
SOCIAL MARKETING STRATEGY OF THE DEEP WASTE BANK INCREASING COMMUNITY PARTICIPATION IN DENPASAR CITY

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ABSTRACT

This study explores the social marketing strategy of the Waste Bank in Denpasar City, aiming to enhance community participation in waste management. The main problem addressed is the insufficient community involvement in the Waste Bank program, despite its potential to reduce waste and increase environmental awareness. The research evaluates the effectiveness of the social marketing strategy in encouraging participation through promotional activities, product design, pricing, and strategic location choices. The methodology is qualitative, with data collected through interviews, observations, and documentation. The findings reveal that while the Waste Bank program provides economic incentives and promotes environmental sustainability, its effectiveness is limited by a lack of awareness and accessibility. Strategic efforts like community education, easy-to-reach locations, and attractive incentives are key to improving participation rates. The implications of this research suggest that enhanced social marketing strategies, including more targeted outreach and improved infrastructure, are essential for increasing community engagement in waste management programs.

KEYWORDS social marketing, waste management, community participation, waste bank, environmental sustainability



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Article Info:

Submitted: 02-05-2025

Final Revised:
10-05-2025

Accepted: 17-05-2025

Published: 21-05-2025

INTRODUCTION

The environment has an important role for humans, where it is seen as a place where humans exist to carry out all their daily activities (Sanjiwani et al., 2020; Sidarling & D, 2018; Suheni, 2018). Therefore, the environment where humans live is important in supporting all activities carried out by humans. In Law Number 32

How to cite:

E-ISSN:

Published by:

Adinata, K. H., & Maradona, A. F. (2025). Social Marketing Strategy of The Deep Waste Bank Increasing Community Participation in Denpasar City. Journal Eduvest. Vol 5 (5): 5151-5164.

2775-3727

<https://greenpublisher.id/>

of 2009, it is explained that the definition of the living environment is "the unity of space with all objects, powers, conditions, and living things, including humans and their behavior, which affect nature itself, the continuity of life, and the welfare of humans and other living beings". Humans are responsible for caring for the environment and maintaining its cleanliness to provide comfort. A clean environment will prevent humans from various kinds of diseases. Therefore, maintaining environmental cleanliness is very important for all levels of society (Hidayat et al., 2025).

Waste in Indonesia is fundamental. From time to time, waste accumulates and becomes a pile due to continuous waste production. According to the National Waste Management Information System (SPSN) records, Indonesia has 26 million tons per year, becoming a mountain of waste. This means that the waste generated per day is about 71,843 tons. Some people believe that waste is waste produced by the community that can no longer be used, or that no profit can be obtained. But for some other people, they think that waste is the source of life (Wijayanto et al., 2022).

Waste is often associated with natural and environmental damage, which, of course, has a negative impact on society. The impact is on health, where piles of garbage in the surrounding environment cause unpleasant odors and invite flies that cause digestive diseases. It also has an impact on the environment. During the rainy season, garbage that is thrown carelessly, such as into rivers, certainly clogs the flow of water, causing flooding (Veronika & S, 2022).

Meanwhile, the availability of land for final waste processing is increasingly difficult because the land is decreasing. This is due to increased public consumption and other activities, and the waste produced is also increasing. Waste has now become an environmental issue that needs to be seriously addressed by the government and the community. The community seems not to care about cleanliness, as they still throw garbage carelessly (Kurniawan et al., 2018; Nissa et al., 2023; Putra et al., 2023). If these bad habits last for a long time, they will negatively impact the environment, which in turn will impact the beauty of the city, and the community will be easily affected by diseases.

Waste Management is regulated in Law of the Republic of Indonesia No.186 of 2008. Article 12 states that waste management starts from the household, and everyone must reduce and handle waste by paying attention to the surrounding environment. Waste management can be done by limiting landfills, recycling and reusing waste, or using Reduce, Reuse, and Recycle (3R). Reduce is to reduce the waste generation at the source, namely, the community level. Reuse seeks to reuse goods or items that are no longer useful. Meanwhile, recycling is an effort to recycle goods or waste into goods with higher economic value (Nugrahaa, Sutjahjoo, & Amin, 2018: 8).

