



**JPM**

Jurnal Pengabdian Mandiri

Volume 2 Issue 2, 2025 (121-126)

ISSN (*online*) : 3089-3070

Homepage : <https://jurnalunived.com/index.php/MANDIRI>

Doi : <https://doi.org/10.70963/mandiri.v2i2>

## Socialization Of Waste Management In The Community Environment In Talang Perapat Village

Beni Jekzen <sup>1</sup>, Sita Paramita <sup>2</sup>, Taofik Hidayat <sup>3</sup>, Marwanto <sup>4</sup>, Devina Ninosari <sup>5</sup>, Ida Ayu Made Er Meytha Gayatri <sup>6</sup>, Ahmad Soleh <sup>7</sup>

<sup>1,2,3,4,5,6,7</sup> Universitas Dehasen Bengkulu

e-mail: <sup>1</sup>[Marwanto77637@gmail.com](mailto:Marwanto77637@gmail.com)

*Received [24-07-2025]*

*Revised [24-11-2025]*

*Accepted [28-11-2025]*

**Abstract.** The Community Service Program (KKN) is a form of student dedication to society aimed at applying the knowledge they have acquired in higher education to real-life situations. This study aims to describe the implementation of mutual cooperation (*gotong royong*) involving KKN students in the management and disposal of waste in Talang Perapat Village, Seluma Barat Sub-district, Seluma Regency. The method used in this study is descriptive qualitative, with data collected through observation, interviews, and documentation. The results show that the KKN activities—which include environmental cleanliness education, the construction of separate waste bins, training on yard utilization, recycling workshops, environmental campaigns, and the establishment of environmental cadres—had a positive impact on changing community behavior. Residents who were previously less concerned about cleanliness began to sort waste, maintain environmental hygiene, and actively participate in community-based clean-up efforts. This program also succeeded in reviving the spirit of mutual cooperation (*gotong royong*), which had faded due to rapid social changes. By involving all elements of the community, the KKN activities in Talang Perapat Village had a positive impact not only on physical environmental conditions but also on strengthening social values in community life.

**Keywords:** *Mutual Cooperation, Waste Management And Disposal, Talang Perapat Village.*

### INTRODUCTION

The state of relationships between individuals or within a society that experiences a decline in mutual agreement, a weakening of shared values and goals, and a loss of moral guidelines and norms, both at the group and individual level, is referred to as social chaos. This situation arises because rapid social change has rendered values unclear. The old ideals that once served as the foundation for social relationships based on the spirit of mutual cooperation are now fading in Indonesia due to rapid social change and reforms that have occurred without careful planning (Utara et al., 2025).

Relationships between members of society now tend to prioritize material and individual matters. Furthermore, moral values, ethics, mutual respect, and a sense of unity are being neglected in social life. Social interactions that were previously sincere and selfless and not based on economic motives have now shifted to relationships driven by material interests and financial gain. This shift in values is undoubtedly influenced by various factors as part of the process of social change. Modernization, which has been ongoing for decades in various areas of social life, is now playing a role. However, many observers believe that the influx of foreign cultural influences through globalization and a liberal economy is also a major factor in this shift in values (Hidayat & Rifai, 2018).

One concrete manifestation of this phenomenon is the low level of concern for environmental cleanliness. Environmental issues are crucial, as a clean environment is a fundamental human right to a healthy and decent life. Unfortunately, public awareness of environmental cleanliness has declined in recent years. Many areas experience problems such as littering, clogged drains, and a lack of adequate waste management facilities. Addressing this requires the involvement of all parties, including students as members of the educated class. The Community Service Program (KKN) is a form of community service undertaken by students as part of their higher education. Its purpose is to provide students with practical experience in applying the knowledge they have learned. Furthermore, KKN serves as a means to strengthen the relationship between universities and the community and help address problems in the villages or areas where the KKN is implemented (Listiana et al., 2024).

In Talang Perapat Village, Community Service Program (KKN) students conducted various activities focused on cleanliness and environmental issues. Some of the work programs implemented included waste management and environmental cleanliness education, aimed at increasing community awareness of the importance of sorting and disposing of waste properly. Furthermore, students constructed and installed permanent segregated trash bins made of cement and brick, which were then placed at several strategic locations in the village. To further empower the community, training was conducted on the utilization of home gardens, enabling residents to grow productive plants or make compost from organic waste. Training on recycling inorganic waste was also conducted, teaching how to convert plastic waste into useful items. As a form of public awareness, students implemented environmental campaigns through posters and calls for village clean-up actions. To ensure the program's sustainability, students also facilitated mentoring in the formation of environmental cadres, a group of residents who will continue efforts to maintain cleanliness and educate the community after the KKN program concludes (Mujahidin<sup>1\*</sup> et al., 2021). Through these activities, the KKN students not only helped resolve physical issues like waste and drainage, but also reinstilled the values of mutual cooperation, care, and shared responsibility for the environment. Mutual cooperation, which had previously waned, is slowly starting to revive within the Talang Perapat Village community, thanks to the synergy between students and residents in efforts to maintain environmental cleanliness.

## **RESEARCH METHODS**

This research was conducted in June 2025 and used a qualitative descriptive approach to provide an in-depth description of the implementation of waste management outreach activities in the community with students participating in the Community Service Program (KKN) in Talang Perapat Village. This approach was chosen because it was deemed most appropriate for explaining the process, involvement, and impact of the activities on the community in a realistic and natural way. The subjects in this study were student KKN participants, village officials, environmental cadres, and residents who participated in the mutual cooperation activities and cleaning work program. The research was conducted during the 2025 KKN program in Talang Perapat Village, West Seluma District, Seluma Regency, Bengkulu Province.

