

# Cultural Communication in Waste Management Conflict Case Study of Waste Emergency in Banjarmasin City

Fitriani, M.\*, Kurnia, I. G., Az-Zahro, F. D. & Arif, M. A.

Faculty of Communication Sciences University Islam Kalimantan Muhammad Arsyad Al Banjari, INDONESIA

\*Corresponding Author: [mfitriani912@gmail.com](mailto:mfitriani912@gmail.com)

**To Cite This Article:** Fitriani, M., Kurnia, I. G., Az-Zahro, F. D., & Arif, M. A. (2025). Cultural Communication in Waste Management Conflict Case Study of Waste Emergency in Banjarmasin City. *ICCCM Journal of Social Sciences and Humanities*, 4(Special Issue), 44–50. <https://doi.org/10.53797/icccmjssh.v4isp.8.2025>

**Received** 15 September 2025, **Revised** 29 September 2025, **Accepted** 10 October 2025, **Available online** 25 October 2025

**Abstract:** The condition of the waste emergency in Banjarmasin city since the closure of the Basirih landfill has highlighted the importance of the role of cultural communication in environmental conflict management. This study aims to analyze cultural communication patterns and factors that influence conflict dynamics in waste management in time of crisis. Using a qualitative approach with a case study method through online observation (netnography) on social media and mass media, this research found that internal miscommunication between local governments. Blusukan activities, mutual cooperation, impromptu inspections, as well as 3R (Reduce, Reuse, Recycle) education campaigns, proved effective in building community awareness and participation. Local culture-based approaches, such as the use of Banjar language and open communication, are key in creating empathy and reducing social tensions. The findings confirm that effective cultural communication plays a strategic role in overcoming waste management conflicts and supporting participatory development in the midst of environmental emergencies.

**Keywords:** Cultural communication, conflict, waste management

## 1. Introduction

The spread of false information or news (hoaxes) tends to occur in both urban and rural areas. This has the potential to trigger identity conflicts in society. One successful way to overcome the spread of hoaxes is to increase the digital literacy of the community. So that people can avoid various negative impacts that arise including divisions in society. (Astuti, 2017).

Participatory development communication is an approach that actively involves communities in the process of decision-making and managing development. This process involves various parties, including the government, indigenous peoples, non-governmental organizations and the private sector (Tufte & Mefalopulos, 2009).

In this case, one that can involve participatory development communication is waste management. Waste according to (Ambina, 2019) Law Number 18 of 2008 is the residue of daily human activities or solid natural processes. Waste that is not managed properly will cause various new problems and the emergence of various diseases due to a slum environment.

Waste management is one of the environmental problems faced by many cities in Indonesia, including Banjarmasin City. Banjarmasin faces a major challenge in waste management that continues to increase along with population growth and economic activity, which has an impact on the environment, health and quality of life of the community. Data from the Banjarmasin City Environmental Agency (2022) notes that daily waste production reaches 600 tons, while the capacity of landfills is limited, triggering emergencies in some areas. Waste management conflicts often involve various parties, including the government, communities and the private sector.

Banjarmasin City has been placed under a waste emergency status since February 1, 2025 to July 31, 2025. This status was after the Ministry of Environment due to several factors, including the increasing volume of waste and the closure of Basirih landfill. Waste production reaches 600-650 tons per day. The closure of Basirih landfill on February 1, 2025, forces Banjarmasin to manage less waste. (Zainal, 2025).

The main reasons for the waste emergency:

### 1.1 Increase in Waste Volume

Banjarmasin produces around 600-650 tons of waste per day, of which 41 tons are managed by sorters, with the rest going to landfill.

### 1.2 Basirih Landfill Closure

Basirih landfill was closed by the Ministry of Environment because it did not meet waste management standards.

### 1.3 Garbage Ship Piles Up

Due to the closure of the Basirih landfill, hundreds of tons of waste cannot be handled optimally, causing accumulation at various point in the city.

