

ABSTRAK

Sesilia Trisianti, 2026. Strategi Komunikasi Pemerintah Desa Kabupaten Banyuwangi Balak Dalam Membangun Kolaborasi Pentahelix Untuk Menyukseskan Program Layanan Persampahan. Program Studi Ilmu Komunikasi, Fakultas Ilmu Sosial dan Ilmu Politik. Universitas Muhammadiyah Jember. Pembimbing: Ari Susanti, S.Sos., M.Med.Kom.

Kata kunci: strategi komunikasi, layanan persampahan, Pentahelix, Banyuwangi Hijau, partisipasi masyarakat

Permasalahan sampah di Indonesia semakin kompleks seiring bertambahnya jumlah penduduk dan meningkatnya volume konsumsi masyarakat. Kabupaten Banyuwangi merespons tantangan ini melalui Program Banyuwangi Hijau yang menjadikan Desa Balak, Kecamatan Songgon sebagai pilot project pengelolaan sampah berbasis Reduce, Reuse, Recycle (3R) melalui TPS 3R Balak. Keberhasilan program ini tidak lepas dari peran strategi komunikasi pemerintah desa dalam menggerakkan partisipasi masyarakat dan membangun kolaborasi lintas sektor. Penelitian ini bertujuan untuk mengetahui strategi komunikasi yang dilakukan Pemerintah Desa Balak dalam menyukseskan program layanan persampahan serta mengidentifikasi hambatan yang dihadapi dalam pelaksanaannya. Penelitian menggunakan pendekatan kualitatif deskriptif dengan teknik pengumpulan data melalui wawancara mendalam, observasi, dan dokumentasi. Informan dipilih secara purposive sampling yang mewakili lima unsur Pentahelix, yaitu pemerintah, bisnis, komunitas, media, dan akademisi. Hasil penelitian menunjukkan bahwa strategi komunikasi Pemerintah Desa Balak dijalankan melalui tiga moda, yakni komunikasi instruktif-regulatif melalui Peraturan Desa Nomor 3 Tahun 2023, komunikasi persuasif-partisipatif melalui pemucun berjenjang hingga tingkat RT/RW dan forum informal, serta komunikasi informatif-digital melalui Aplikasi Banyuwangi Hijau dan media sosial. Kolaborasi Pentahelix terwujud melalui kemitraan dengan PT Solusi Bangun Indonesia dan PT Pelita Mekar Semesta sebagai mitra bisnis pengolah hasil sampah. Hambatan yang ditemukan meliputi resistensi perilaku masyarakat, miskomunikasi awal tentang iuran, belum adanya MOU antara TPS 3R dan pemerintah desa, serta keterbatasan kapasitas operasional layanan. Kesimpulannya, strategi komunikasi berlapis dalam kerangka Pentahelix terbukti efektif mendorong partisipasi masyarakat meskipun koordinasi kelembagaan masih perlu diperkuat.

ABSTRACT

Sesilia Trisianti, 2026, Communication Strategy of the Banyuwangi Balak Regency Village Government in Building Pentahelix Collaboration to Ensure the Success of the Waste Management Service Program. Communication Studies Program, Faculty of Social Sciences and Political Sciences. Universitas Muhammadiyah Jember. Guides: Ari Susanti, S.Sos., M.Med.Kom.

Keywords: *communication strategy, waste management service, Pentahelix, Banyuwangi Hijau, community participation*

The issue of waste management in Indonesia has become increasingly complex due to population growth and rising consumption levels. Banyuwangi Regency responded to this challenge through the Banyuwangi Hijau Program, which designated Balak Village, Songgon District, as a pilot project for community-based waste management through the Reduce, Reuse, Recycle (3R) approach at TPS 3R Balak. The success of this program is inseparable from the communication strategy employed by the village government in mobilizing community participation and building cross-sector collaboration. This study aimed to examine the communication strategy implemented by the Balak Village Government in succeeding the waste management service program and to identify the obstacles encountered during its implementation. The study employed a descriptive qualitative approach, with data collected through in-depth interviews, observation, and documentation. Informants were selected using purposive sampling representing five elements of the Pentahelix model: government, business, community, media, and academics. The findings reveal that the communication strategy of Balak Village Government was carried out through three modes: instructive-regulatory communication through Village Regulation Number 3 of 2023, persuasive-participatory communication through tiered community triggering sessions down to the neighborhood level and informal forums, and informative-digital communication through the Banyuwangi Hijau Application and social media platforms. Pentahelix collaboration was realized through partnerships with PT Solusi Bangun Indonesia and PT Pelita Mekar Semesta as business partners for waste processing. Obstacles identified include community behavioral resistance, early miscommunication regarding service fees, the absence of a formal MOU between TPS 3R and the village government, and limited operational service capacity. In conclusion, a layered communication strategy within the Pentahelix framework proved effective in encouraging community participation, although institutional coordination still requires further strengthening.