

EDUCATION-BASED COMMUNITY EMPOWERMENT MODEL THROUGH WASTE BANKS IN THE FUEL TERMINAL SAMARINDA CSR PROGRAM

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Abstract

This study aims to examine the picture of education-based community empowerment through the Ramli Ceseri Waste Bank Program which is part of the Corporate Social Responsibility (CSR) Program of Fuel Terminal Samarinda. The research uses a descriptive qualitative approach to gain an in-depth understanding of the empowerment process that takes place in the program. Data collection was carried out through in-depth interviews, observations, and document studies of program managers, waste bank managers, and the community involved as customers. The data obtained was analyzed using the Miles and Huberman analysis model which includes data reduction, data presentation, and conclusion drawn. The results of the study show that community empowerment through waste banks is interpreted as a social learning process that takes place gradually, which includes increasing the knowledge, awareness, and technical skills of the community in waste management. Waste banks not only function as a means of waste management, but also as a space for non-formal education and skills practice that encourages active participation, independence, and community initiatives in protecting the environment in a sustainable manner.

Keywords: Community Empowerment, Waste Bank, Household waste, Community Education

Abstrak

Penelitian ini bertujuan untuk menganalisis pemberdayaan masyarakat berbasis pendidikan melalui Program Bank Sampah Ramli Ceseri yang merupakan bagian dari Program Corporate Social Responsibility (CSR) Fuel Terminal Samarinda. Penelitian menggunakan pendekatan kualitatif deskriptif untuk memperoleh pemahaman mendalam mengenai proses pemberdayaan yang berlangsung dalam program tersebut. Pengumpulan data dilakukan melalui wawancara mendalam, observasi, dan studi dokumentasi terhadap pengelola program, pengelola bank sampah, serta masyarakat yang terlibat sebagai nasabah. Data dianalisis menggunakan model analisis Miles dan Huberman yang meliputi reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa pemberdayaan masyarakat melalui bank sampah dimaknai sebagai proses pembelajaran sosial yang berlangsung secara bertahap, meliputi peningkatan pengetahuan, kesadaran, dan keterampilan teknis masyarakat dalam pengelolaan sampah. Bank sampah tidak hanya berfungsi sebagai sarana pengelolaan sampah, tetapi juga sebagai ruang pendidikan nonformal dan praktik keterampilan yang mendorong partisipasi aktif, kemandirian, serta inisiatif masyarakat dalam menjaga kelestarian lingkungan secara berkelanjutan.

Kata kunci: Pemberdayaan masyarakat, Bank sampah, Sampah rumah tangga, Pendidikan Masyarakat

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INTRODUCTION

Waste is a special concern because it is related to environmental and public health issues. Waste is a residual material that has a negative impact if not managed properly. Unhandled waste will have a negative impact on the deterioration of environmental quality (Fauziah et al., 2023). In addition, waste that is not managed properly has a negative impact on public health (Kefi et al., 2022; Qulia et al., 2021; Rappe & Wahyuni, 2021). This is what makes waste always the main topic in studies related to environmental quality, including in Indonesia.

The waste problem itself is one of the global problems initiated by various worlds in the Sustainable Development Goals (SDGs). These waste management efforts support the achievement of the SDGs, namely reducing urban environmental impact per capita by 2030, with an emphasis on improving air quality and urban waste management (Sudirman & Phradiansah, 2019). Based on this, attention to waste should be the concern of all considering the negative impact caused by the existence of waste.

Waste handling itself can be carried out through a study of factors that affect the presence of waste. From a scientific point of view, waste comes from the lack of community empowerment in waste management so that the waste produced is wasted and causes various problems. The lack of awareness in the community is a trigger for environmental damage itself, such as the lack of waste management resulting from their daily activities (Islamiyah et al., 2022; Mustangin et al., 2025). This proves that handling waste problems can be carried out through the process of increasing public awareness so as to produce people who have the ability to manage waste.

Efforts that can be taken from the waste problem are to carry out education for the community. Education is an effort to improve a person's abilities as shown by changes in knowledge, skills, and changes in good attitudes (Fitriawati et al., 2021; Maharani et al., 2021; Mustangin, 2020; Mustangin et al., 2022; Triwinarti, 2020). Efforts to increase community capacity as previously explained are one of the roles of education.