### 1.4 Lack of Environmental Education

Lack of environmental education and understanding of waste management, including the separation of organic and igorganic waste, contributes to the increase in waste volume. (Rezaki & Muhajir, 2024). According to (Antara Kalsel, 2025) the waste emergency in Banjarmasin City, South Kalimantan, has not been resolved since the Ministry of Environment sealed the Basirih Landfill. After more than a mont of waste emergency, the central and local government are trying to find solutions to improve the Basirih Landfill. Minister of Environment/Head of the Environment Management Agency Hanif Faisol Nurofiq visits the Basirih Landfill in Banjarmasin after the Asta Campus and School activities at the commemoration of National Waste Care Day 2025 at the Lambung Mangkurat University Auditorium, Banjarbaru City, Saturday (15/3/25).

Behind these technical issues, there are cultural communication dynamics that play an important role in shaping people's perceptions, and behaviors towards waste. Differences in values, norms, and habits between communities often lead to conflicts, both between the community and the government, between communities, and within the community itself. These conflicts can stem from different perspectives on waste management responsibilities, acceptance of government policies, and daily practices in disporing and sorting waste.

Cultural communication is an important key in overcoming this conflict, because effective communication patterns can build understanding between the parties involved. According to (Littlejohn and Foss, 2010), cultural comunaction is the process of exchanging meanings that are influenced by the system of values and symbols adopted by a community group. In the context of waste management in Banjarmasin, cultural communication plays a role in conveying information, building agreement, and easing tensions due to differences in perspectives.

This research departs from the need to understand how cultural communication patterns are dorned in conflict situations of waste management, as well as the extent to which local culture-based communication approaches can strengthen community collaboration and participation in dealing with environmental crises in a sustainable manner. Cultural communication plays an important role, differences in culture, values and norms can affect people perceptions and behavior toward wasre management. By understanding the dynamics of cultural communication in wasre management, this research is expected to contribute to the development of more effective and sustainable waste management strategies in Banjarmasin City.

## 2. Research Objectives

The purpose of this research is Cultural Communication in Waste Management Conflict Case Study of Waste Emergency in Banjarmasin City:

- a. To analyze cultural commucation patterns in conflict over waste management in Banjarmasin City.
- b. To find out the factors that influence cultural communication in waste management in Banjarmasin City.

## 3. Research Questions

Based on the research objectives above, the problem formulation in the research of Cultural communication in Waste Management Conflict Case Study of Waste Emergency in Banjarmasin City is:

- a. What are the cultural communication patterns that occur in conflict over waste management in Banjarmasin City?
- b. What are the factors that influence cultural communication in the waste management conflict?

## 4. Literature Review

A literature review that matches the research fokus of Cultural Communication in Waste Management Conflict Case Study of Waste Emergency in Banjarmasin City bt supporting studies that include related core concepts, the following is a literature review of the scientific jornal:

First, a study by (Wulandari, 2023) entitled Analysis of Conflict Resolution of the Impact of Waste Burning on Environmental and Public Health in Cikaret Village RT 06 RW 08 South Bogor District, written by sarah Wulandari, Rofi'ah at Ibn Khaldun University Bogor discusses how much impact uncontrolled waste disposal and social conflict caused by indiscriminate burning can cause respiratory problems, skin disease, psychological stress and trigger conflict

between residents. Cooperation between the community, government and landowners is needed for education solutions and an integrated waste management system.

Second, a study entitled Communication Model for the Development of Reduce-Reuse-Recycle\_ Based Composting areas (Case Study at TPST and TPS 3R Kediri City), written by (Ningrum & Purnomo, 2024) at Brawijaya University discusses the city of Kediri is a city that has a percentage of excess food waste compared to other waste. Communication barriers also occur in the delivery of information related to waste management at TPST and TPS 3R, this obstacle makes waste management not optimal.