Currently, the waste bank is the waste management system widely used by the community. A waste bank is a waste management system where management is carried out collectively and systematically so that waste bank customers can feel the benefits of management, and the results are recorded (Silfiah, R., Mohtarom, A., & Ulum, 2021). The development of waste banks certainly has a good impact on the government in terms of empowering the community in waste management.

Waste banks are an innovation in waste management at the lower-middle-class community level and can increase economic income for waste bank users (Unilever, 2013). Waste management through empowerment can be done with socialization and training on waste management (Sutresna & A, 2018). The goal is for the community to be more independent in managing waste and not dependent on the government (Susanto & T, 2016). In addition, the community can also increase economic income from waste through the waste bank itself, and of course, the community can keep the environment cleaner (Mudayana, A. A., Yuli, V., & Suwartini, 20199).

The city of Denpasar, as the provincial capital and service center, continues to develop in all fields. Its growth has not only produced advances in various fields of livelihood and urban life but has also caused problems of development and urban development that are not small. One is the emergence of environmental problems such as pollution and increasing waste volumes. The city of Denpasar produces more and more every year.

Denpasar has the most significant volume of waste generation in the Province of Bali. Based on data from the Central Statistics Agency (iBPSi) of Bali Province in 2020, Denpasar has a population of 725,314. With a dense population, there is no doubt a waste problem. The city of Denpasar produces an average of 3.5 to 4 liters of waste per person. This certainly shows that the waste production of Denpasar residents is very large, so there is a need for sustainable handling

. In response to these problems, the Denpasar city government innovated with the existence of a waste bank and formulated a policy, namely in the form of Denpasar Mayor Regulation Number 45 of 2020 concerning the Implementation of Reduce, Reuse, and Recycle Activities Through Waste Banks. This waste bank plays a role as a facilitator for the community related to waste problems, which will later impact the environment and benefit the community itself. Data from the Waste Bank Management Information System (iSIMBAi) of the Ministry of Environment and Forestry (KLHK), the number of waste banks in Denpasar is 4 Unit Waste Banks (BSU) and 325 Main Waste Banks (BSI). The Main Waste Bank (BSI) is spread from the sub-district, village/sub-district, banjar, to the school level.

To become a customer, people first register by coming directly to the nearest waste bank to take care of the administration, and then get a passbook to record the balance of the results of depositing waste. After registering, customers begin to collect and sort waste and then come to the airport with a passbook and, of course, the waste that has been sorted. Then, weighing will be carried out and recorded at the weighing place until the total amount of waste collected and the acquisition of waste converted into rupiah in the customer's waste savings book is recorded.

The existence of these innovations certainly has a very important role in helping to reduce waste problems in the surrounding environment, increase community income, and improve community welfare, so in this case, it is necessary to increase community participation and participate in managing waste to overcome the waste problem jointly. It certainly makes the environment cleaner and has a positive impact on the surrounding community. Along with technological developments, zgargar can now be managed as an item of economic value.

Through waste bank activities in the city of Denpasar, in addition to being an additional income for the community, of course, it is also expected to be able to solve the waste problems around, but on the other hand there are still many people who do not know related to the existence and pattern of the waste bank mechanism. So that not many people are moved to sort waste, which is then saved in the waste bank. The lack of participation in and management of waste, and the community's low awareness of sorting waste according to its type, which is then saved in the waste bank, is still not a habit in the community. Participation from the community will certainly help the waste bank program's success, providing benefits for the community itself and the surrounding environment.

Waste management in Denpasar, Bali, has become a significant challenge due to the city's rapid urbanization and growing population. With an increasing waste generation rate, the city faces immense pressure on waste disposal and management systems, particularly the limited capacity of landfill sites. The community's awareness and participation in waste sorting and recycling remain insufficient, leading to inefficiencies in waste processing. Although the Waste Bank initiative has been introduced to address these challenges, there is still a lack of widespread community involvement. The primary problem of this study is understanding the effectiveness of social marketing strategies in increasing community participation in the waste bank program and identifying the barriers preventing greater engagement.

