. Regarding this research, researchers have the following operational definition.

Table 1.5 Operational Definition

Variable	Indicator	Parameter
Government Communications	Communicator	Piyungan landfill Manager and DIY Provincial Government
	Message	Regulations and technical information regarding the Piyungan landfill land transfer policy.
	Media	Periodic mass media: Television, newspapers, online media and other print media.
	Communicate	General public and waste collectors
	Feedback	Community response regarding the policy of relocating the Piyungan landfill for the people of Bantul, Sleman and Yogya City.

I. Framework of thinking

Figure 1.2 Framework of Thinking



J. Research methods

In this research the author used a qualitative research method which has analytical research. Qualitative research can help writers look for processes and meaning in the aspects that will be highlighted in qualitative research. Apart from that, the author will provide factual information and be able to directly see and document existing problems. Research becomes important when the writer experiences difficulty identifying it using data. Qualitative research helps obtain current data and offers a way to reach key targets and be able to understand what is happening in society. In qualitative research the author conducts research objectively in relation to the subjective reality being studied. In this case, subjectivity applies to the reality being studied, meaning that reality is seen from the perspective of the person being studied (Adlini et al., 2022).

Research methods are a process of activities carried out in the form of collecting, analyzing data and communicating interpretations related to research. Research methods are a form of scientific way to search for and collect data for certain purposes and uses. In research methods, there are four keywords that are

used as reference documents in the research implementation process, namely: scientific method, data, specific objectives and uses.

1. Types of research

Based on the background above, this research was carried out using descriptive qualitative research methods. This method tends to use an analysis approach to social situations as research material, by making descriptive explanations related to social situations that are in accordance with phenomena, facts, circumstances and variables. This descriptive qualitative research starts from a theory supported by field data, where we go directly to the research site by observing problematic phenomena that occur.

In accordance with the social problems currently being faced by the social community, especially in the Bantul, Sleman and Yogya City areas, regarding the land transfer policy for the Piyungan landfill, it is currently not clear where the landfill will be moved. Therefore, in the analysis of this research method, the researcher used a descriptive qualitative method through reviewing previous literature and conducting interviews with the management of the Piyungan landfill, the surrounding community and the Provincial Government as well as conducting field observations.

According to (Adlini et al., 2022) the main aim of qualitative research is to understand phenomena or social phenomena by focusing more on the complete picture of the phenomenon being studied rather than breaking it down into variables that are related to each other. The benefits of qualitative research lie in how each individual can interpret and explain a phenomenon from social phenomena that occur or objects that are outside or inside him. So it can be concluded from this explanation that descriptive qualitative research is a qualitative approach method that explains a problematic phenomenon being researched to be described using words.

2. Research sites

The research location is the place where the research takes place, the location of this research is at the Piyungan Final Disposal Site (TPA), Padukuhan Ngablak, Sitimulyo Village, Piyungan District, Bantul Regency, Yogyakarta Special Region Province. This location is used as the final waste disposal location for three areas, namely Bantul, Yogyakarta City and Sleman. Which is now closed because there is a buildup of waste that is overloaded or exceeds the maximum landfill limit.

3. Data Type

a. Data Primer

Primary data is a source of data obtained directly from the source, usually from direct interviews with related sources and collecting documentation from related parties in the field. For example, the results of interviews and documentation with waste managers at Piyungan landfill, including scavengers, local communities and one of the provincial government officials.

b. Data Secondary

Secondary data is a source of data that comes from previous existing research, where the author collects data indirectly from the source or the object that he wants to research. Secondary data is used as support for primary data through documents such as images, journals, mass media, statistics, related laws and regulations and so on. As in this research, there is waste volume data from the last ten years at Piyungan landfill, data on waste volume in Bantul and Sleman Regencies, Yogyakarta City for the last six months at Piyungan landfill as well as legislation regarding waste management No. 18 of 2008.

4. Data Collection Techniques

If researchers want to research something, they certainly have data collection techniques, they need to prepare data collection carefully. Data collection in the field is of course associated with data mining techniques and is also associated with data sources in qualitative research using words, actions, additional data such as documents or sources, written data, images and statistics (Rijali, 2019).

a. Interview

An interview is a question and answer activity carried out by two people consisting of a questioner and a source with the aim of obtaining or receiving information and data. Apart from that, interviews were conducted to make it easier for researchers to explore the presentation of data based on factual information through related sources. This way, the information obtained is clearer and more specific to the problem being studied. Interviews can also be interpreted in depth as having a flexible, open, unstructured and non-standard nature. This is a repeated face-to-face meeting between the researcher and the research subject (Agusta, 2003).

There were 6 informants or sources of information related to the Piyungan TPA transfer policy as supporters and reinforcers of the information obtained. The following are informants regarding the Piyungan landfill transfer policy:

Table 1.3 Informants of the Research

No.	They inform	Information
1.	- Mrs. Yuli - Mrs Tiwi	Head and Staff of the Piyungan Landfill Management Bureau, DIY Regional Government Regional Secretariat
2.	Mr. Ibnu Zulkarnanto	Piyungan Landfill Administration Officer
3.	Mr Martono Heri Prasetyo	Tamanmartani Community, Kalasan, Sleman
4.	- Ms. Lusy - Ms. Fitri	Tamanmartani Youth Organization, Kalasan, Sleman

5.	Mr Sam	Community of Sitimulyo, Piyungan, Bantul
6.	Mbk Sherin	Gondomanan Community, Yogyakarta City

b. Documentation

Documentation is a form of process for searching and collecting data that is used as accurate evidence from the research sources you want to research. Documentation can be done by observation, filling out questionnaires, interviews, photos and others, this can strengthen the researcher's database. Documentation can also be interpreted as comprehensive data or secondary data. The purpose of documentation is to obtain information, knowledge, evidence and disseminate it. This data collection technique can be in visual or electronic form.

5. Data Analysis Technique

In the process of conducting qualitative data analysis, namely by researching and compiling data obtained from interviews, observation reports and other documents systematically so that they are easy to understand and conclude, so that the results can be conveyed well (Abdul, 2020). There are three steps that should be carried out in qualitative data analysis to support research:

a. Data reduction

Data reduction is data analysis based on selecting, simplifying, focusing and abstracting rough data on research field problems that are collected and then described. Therefore, the data reduction process must be carried out carefully and accurately, because the data reduction process is also a part that is prone to errors so researchers must be careful in interpreting research results based on data collected in the field.

b. Data Presentation

Presenting data is an activity of compiling a collection of information, creating opportunities to draw conclusions and take action. According to (Agusta,

2003) the form of presenting qualitative data is in the form of narrative text, namely field notes, such as matrices, graphs, networks and diagrams. These forms can connect information that is arranged effectively/coherently, making it easier to describe what is happening.

c. Drawing conclusions

Drawing conclusions is the final step carried out by researchers from the beginning of data collection, data analysis, searching for the meaning of the problem object, recording important patterns (theories) and explanations. After the research data is collected, the researcher needs to draw conclusions according to the phenomenon being studied. The purpose of conclusions is to summarize and trace back the data that has been processed into information units so that they can be accounted for.