Third, a study entitled Exploring Cross-Cultural Perspectives: A Comparative Analysis of Waste Sorting Behavior in Indonesia and Germany, written by (Marbun & Yunanto, 2024) at the University of Surabaya, discusses the challenges in implementing waste sorting behavior between Indonesia and Germany. Factors or consequences that will be accepted can be seen through policies in both countries. This research also considers cultural dimensions, internal and external factors between countries.

## **5. Research Methods**

### **5.1 Research Approach**

This research uses a qualitative approach with a case study method. This approach was chosen to gain an in-depth understanding of the dynamics of Cultural Communication in Waste Management Conflict During the Waste Emergency Period in Banjarmasin City. The main focus is how communication between parties (society, government, community, and media) is formed and influenced by cultural values in the context of an environmental crisis.

### **5.2 Data Collection Methods**

The main method used in this research is online observation (Netnography). Online observation was chosen to capture the dynamics of communication that occur in the digital space, which is currently the main space for people to convey opinions, criticisms, and information.

Researchers will observe communication activities that occur on digital platforms, such as social media (Instagram, Tiktok), local mass media (kompas.id, Antara News South Kalimantan, radar Banjarmasin etc). all data from observations will be collected in the form of screenshots, comment archives, social media posts, and relevant digital news quotes.

### **5.3 Data Analysis Technique**

Data obtained through online observation will be analyzed by qualitative content analysis techniques. The stages of analysis include:

- a. Data reduction: selecting data that is relevant to the topic and problem formulation.
- b. Categorization: categorizing data based on cultural communication themes, such as cultural symbols, forms of conflict, forms of communication (verbal, visual, digital) and actors involved
- c. Interpretation: analyzing the meaning behind the communication messages and the dynamics of the conflict.
- d. Triangulation: verifying data through comparison across platforms and news sources to increase validity

### **5.4 Data Validity Technique**

To ensure data validity, researchers will use technique:

- a. Source triangulation: comparing information from social media, news media and online forums.
- b. Peer debriefing: discussing with fellow researchers to avoid analysis bias.
- c. Audit trail: keeping a digital trail of the entire observation process for documentation and evaluation.

### **5.5 Research Subject and Location**

The subjects in this study are online communities that actively discuss waste issues in Banjarmasin City, including local government accounts, environmental activists, local media, and the general public. The research location is the digital space used by the people of Banjarmasin, which reflects the dynamics of cultural communication amid the conflict over waste management.

## **6. Findings and Discussion**

### **6.1 Improve Internal Communication with Related SKPD**

The Mayor and Deputy Mayor reprimanded the Environmental Agency. The Mayor of Banjarmasin reprimanded the Environmental Agency due to poor communication between DLH to the Mayor in the midst of handling the waste emergency, even though DLH is the first door that is very instrumental in assisting the mayor in handling waste, as on (Detik Kalimantan, 2025) a letter sent by the Banjarmasin City Government was replied to.

The Ministry of Environment, which contains KLH, provides an opportunity for the Banjarmasin City Government to fix Basirih Landfill. However, the mayor only found out two weeks later, causing disappointment and reprimanding the relevant Dinas to avoid miscommunication so that the time given by KLH is wasted. (Radar Banjarmasin, 2025).



Figure 1. Improve Internal Communication with Related SKPD

## 6.2 Mayor and Deputy Mayor Blusukan to TPS

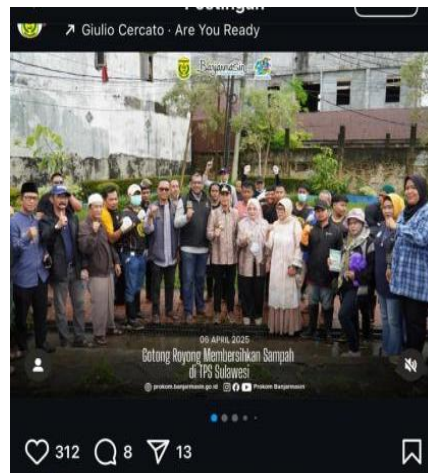
Mayor and youth clean up TPS. On the eve of Eid al-Fitr 2025, the mayor and the youth of Banjarmasin City worked together to clean up the piles of garbage that were scattered in illegal dumping sites. In addition to the youth, the Environmental Agency and Satpol PP worked together to clean up the illegal dumping site on Pramuka Street in East Banjarmasin. (Prokom\_Banjarmasin, 2025).