This research is highly urgent due to the escalating waste management crisis in Denpasar City. As the city continues to produce a large volume of waste, improving public participation in waste management is critical for ensuring the city's environmental sustainability. The success of the Waste Bank program depends on increased community participation, which can reduce waste in landfills, promote recycling, and improve public awareness about environmental issues. This study's findings will provide essential insights for enhancing community engagement and implementing more effective social marketing strategies in waste management.

Previous research by Silfiah et al. (2021) examined the role of waste banks in urban waste management, highlighting their potential to reduce waste and provide economic benefits to participants. Their study focused on the operational aspects of waste banks but did not explore the social marketing strategies that could increase public participation. Similarly, research by Mudayana et al. (2019) emphasized the importance of community-based waste management but pointed out the need for more effective communication and education to engage the public. Another study by Nugrahaa et al. (2018) discussed the challenges of waste management in urban areas, emphasizing that community participation remains a significant hurdle despite the availability of waste sorting programs.

While much has been written about waste management systems and their operational efficiencies, there is a lack of studies addressing the specific role of social marketing strategies in increasing community participation in waste bank programs, particularly in Denpasar. This study fills this gap by focusing on how various social marketing strategies, such as product design, pricing, promotion, and

partnerships, influence community involvement in waste management through the Waste Bank system.

This research introduces a novel approach by applying social marketing strategies to enhance community participation in waste bank programs, specifically in Denpasar City. By focusing on the design of waste bank services, promotional activities, and community-based partnerships, this study provides new insights into how social marketing can drive sustainable behavior change in waste management. The findings will contribute to the development of tailored marketing strategies to improve the success of similar programs in other regions.

The main objective of this study is to evaluate the effectiveness of social marketing strategies in increasing community participation in the Waste Bank program in Denpasar City. The study aims to identify key factors that influence participation and offer recommendations for enhancing engagement through targeted social marketing approaches.

This research will provide valuable insights into the role of social marketing in waste management programs, particularly in enhancing community participation. The findings will benefit local authorities, policymakers, and environmental organizations by helping them design more effective strategies for waste management. Furthermore, it will contribute to improving public awareness about waste reduction, recycling, and environmental sustainability in Denpasar, helping to create a cleaner, greener city.

RESEARCH METHODS

In this study, the researcher employs a qualitative research approach, as it is the most suitable method for understanding natural phenomena and gathering in-depth information from key informants. According to Sugiyono (2017:9), qualitative research focuses on studying natural objects where the researcher serves as the primary instrument for data collection. The researcher uses triangulation techniques, combining interviews, observations, and document analysis to gather comprehensive data. The qualitative approach emphasizes understanding real-world situations' meanings and underlying processes, which are sometimes complex and difficult to interpret.

This study uses a combination of interviews, observations, and documentation for data collection. Interviews with key informants knowledgeable about the subject matter provide firsthand insights. Observations are made to record real-time conditions and situations in the field, ensuring that the data reflects actual events and behaviors. Additionally, documentation is reviewed, including relevant research, journals, and materials, to provide secondary data that supports the findings. This comprehensive approach ensures that the research captures a broad and detailed understanding of the issues.

The data analysis in this study follows the Miles and Huberman technique, which includes four steps: data collection, data reduction, data display, and conclusion drawing/verification. Data is first gathered through interviews, observations, and documentation. It is then reduced by selecting relevant and valid information and organizing and displaying the data in a structured, narrative form for easier interpretation. Finally, conclusions are drawn and verified through

continuous data comparison and analysis, ensuring the conclusions are based on accurate and meaningful data.

RESULTS AND DISCUSSION

Overview of Research Locations

The Denpasar City Environment and Hygiene Agency is a government agency responsible for environmental and hygiene management in the Denpasar city area. This institution plays a strategic role in maintaining environmental sustainability by implementing various programs related to waste management, including waste banks. The Denpasar City Environment and Hygiene Office actively supervises, plans, and implements policies related to environmental quality in the city of Denpasar.

