

CHAPTER II

DESCRIPTION OF THE #BERSIHPASTIUNTUNG CAMPAIGN

MESSAGES

This chapter provides an overview of the #BersihPastiUntung campaign system, offering insights into how Mountrash's approach encourages the target audience's willingness to recycle.

2.1. #BersihPastiUntung Campaign

The #BersihPastiUntung campaign activities were created by PT. Mountrash Avatar Indonesia with the mission to expand the culture of sorting waste among the younger generation. According to Eni, the Head of Marketing at PT. Mountrash Avatar Indonesia, the mission's goal is to shape the mindset of young people towards the habit of sorting waste behavior before disposing of it into recycling bins (Eni, personal communication, 21 May 2024). To achieve this goal, Eni explained that the #BersihPastiUntung campaign is designed to suit the audience exposed to the campaign through presentations, workshops, or exhibitions. Additionally, she highlighted Mountrash's efforts to broaden the campaign's reach by participating as a speaker at waste seminars organized by the government (Eni, personal communication, 25 September 2024).

#BersihPastiUntung Campaign Activities in Schools



Figure 2.1 #BersihPastiUntung Campaign Activities in Schools

2.1.1. Campaign Presentation Content Message

The main way Mountrash reaches its target audience is by spreading educational sessions. This education is a term used by Mountrash to share information aimed at encouraging the target audience to increase their interest in recycling.

Table 2.1 Content of the #BersihPastiUntung Campaign Presentation

Presentation Slide	Content Details
<p>Indonesia Darurat Sampah</p> <ul style="list-style-type: none"> 68.5 juta ton sampah di tahun 2022 Hampir semua TPA menggunung dan over load 5 - 775 ton / hari bocor ke Sungai Pendekatan sungai yang berakibat banjir dan krisis air bersih 72% tidak peduli sampah Minim edukasi & sosialisasi untuk pilah dan nabung sampah sejak dari rumah / sumbernya. 	<p>Explaining the waste problem in Indonesia, such as the total tons of waste in 2022, the amount of waste dumped into rivers, and the reasons for public negligence.</p>
<p>Bahaya Sampah Plastik jika tidak dikelola</p> <ul style="list-style-type: none"> Butuh 100 - 500 Tahun untuk terurai Mencemari lingkungan, baik darat maupun perairan (Sungai & Laut). 60 juta ton plastik per tahun (tahun 2021 - Inaplas) 65% berasal dari kemasan produk kebutuhan sehari-hari, dimana 60% diantaranya berasal dari produk makanan dan minuman. Hanya 10% plastik yang di daur ulang 	<p>Discussing the dangers of plastic waste, including its decomposition time (100-500 years), the impact on land and water pollution, and the recycling percentage.</p>

Presentation Slide	Content Details
	<p>Explaining the dangers of waste when it mostly accumulates in landfills, such as methane gas that can contribute to global warming, cause explosions, and lead to fires.</p>
	<p>Outlining regulations like Regulation of the Minister of Environment and Forestry that support recycling and waste management as part of the national policy framework.</p>
	<p>Highlighting the role of waste banks in waste management, including steps for collection, sorting, and economic opportunities through recycling.</p>
	<p>Explaining the mechanism of Mountrash's digital waste bank, such as transparency, proper data management, and real-time incentives.</p>