Figure 2. Mayor and Deputy Mayor Blusukan to TPS

### a. Gotong Royong to Clean Polling Stations in Sulawesi

The Mayor of Banjarmasin, together with the Chairperson of the Banjarmasin City TP PKK, carried out mutual cooperation in cleaning up garbage at the Sulawesi Twin Bridge TPS with the DPD Ummat Party of Banjarmasin City, this activity became a collaboration between the City Government and the Ummat Party in handling waste in Banjarmasin.



**Figure 3.** Gotong Royong to Clean Polling Stations in Sulawesi

### **b. Unannounced Inspection to HKSJ Polling Stations**

The Deputy Mayor of Banjarmasin, accompanied by the head of the TP PKK and the head of the Indonesian waste Bank Association, conducted unannounced inspection at two polling stations in the HKSJ and Cemara areas. During this unannounced inspection, the deputy mayor received input from the field and the aspirations of residents as one resident who owns a business on Cemara Street said “that the garbage has not accumulated to the top but spread (to the side)” close to this business, and the deputy mayor also apologized “berelaan banar nah atas ketidaknyamanan ini”. As for when they were at the HKSJ TPS and found many garbage collectors and people who disposed of garbage during the day, not in accordance with the regulations on garbage disposal hours.



**Figure 4.** Unannounced Inspection to HKSJ Polling Stations

### **c. Mayor and Mayoress Socialize and Campaign the 3R**

On April 04, 2025, after Eid, the Government of Banjarmasin City held a socialization of waste sorting to all sub-district heads, village heads and managers of TPS and sorting houses in Banjarmasin City. This activity was carried out through the Environmental Agency, attended by the Deputy Mayor, Chairperson of the TP PKK, Regional Secretary, a number of SKPD Heads and staff who presented the Chairperson of the Indonesian Samah Bank Association (Asobsi), Wilda Yanti as a resource person, this activity provides knowledge to stakeholders related to how to manage waste properly. (Porkom Banjarmasin, 2025).

In addition, the Banjarmasin City Government is also aggressively campaigning for the 3R with the community, the 3R Action, namely Reduce, Reuse and Recycle this action is a waste emergency response action that shows environmental concern not only for one party, as posted on yamin.ananda’s Instagram which uploads the 3R action movement with a contemporary village design that is easy to understand and digest for all groups.

Based on observations through the City Government’s social media accounts and online newspapers, the Banjarmasin City Government conducts more open dialogues by presenting related SKPD, working involving strict protocols so that people’s empathy for the government to interact directly with the conditions that are as they are the Government who communicates in a language that is easy to understand, namely usingf Banjar language seems to make people more open in accepting and listening to directions from the Government.



**Figure 5.** Mayor and Mayoress Socialize and Campaign the 3R

## 7. Conclusion

The waste emergency in Banjarmasin City that occurred due to the closure of the Basirih Landfill revealed the important role of cultural communication in managing waste management conflict. This conflict is triggered by various factors such as increasing waste volume, unpreparedness for management, and lack of environmental education. The research shows that internal government communication patterns, especially between the Mayor and the Environmental Agency, need to be improved to avoid communication that can worsen the situation.

The government's efforts to improve external communication through blusukan, gotong royong, unannounced inspections, and the 3R campaign (Reduce, Reuse, Recycle) succeeded in building community empathy. The use of local language (Banjar language) and open communication without strict protocols increased community acceptance of government policies. This approach proves that communication based on local culture can reduce tensions and build collaboration in dealing with environmental crises such as waste emergencies.

In addition, social media observations show that the involvement of various parties, both from the government, community, and private sector, strengthens the communication of participatory development as a key in community-based waste management.