This service plays an important role in maintaining the quality of the environment and the city's cleanliness. These efforts include effective waste management, including waste collection, sorting, and management, as well as the provision of public hygiene facilities. This agency collaborates with various parties, including the community, to increase awareness and participation in maintaining environmental cleanliness. Activities such as cleanliness campaigns, community-based waste management, and reforestation programs are part of the concrete steps to create a comfortable and beautiful environment.

Overall, the Denpasar City Environment and Hygiene Agency is the spearhead in maintaining the quality of the environment and cleanliness in the city of Denpasar. With challenges such as the increase in waste and the impact of climate change, this agency innovates in developing sustainable strategies to overcome various environmental problems. Through collaboration with various stakeholders, including the government, the private sector, and the community, the Denpasar City Environment and Hygiene Agency is committed to creating a greener, cleaner, and more environmentally friendly Denpasar.

Waste Bank Activities

The increasingly complex waste management challenges related to waste management in the city of Denpasar, with rapid population growth and urbanization, face an increasingly significant increase in the volume of waste, which in turn puts great pressure on the Final Disposal Site (TPA) and threatens the quality of the environment. In this situation, the agency recognizes the need for a new, more effective, and sustainable approach to waste management, which involves the active participation of the community.

The waste bank is an innovation carried out by the Denpasar City Environment and Hygiene Agency, which emerged as an answer to the challenges faced in the city of Denpasar. This innovation stems from the understanding that waste is not just waste, but also a resource that can be used if managed properly. The Denpasar City Environment and Hygiene Agency introduced the concept of a waste bank as a breakthrough to change the paradigm of the community in looking at waste. Through waste banks, residents are encouraged to sort and deposit their waste based on its type, such as plastic, paper, and metal, which are exchanged for

economic incentives. In this way, the waste bank not only functions as a waste management tool but also as a means of education and economic empowerment of the community.

In addition, this waste bank innovation also includes the development of technology and systems that support waste management more efficiently. The Denpasar City Environment and Hygiene Agency implemented a digital recording system to facilitate the management of waste bank customer data and introduced an application that allows residents to track and manage their waste deposits. This activity aims to increase community participation, strengthen the recycling system, and create a long-term positive impact on the environment and the welfare of Denpasar city residents.

Denpasar City Waste Bank System

The Waste Bank System in Denpasar, managed by the Denpasar City Environment and Hygiene Agency (DLHK), is an important initiative in waste management based on community participation. The Waste Bank serves as a place for the community to collect recyclable waste, such as plastic, paper, and metal. Participating people will get rewards in the form of money or savings for the waste they hand over. This system aims to reduce the volume of waste disposed of in landfills and, at the same time, increase public awareness of the importance of recycling.

DLHK Denpasar City plays the role of facilitator and supervisor in implementing this program, ensuring that the Waste Bank's operations run well and in accordance with environmental standards. DLHK also provides training and socialization to the community on how to sort waste correctly and the importance of maintaining environmental cleanliness. In addition, DLHK collaborates with various parties, such as non-governmental organizations, recycling companies, and educational institutions, to expand the reach and effectiveness of the Waste Bank program.

The success of the Waste Bank system in Denpasar is measured not only by the reduction of waste in landfills but also by the social impact it produces. This program has successfully empowered communities, especially at the household and school levels, to manage their waste. The active participation of the community in this program shows that environmental awareness is increasing, which aligns with Denpasar's vision as a clean, green, and sustainable city.

Social Marketing Strategies

The social marketing strategy the Denpasar Environment Agency implemented to increase community participation in the waste bank program includes key elements such as products, prices, locations, promotions, partnerships, and policies. Each of these elements is designed to encourage changes in community behavior toward more responsible and sustainable waste management.

Products in the context of waste banks are organized waste management services, where people can deposit sorted waste and get rewards, either in the form of cash, goods, or points that can be exchanged. These products are designed to provide real value to society, not only in terms of the economy, but also in terms of

environmental cleanliness. Waste bank products are also integrated with educational programs that provide knowledge to the public about how to sort waste and the importance of recycling. Waste bank products are the main attraction that encourages community participation by providing relevant and useful services.