The education in this study is not only in school education or formal education. However, there is non-formal education which is an education to provide functional skills to the community, especially adult people who cannot afford to return to formal education to get material on waste management. Non-formal education in its implementation is directed at learning for adults (Doloksaribu et al., 2024; Ghazali & Wahyuni, 2021; Ridwan et al., 2024; Sabrina et al., 2022; Saraka, 2020; Taba et al., 2023). So that the implementation of this community development can be carried out through non-formal education. In addition, non-formal education is also related to the goal of community empowerment so that non-formal education can be used as a way to empower the community (Mustangin et al., 2021; Yunika et al., 2022). Based on this study, non-formal education is one of the alternatives in community empowerment.

One of the community empowerment programs to overcome waste problems is the Waste Bank Program. Efforts to support waste management can be carried out by implementing empowerment programs that focus on increasing public awareness and independence in managing household waste through waste bank mechanisms (Mustafirin et al., 2021). Waste banks not only educate the community in waste management but also provide economic benefits so that the existence of waste banks has another function not only to increase public awareness of waste management but also to provide opportunities for people to get economic benefits from waste management. Waste banks also teach how to save by using waste such as the per bank system so that waste banks can also increase family welfare from their

empowerment (Asadiya & Hamid, 2024). So the waste bank is an alternative to community education that also empowers the community.

Waste Banks in Samarinda City also have the ability to increase community capacity in waste management. One of them is the Ramli Ceseri Waste Bank which is part of Pertamina's Fuel Terminal Samarinda Corporate Social Responsibility (CSR) Program. This CSR program is here to strengthen the community's capacity in waste management so that waste that was previously only thrown away can now be managed properly. Based on this, the purpose of this study is to examine how the picture of community education-based empowerment through the Waste Bank initiated by the Samarinda Fuel Terminal CSR Program.

METHODS

This research uses a descriptive qualitative approach with the aim of understanding in depth the practice of community empowerment through waste banks in the Kampung Sehati Program by CSR Fuel Terminal Samarinda. The qualitative approach was chosen because it is in accordance with the purpose of examining in depth how the community empowerment process through the Ramli Ceseri Waste Bank Program which is part of the Corporate Social Responsibility (CSR) program.

Data collection was carried out through in-depth interviews with key informants who had direct involvement in the management and assistance of the Kampung Sehati Program. Informants are selected purposively by considering their position, experience, and knowledge of the program. The informants in this study consist of core waste bank managers, CSR Program managers, and communities who are customers at Ramli Ceseri Waste Bank. The selection of the number of informants is based on the need for depth of data, by placing each informant as a key informant who represents a strategic perspective in the program. Interviews were conducted in a semi-structured manner to allow researchers to explore informants' experience narratives flexibly but still focused on research analysis indicators.

In addition, this research process also uses observation data collection techniques and document studies. Observation was carried out by carrying out observations related to the activities of the Ramli Ceseri waste bank. Meanwhile, the Document Study is carried out to review documents related to the research carried out.

The results of field data collection produce raw data for further data analysis. The data analysis technique chosen is the data analysis technique from Miles and Huberman about Data Reduction, Data Presentation, and Conclusion Drawn. Data reduction is carried out by reviewing the data and then sorting out which data is in accordance with the research objectives. Furthermore, the presentation of the data from the sorting results by creating a narrative that is in accordance with the research objectives.

RESULTS AND DISCUSSION

Community empowerment through education is a way to empower the community that focuses on community capacity building. Education itself has the function of improving the quality of society so that people have knowledge, qualified skills and have a good attitude. This is a way to handle the waste problem which is a current environmental problem. The community often ignores the problem of waste while waste that is not managed properly causes various negative impacts such as declining environmental quality and threatening public health.

The Waste Bank program is an alternative community empowerment program to overcome waste problems while educating the community to have the capacity to manage waste, especially household waste. Education and community empowerment through Waste Banks is one of the effective ways to overcome this increasingly urgent waste problem (Refai et al., 2024). This suggests that waste banks can be a means of public education in terms of waste management.