## Acknowledgement

The authors would like to thank the fellow authors and organizations whose intellectual properties were utilized for this study.

## Conflict of Interest

The authors declare no conflicts of interest.

## References

- Ambina, D. G. (2019). Tinjauan Pemilahan Sampah Menurut Undang-Undang Nomor 18 Tahun 2008 Tentang Pengelolaan Sampah. *Bina Hukum Lingkungan*, 3(2), 171-185.
- Antara Kalsel. (2025). Menteri LH masih evaluasi TPA Basirih Banjarmasin usai disegel. Diakses pada 15 Maret 2025, dari <https://kalsel.antaranews.com/berita/457233/menteri-lh-masih-evaluasi-tpa-basirih-banjarmasin-usai-disegel>
- Astuti, Y. D. (2017). Peperangan generasi digital natives melawan digital hoax melalui kompetisi kreatif. *Informasi*, 47(2), 229-242.
- Detik Kalimantan. (2025). Banjarmasin Darurat Sampah, Wali Kota Yamin Bakal Audit DLH. Diakses pada 12 April 2025 dari <https://www.detik.com/kalimantan/berita/d-7865166/banjarmasin-darurat-sampah-wali-kota-yamin-bakal-audit-dlh>.
- Download Apps Detikcom Sekarang <https://apps.detik.com/detik/https://www.detik.com/kalimantan/berita/d-7865166/banjarmasin-darurat-sampah-wali-kota-yamin-bakal-audit-dlh>
- Littlejohn, S. W., & Foss, K. A. (2010). *Theories of human communication*. Waveland press.
- Marbun, Y. R., & Yunanto, T. A. R. (2024). Menggali Perspektif Lintas Budaya: Analisis Perbandingan Perilaku Memilah Sampah di Indonesia dan Jerman. *Anthropos: Jurnal Antropologi Sosial dan Budaya (Journal of Social and Cultural Anthropology)*, 9(2), 64-80.

- Ningrum, N. Y. W., Yuliati, Y., & Purnomo, M. (2024). Model Komunikasi Pengembangan Kawasan Pengomposan Berbasis Reduce-Reuse-Recycle (Studi Kasus di TPST dan TPS 3R Kota Kediri). *Jurnal Ekonomi Pertanian dan Agribisnis*, 8(3), 853-865.
- Prokom Banjarmasin. (2025). Tutup TPS Ilegal Wawali Targetkan 2 Hari Kerja. Diakses pada 31 Maret 2025 dari <https://www.instagram.com/p/DGfTMuyzBKZ/>
- Radar Banjarmasin. (2025). Darurat Sampah di Banjarmasin: Waktu 2 Pekan Terbuang Percuma, Yamin Tegur DLH. Diakses pada 12 April 2025 dari <https://radarbanjarmasin.jawapos.com/radar-kota/1975871968/darurat-sampah-di-banjarmasin-waktu-2-pekan-terbuang-percuma-yamin-tegur-dlh?page=2>
- Rezeki, T. I., Sagala, R. W., & Muhajir, M. (2024). Edukasi Pengelolaan Sampah Berbasis Kearifan Lokal untuk Lingkungan Berkelanjutan. *Jurnal Abdimas Maduma*, 3(2), 9-19.
- Tufte, T., & Mefalopulos, P. (2009). *Participatory communication: A practical guide* (Vol. 170). World Bank Publications.
- Wulandari, S. (2023). Analisis Penyelesaian Konflik Dampak Pembakaran Sampah Terhadap Kesehatan Lingkungan Dan Masyarakat Di Desa Cikaret RT 06 RW 08 Kecamatan Bogor Selatan. *MANIFESTO Jurnal Gagasan Komunikasi, Politik, dan Budaya*, 1(1), 23-29.
- Zainal, A. (2025). Darurat Sampah di Kota Banjarmasin. Diakses pada 20 Mei 2025, dari <https://mbs.uin-antasari.ac.id/2025/05/darurat-sampah-di-kota-banjarmasin-2/>