The price in this strategy involves sacrifices that must be made by the community, such as time and effort to sort waste at home. To overcome these potential barriers, the Environment Agency provides attractive incentives, such as financial and non-financial compensation. The price also includes the agency's efforts to ensure that waste banks' operational and logistics costs remain low, so that they do not burden the public and remain attractive for them to get involved. By balancing this price element, the Agency can minimize obstacles and maximize participation.

The location of the waste bank is carefully selected to ensure high accessibility for the community. Strategic locations, such as near densely populated settlements, markets, and schools, make it easier for people to deposit waste without traveling long distances or facing logistical difficulties. The agency is also working with local communities to spread more waste bank points throughout the city so that community participation can be more evenly distributed and widespread. This easy-to-reach location is important to ensure that waste bank programs remain relevant and easily accessible to all walks of life.

Promotion is another key element. The Environment Agency actively educates and informs the public about the benefits of participating in a waste bank through promotional campaigns. These campaigns are carried out through various channels, including mass media, social media, and direct counseling activities in communities. Promotion not only disseminates information but also serves to change public perception and build motivation to get involved. With effective promotion, the Environment Agency can increase awareness and change people's habits in waste management.

Partnerships and policies also play an important role in supporting this social marketing strategy. The Denpasar Environment Agency collaborates with various parties, including the private sector, educational institutions, and non-governmental organizations (NGOs), to strengthen infrastructure and implement waste bank programs. In addition, supportive local government policies, such as the Denpasar Mayor Regulation, provide a legal foundation and structural support that ensures the continuity of this program. These partnerships and policies create an ecosystem conducive to the implementation of waste banks, allowing the program to grow and involve more communities in sustainable waste management efforts.

Community Participation in Waste Banks

The perception of public participation in the Denpasar waste bank program is greatly influenced by the extent to which they understand the benefits and convenience offered by this program. For most people, participation in waste banks is seen as an effective way to contribute to the environment while earning economic incentives, such as cash or goods rewards. This positive perception usually arises when people see tangible evidence of the benefits they get, both in terms of the economy and from the impact of a cleaner and healthier environment. The Denpasar

Environment Agency has made great efforts to ensure this information reaches the public through various educational and promotional campaigns.

However, not all people have the same perception. There are groups of people who are still hesitant to participate because their perception of the program may be influenced by a lack of understanding or distrust of its effectiveness. Some residents may find that sorting waste is a troublesome task and not worth the rewards received. In addition, challenges such as the location of the waste bank that may not be easily accessible or uncertainty regarding the outcome of their efforts in managing waste can also affect their participation rates. To address this, the Environment Agency needs to continue increasing transparency, providing clear information, and strengthening the distribution network of waste bank facilities.

Overall, the perception of public participation in the Denpasar waste bank reflects how they see the balance between their efforts and the benefits they receive. People who feel that participation in waste banks brings real economic and environmental benefits tend to have a positive perception and are more actively involved. Conversely, those without understanding or seeing immediate impacts may feel less motivated to participate. Therefore, an effective communication and education strategy from the Environment Agency is essential to build and maintain this positive perception, which will increase overall community participation.

Discussion

Organization Chapter V

Chapter V explains the research results on social marketing strategy, including product design, pricing, location, promotion, partnership, and marketing supported by policies (publicity). The discussion system in Chapter V is built and presented in the form of images as follows:

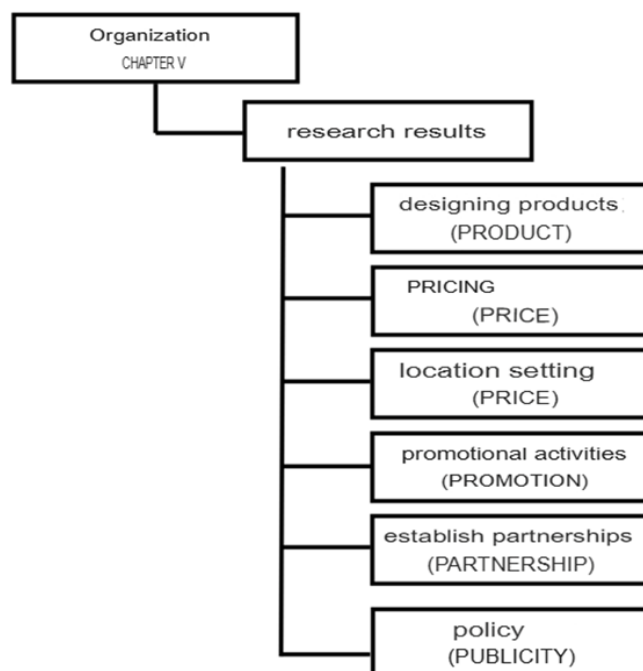


Figure 1. Chapter V Study Flow

Research Results

1. Product Design

Social marketing products are designed to encourage positive behavior change that impacts social or environmental well-being. These products often include features that support their primary goal of meeting the needs of their audience while promoting awareness and actions that contribute to desired social change.

Waste banks are marketing products that encourage better and more sustainable waste management in the community. They offer facilities and systems that allow the community to sort, deposit, and recycle waste easily and in a structured manner. In social marketing, waste banks function as a tool to change people's behavior related to waste management, with the long-term goal of reducing the negative impact of waste on the environment.

The importance of waste banks as a social marketing product lies in their ability to create sustainable behavior change and provide direct benefits to society. By providing easily accessible facilities and an attractive incentive system, waste banks encourage communities to engage in waste management actively. In addition, waste banks contribute to the achievement of broader environmental goals such as reducing waste volume and preserving natural resources, while promoting a circular economy that benefits communities and the environment.

2. Pricing

In a social marketing strategy, price is a key element that can influence the adoption and success of a social program or product. Price in this context not only refers to financial costs but can also include social costs or the time the audience spends participating.

To effectively run the waste bank program, the Denpasar City Sanitation and Environment Agency must allocate the time and energy required to design, implement, and monitor the waste bank program. Coordination with various parties, including local governments, communities, and the private sector, requires consistent and organized efforts. This sacrifice involves a long-term commitment from the Denpasar City Environment and Hygiene Agency to ensure that the waste bank program runs and achieves its environmental and social goals. While these challenges are significant, the agency seeks to address them by seeking creative solutions, such as public-private partnerships and community-based initiatives, to ensure the sustainability and success of the waste bank program in Denpasar.

3. Location Determination (Place)

Location plays a crucial role in ensuring the accessibility and success of a social marketing strategy. The chosen location should be easily accessible, both geographically and socially. In social marketing, location is related to physical places and the context in which the social message is delivered. A strategic location can certainly increase participation and make it easier for the audience to engage in the program.

The Denpasar City Environment and Hygiene Agency chose a strategic location for a waste bank near densely populated settlements, markets, schools, and

other public facilities, to make it easier for the community to deposit the waste they have sorted. This location was chosen because of the high community activity and the volume of waste generated to increase the program's effectiveness. By placing waste banks in easily accessible places, the Denpasar City Environment and Hygiene Agency can motivate people to participate because they do not have to travel long distances or incur extra costs to contribute.

4. Promotional Activities

In a social marketing strategy, the promotional element is an important element that serves to increase awareness and society's understanding of the benefits of a social program or product. Promotion involves various communication activities that aim to convey a message in a way that is engaging and easy to understand by the target audience. With a good promotional strategy, social messages can be disseminated effectively, influence behavior change, and increase the positive impact of such programs in society.

The Denpasar City Environment and Hygiene Agency has carried out various promotional activities to support the success of the waste bank program. One of the main efforts is an outreach campaign involving mass media such as radio, television, and social media to disseminate information about the benefits and how waste banks work. The campaign aims to raise public awareness of the importance of sorting and recycling waste and promote the benefits of participating in waste bank programs, such as economic incentives and contributions to a cleaner environment.

In addition, the Denpasar City Environment and Hygiene Agency collaborates with schools and local communities to organize seminars, workshops, and direct educational activities. Through this activity, the community was trained on how to sort waste and the benefits of the waste bank program. The agency also often organizes competitions or events that involve community participation in waste management as part of a promotional strategy to encourage active involvement and strengthen the impact of programs at the local level.