Presentation Slide	Content Details
 <p>Bank Sampah Sekolah</p> <p>Bank Sampah</p> <p>Penyelolaan Sampah melalui Bank Sampah Unit di Sekolah atau kawasan dengan mengajak seluruh warga disana untuk menjadi nasabah.</p> <p>Hasil tabungan sampah dipilah dan dikumpulkan sesuai jenis (Plastik, Kertas, Kaca, Logam), dan kemudian diestor ke Bank Sampah Induk Digital atau Pengolah Sampah atau Pendaur.</p> <p>Inserting → House → Reusing → Recycling</p>	<p>Describing how the #BersihPastiUntung program works in schools, focusing on educating students about waste management and involving teachers/parents.</p>
 <p>Pengelolaan sampah organik</p> <p>Menggunakan teknologi tepat guna skala kawasan</p> <p>Sampah organik bisa diolah menjadi kompos padat dan cair, bisa menjadi biogas, pakan ternak, ecoenzyme, pakan ikan, dll.</p> <p>Nutrisi bagi bumi dan banyak manfaat</p>	<p>A brief explanation of organic waste and the products that can be created from managing organic waste.</p>
 <p>Eco-enzyme</p> <p>Hasil olahan sampah organik dari kulit buah dan ayuran yang difermentasi. Dan ini merupakan cairan alami yang serba guna dan banyak sekali manfaatnya.</p> <p>Alat yang dibutuhkan :</p> <ul style="list-style-type: none"> Wadah bermulut lebar dan berbahan plastik. <p>Bahan :</p> <ul style="list-style-type: none"> Gula, sisa buah, sayur yang masih segar, dan air <p>Cara Membuat :</p> <p>1 bagian gula, 3 bagian sisa buah dan sayur, 10 bagian air dimasukkan kedalam wadah dan ditutup rapat, tidak perlu diaduk.</p> <p>Proses : selama 3 bulan</p> <p>https://youtu.be/4a8pV0V0dM7</p>	<p>Discussing the implementation of Eco-Enzyme as a creative solution to support recycling activities.</p>
 <p>Pengolahan MiJel</p> <div style="display: flex; justify-content: space-around;"> <div style="width: 45%;"> <p>Lilin</p> <p>Bahan:</p> <ul style="list-style-type: none"> Minyak jelantah bersih (200 ml) Lilin parafin / lilin lebah (100-150 gr) Pewarna lilin (opsional) <p>Sumbu lilin, wadah cetakan, panci kecil dan sendok kayu.</p> <p>Cara membuat:</p> <ul style="list-style-type: none"> Lelehkan lilin parafin kedalam panci Campurkan MiJel perbandingan 1:1 Tambahkan pewarna dan aroma (minyak esensial 5-10 tetes) Pasang sumbu lilin di cetakan, lalu tuang campuran minyak dan lilin ke dalam cetakan. Biarkan sampai mengeras. </div> <div style="width: 45%;"> <p>Sabun</p> <p>Bahan:</p> <ul style="list-style-type: none"> Minyak jelantah bersih (500 ml) Soda api (NaOH) sekitar 65-70 gr Air (150 ml) Pewarna makanan (opsional) Minyak esensial untuk aroma Cetakan sabun <p>Cara membuat:</p> <ul style="list-style-type: none"> Campurkan soda api dengan air (hati2 karena larutan soda api sangat panas) Campurkan larutan soda api ke miej (setelah soda api dingin) sambil diaduk terus hingga mengental seperti puding. Tambahkan pewarna dan tuang ke cetakan hingga mengeras. </div> </div>	<p>Discussing the implementation of MiJel as a creative solution to support recycling activities.</p>

Presentation Slide	Content Details
	<p>A brief explanation of inorganic waste and the products that can be created from managing inorganic waste.</p>
	<p>Explaining how a digital waste bank in schools can raise environmental awareness, encourage active participation from the school community, and manage waste efficiently and systematically through digital technology to support sustainable waste management.</p>

Based on Table 2.1, the #BersihPastiUntung campaign presentation provides structured content aimed at educating and motivating the audience on effective waste management. The session begins by addressing Indonesia's critical waste problem, including statistics on total waste production, the dangers of unmanaged waste, and its consequences, such as methane gas explosions and fires in landfills.

The presentation continues by introducing the role of waste banks, including Mountrash's digital waste bank system. It details features like transparent data management, real-time incentives, and efficient waste sorting processes, illustrating how digital systems can provide practical solutions for addressing waste issues.

Additionally, the session covers the management of organic and inorganic waste. Organic waste is presented as having potential benefits, such as being processed into compost, eco-enzymes, or livestock feed. Inorganic waste, such as

plastic, paper, and metal, is highlighted for its potential to be recycled into economically valuable crafts. These explanations provide actionable insights into the recycling process for both waste types.

2.1.2. Efforts to Engage with the Audience

Based on an interview with Eni, the Head of Marketing at PT. Mountrash Avatar Indonesia (personal communication, 28 May 2024), several strategies are employed to ensure that the #BersihPastiUntung campaign's educational activities are well-received. These efforts include:

1. Question and Answer (QnA) Sessions

Mountrash holds a Question and Answer (QnA) session at the end of every #BersihPastiUntung campaign event, whether it is an educational session, workshop, or other activity.



Figure 2.2 #BersihPastiUntung Campaign QnA Activity

2. Waste Sorting Activities

Mountrash organizes teaching activities on proper waste sorting. For example, they first explain that plastic waste and food waste are two different types of waste. After this explanation, Mountrash demonstrates how to sort these two types of waste to be collected before disposal at a recycling facility.

In addition to providing examples, Mountrash also invites the audience to participate by guessing which waste should be sorted into the correct category.



Figure 2.3 #BersihPastiUntung Campaign Waste Sorting Activity

3. Recycling Activities

After explaining and demonstrating how to sort waste, Mountrash encourages the audience to recycle the sorted waste. By involving the audience and showing them how to recycle, Mountrash hopes to create a memorable impression, motivating them to continue recycling in the future.



Figure 2.4 #BersihPastiUntung Campaign Recycling Activity

4. Cleaning Waste Before Sorting and Recycling

Mountrash conducts workshops where the audience is taught how to clean waste before sorting and recycling it. The goal is to ensure that recycling facilities receive waste in a clean condition. By cleaning waste from the beginning, it can regain its value and become more viable for recycling.