This research employed a qualitative descriptive method. Qualitative descriptive methods depict, describe, and explain the actual events of the object of study based on the situation and conditions at the time of the research (Septiani & Wardana, 2022). This approach was chosen because it provides a comprehensive picture of changes in behavior, understanding, and community involvement in waste management.

Data collection was conducted through several techniques, namely direct observation of environmental cleaning activities, semi-structured interviews with informants such as community leaders, KKN students, and environmental cadres, and documentation in the form of photographs, activity notes, and work program reports. All collected data were analyzed using

interactive data analysis techniques from Miles and Huberman, which include data reduction, data presentation, and conclusion drawing. To maintain data validity, researchers triangulated sources and methods, namely comparing the results of observations, interviews, and documentation to ensure that the information obtained truly reflects conditions in the field.

## **RESULTS AND DISCUSSION**

The implementation of the waste management socialization program by the Community Service Program students in Talang Perapat Village went well and received a positive response from the community. Based on observations and interviews with the village head, residents, and local community leaders, it was clear that this activity had a significant impact on community awareness and behavior in maintaining environmental cleanliness.

One of the most prominent programs was the construction and placement of separate trash bins made of cement and brick. These bins were placed at strategic locations such as in front of the village hall, along main roads, and near residents' homes. Before this program, residents tended to mix all types of waste and dispose of it haphazardly, even in the gutter. However, after the socialization and education, residents began to understand the importance of sorting organic waste.

Several residents expressed that they found the activities carried out by the KKN students very beneficial. One resident said, "We just learned that waste can be sorted and utilized; it doesn't all have to be burned or thrown into the river. Now we're starting to put our waste according to type in the bins provided by the students." Furthermore, the training on utilizing home gardens also received high enthusiasm. Residents were taught how to make simple compost from household organic waste and use it to grow vegetables in their yards. This not only promotes cleanliness but also boosts family food security.

The organic waste recycling training attracted attention, especially from housewives and village youth. They learned how to turn organic waste into compost. When asked, one resident said, "I never thought that vegetable scraps could be used as fertilizer. Now I don't even need to buy fertilizer for my plants outside my house." In addition to educational activities, the students also conducted environmental campaigns using posters, banners, and door-to-door visits. This campaign raised collective awareness of the importance of maintaining cleanliness. Even children began to get involved enthusiastically. In an interview, one resident said, "Now my child is the one who complains most about littering. He started to care after seeing the students get involved directly."

Mentoring the formation of environmental cadres was also crucial to the success of this activity. Environmental cadres, formed from neighborhood unit (RT) representatives and local youth, are now tasked with monitoring cleanliness and encouraging residents to participate in regular community service activities. Their role is strategic because they can ensure the sustainability of the program after the Community Service Program (KKN) concludes. A village official said, "We will continue to support these cadres so that the activities initiated by the students can continue. This shouldn't be just a seasonal event."

In general, field findings indicate a change in community attitudes and behavior toward environmental cleanliness after the KKN program. Residents who previously showed little concern are now accustomed to sorting waste, maintaining clean water channels, and actively participating in community service activities. These results demonstrate that the students' direct approach, such as waste management outreach, is effective in building community awareness and positive habits.



**Figure 1 Socialization of Organic Waste Utilization**



**Figure 2 Environmental Cleanliness with Residents**

## **CONCLUSION**

Based on the results of the research conducted using a qualitative descriptive approach, it can be concluded that the mutual cooperation activities and the Community Service Program (KKN) students in Talang Perapat Village have had a positive impact on increasing community awareness regarding waste management and disposal. Amidst the weakening of collective, moral, and social values, characterized by increasing individualism and a diminished spirit of mutual cooperation, these KKN activities represent a concrete manifestation of the restoration of these values at the village level.

Through the implementation of programs such as waste management education, recycling training, yard utilization, environmental campaigns, the creation of separate trash bins, and assistance in the formation of environmental cadres, the KKN students successfully transformed

community behavior in maintaining cleanliness and sorting waste. Previously less concerned about cleanliness, residents began to demonstrate a more active and responsible attitude towards their surroundings. The collaborative mutual cooperation activities also rebuilt a sense of togetherness among residents that had previously faded.

Furthermore, the involvement of the village government and community leaders in supporting all activities demonstrates the importance of cross-stakeholder collaboration for program sustainability. Community Service Program students not only contribute their energy and ideas, but also act as agents of change, building awareness, strengthening collective spirit, and empowering residents to become key actors in creating a clean and healthy environment.

Overall, the Community Service Program activities in Talang Perapat Village demonstrate the crucial role of higher education in community service. Student interventions, through an educational and participatory approach, re-instill the values of mutual cooperation, social responsibility, and environmental awareness. These activities also serve as a means to strengthen the relationship between academia and grassroots communities in an effort to address increasingly complex social and environmental challenges. To ensure the continued positive impact of this program, it is recommended that the village and the established environmental cadres continue the programs pioneered by the KKN students. The village government is expected to provide concrete support, both in the form of policies and funding, to ensure the sustainability of environmental cleanup activities. Furthermore, further training is needed for environmental cadres to enhance their capacity to educate and motivate residents on a regular basis. Universities are also expected to continue guiding KKN students to not only complete the program administratively but also to build sustainability and tangible social impact. Finally, the community needs to continue to be actively involved in every activity so that the values of mutual cooperation and social awareness remain alive in village life.

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