5. Establishing a Partnership

In supporting the success of social marketing strategies, in addition to paying attention to targets, partnerships in the program are also important. Social marketing, by establishing partnerships, in this case, with waste banks, involves the cooperation of the government, communities, and the private sector to educate the public about sustainable waste management. Through partnerships, waste banks can more effectively promote waste sorting and recycling behaviors, as various parties provide resources, technical support, and incentives to communities. The partnership expands the reach of social marketing campaigns, increases community participation, and amplifies the positive impact of waste bank programs on the environment and local economy.

The Denpasar City Environment and Hygiene Agency has collaborated to strengthen the implementation and effectiveness of waste banks in Denpasar City. One of the main forms of cooperation is to collaborate with the Delterra Social Indonesia Foundation (Delterra) in transforming recycling-based management

through the "Rethinking Recycling Academy" program, which aims to form a waste system managed by communities or villagers that is independent and sustainable. In addition, the Denpasar City Environment and Hygiene Office also collaborates with educational institutions to organize education and training programs for students and the community on the importance of waste sorting and management. Through this partnership, waste banks get support through tools, knowledge, and access needed to function optimally.

Another important collaboration is with local communities and non-governmental organizations that mobilize community participation and disseminate information about waste banks. The Denpasar City Environment and Hygiene Office collaborates with community groups to organize counseling campaigns and promotional activities to increase public awareness and participation in the waste bank program. By involving various public sectors in local communities, this collaboration increases waste banks' success and strengthens the support network needed to achieve sustainable waste management goals in the city of Denpasar.

6. Policy-supported marketing

Social marketing can influence or motivate changes in the behavior of a person or group, but it is not easy to maintain over a long period. Therefore, a policy is needed for the social good, with the support of regulations or government programs (Aprinta et al., 2017; Arum & K, 2023; Bhakti & M, 2023; Faza & O, 2018; Hardiyanti et al., 2021). Of course, this policy is important because it can provide a framework, incentives, and resources that make it easier to adopt the desired behavior change. With a breakthrough, social marketing messages become stronger, credible, and easier to implement so that they produce a more significant impact in achieving social goals (Rifardi, 2012).

The waste bank program in the city of Denpasar is realized through Denpasar Mayor Regulation Number 45 of 2020 concerning implementing reduce, reuse, and recycle activities through waste banks that aim to increase community participation. This regulation regulates the establishment, operation, and management of waste banks at the village/sub-district and environmental levels, focusing on reducing waste from its source through sorting and recycling. The Regulation of the Mayor of Denpasar refers to Law Number 18 of 2008 concerning waste management, which is in line with the Regulation of the Minister of Environment and Forestry Number 14 of 2021, which regulates waste management through the Waste Bank (Forestry, 2020, 2022).

In its implementation, this regulation encourages the public to sort organic and non-organic waste and deposit it into the waste bank that has been formed. The waste bank then manages the waste with economic value, sold or recycled waste, while organic waste is processed into compost. Participating communities receive incentives, either in cash or other benefits that can be reused.

This regulation also emphasizes the government's active role in the sustainability of waste banks, including providing facilities, training, and socialization to the community. With a clear policy, Denpasar can manage waste more effectively, reduce the amount of waste thrown into landfills, and encourage the creation of a cleaner and healthier environment.

CONCLUSION

The Waste Bank in Denpasar focuses on waste management by converting waste collected from the community into products with economic value, offering savings in the form of money or daily necessities based on the waste's type and weight, with transparent rates to encourage participation. The Waste Bank's location strategy targets areas with high waste volumes, particularly densely populated residential areas, making it more accessible to the public. The Denpasar Environment Agency promotes the program through social media, environmental campaigns, and direct education to increase public awareness and involvement. To enhance the effectiveness of the Waste Bank, the agency has partnered with recycling companies, schools, and local communities, boosting waste treatment capacity and expanding the distribution network for recycled products. Additionally, government policies, such as discounts on waste levy fees and environmental awards, incentivize the community's and businesses' active participation. For future research, exploring the long-term sustainability of the Waste Bank program is recommended, focusing on the social and economic impacts of the incentives offered and how these partnerships can be further expanded to include more stakeholders in the waste management process.

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