Community Empowerment as a Means of Learning Waste Management

Community empowerment in the Sehati Village Program is interpreted as a social learning process that takes place in stages. Empowerment is not only perceived as an instant economic change, but also as an increase in public knowledge and concern for waste management. This process is related to increasing public awareness of waste management. In the community empowerment process, there are awareness activities which aim to make the community aware to be involved in activities. This waste bank is one of the means to facilitate the community in waste management, through awareness and the formation of conscious behavior on the importance of managing waste properly, fostering an insight into independence in the community so that it is expected to be able to independently and be aware of the importance of protecting the environment (Mustafirin et al., 2021). Waste banks function as a means of community empowerment in waste management through increasing awareness and forming environmentally caring behaviors. Its existence encourages the growth of community independence so that they are able to manage waste independently and have a sustainable awareness of the importance of protecting and preserving the environment.

In the waste bank program, there is a process of learning the community which begins by increasing public knowledge about waste management. So that people who previously did not know about waste management will know. This shows that there is a learning process to increase public knowledge related to waste management. Community building activities are closely related to empowering the community in waste management and developing it because in addition to fighting waste problems and environmental cleanliness, it encourages the community to be more active and full of initiative (Syafuruddin et al., 2020). Community development activities have a strong relationship with community empowerment and development efforts in waste management. In addition to aiming to overcome waste and environmental cleanliness problems, this activity also encourages the community to play a more active, independent, and initiative role through the use of waste banks as a forum for participation and strengthening community capacity.

Waste Bank as a Space for Community Skills Practice

The waste bank in the Kampung Sehati Program functions as a social practice space where people interact, learn, and build waste management habits. In its implementation at the Ramli Ceseri Waste Bank, there are skill practice activities that make the community have technical capabilities in waste management. These skills include waste sorting skills and for managers in the form of weighing waste and recording waste weighing results.

The community empowerment program not only increases community knowledge but also trains people to have technical knowledge of waste management. Empowerment has a meaning as an effort to increase target capacity and build awareness to have confidence (Octavia, 2020; Suhartini et al., 2022). This proves that in the process of community empowerment there are community skill practice activities for waste sorting. This empowerment approach cannot be separated from the role of education as the main pillar in strengthening community capacity

and independence (Agustina et al., 2025). In the implementation of community empowerment itself, as previously explained, there is an education process to improve community skills.

In the management of waste banks, the community needs to be equipped with skills that will later be used for community independence in waste management. Without active support and participation from the community in collecting, sorting, and using waste banks, waste bank operations can be disrupted and face challenges in waste collection and sorting (Pricilla et al., 2023). This ability is the basis for community capacity development in waste bank management. Therefore, education of these skills is one of the important skills in improving waste bank management.

CONCLUSION

Community empowerment through education is a strategic approach in increasing community capacity to manage waste sustainably. Through the Waste Bank Program, the empowerment process not only focuses on economic aspects, but also on social learning that fosters knowledge, skills, awareness, and concern for the environment. The waste bank acts as an educational facility as well as a space for skills practice, where people learn to sort, manage, and manage waste administration independently. The success of this program is highly determined by the active participation of the community supported by a continuous education process. Thus, waste banks are not only a solution to waste and environmental cleanliness problems, but also a vehicle to strengthen community independence, initiative, and capacity in maintaining environmental quality and health in a sustainable manner.

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APPENDIX



Figure A1. Activity room atmosphere and documentation of waste bank activities within the Healthy Village Program supported by CSR Fuel Terminal Samarinda (Research documentation, 2025).



Figure A2. Information media describing the waste bank management mechanism, including waste sorting, weighing, and management processes in the Healthy Village Program (Research documentation, 2025)



Figure A3. Plastic waste sorting activities conducted by waste bank managers and community members as part of routine operations within the Healthy Village Program supported by CSR Fuel Terminal Samarinda (Research documentation, 2025)



Figure A4. Front view of the Ramli Ceseri Waste Bank as a community-based waste management center in Samarinda City (Research documentation, 2025).