



Analysis of Warmindo Trader's Participation Level at The Warmindo Green Program in Semarang City

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ABSTRACT

Handling the waste problem requires an important role from various parties, including business actors. PT Indofood CBP Sukses Makmur Tbk. as one of the instant noodle producers, they took the initiative to launch the Green Warmindo program to take back the waste produced from their products. Participation from Warmindo traders is very necessary in the smooth running of the Green Warmindo program. This research uses a descriptive quantitative approach with descriptive methods. The results of this research are that trader participation in the Green Warmindo program is included in the fairly high category and is at the consultation level. Factors that influence participation include internal factors, namely age, gender, and level of education. Other factors are external factors, namely the COVID-19 pandemic and the role of stakeholders.

Keywords: *Trader participation, waste management, warmindo*

Received: February 19, 2024; *revised:* April 28, 2024; *accepted:* April 30, 2024.

Citation: Wursitawuri, D., Heriyanti, A. P. (2024). Analysis of Warmindo Trader's Participation Level at The Warmindo Green Program in Semarang City. *Indonesian Journal of Earth and Human*, 1(1), 9-16.

1. INTRODUCTION

Garbage is a serious environmental problem. The amount of waste in the environment is increasing along with the increase in population (Himmah et al., 2014). This waste problem will have a negative impact if it is not accompanied by action and participation from various parties in terms of waste handling (Setiadi et al., 2020).

The waste management mechanism is regulated in Law Number 18 of 2008 concerning waste management. Waste management is a systematic, comprehensive, and sustainable activity that includes reducing and handling waste. Reduction in the form of waste utilization and waste recycling. Meanwhile, waste handling includes sorting, collection, transportation, and processing (Triastantra, 2016).

Waste management cannot be separated from government support and participation from the community and business actors or traders. Participation involves a person or many people in an activity or activity. This involvement can be mental, emotional, and even physical by using all the abilities he has or the initiative that arises from within himself

in all the activities he carries out and supporting the achievement of the goals and responsibilities of all his involvement (Oktapiana, 2022).

Based on Law Number 28 of 2008 concerning waste management, business actors in their business activities use production materials that can generate as little waste as possible and can be recycled or reused so that the production materials can be decomposed by natural processes. In carrying out waste management, business actors or traders also need awareness to overcome waste problems that arise from their business activities. One of the places that produces waste is Warmindo. Indomie Food Stall is commonly called WARMINDO or also Burjo. One of the products it sells is instant noodles under the Indomie brand.

Efforts to control the waste problem arising from Indomie products, PT. Indofood CBP Sukses Makmur Tbk, the Semarang instant noodle division, an instant noodle producer with the Indomie brand, launched a program called Green Warmindo. The Green Warmindo program is an effort to care for environmental cleanliness. Green warmindo is one of the CSR programs of PT. Indofood CBP Sukses Makmur, in which there is an EPR from the company in the form of withdrawing Indomie Etiquette from Warmindo in Semarang City, especially around the UNNES and UNDIP. Traders' participation certainly plays an important role in running the Green Warmindo program to overcome the problem of waste in the environment.

1. METHODS

This type of research is descriptive quantitative research. This quantitative research design is used to analyze the level of participation of Warmindo traders in the Green Warindo program, while the descriptive research design is used to describe the results of data analysis regarding the level of trader participation in the Green Warmindo program.

The population in this study consisted of 52 Warmindos located in two clusters. 52 Warmindo is a member of the green warmindo program. The sampling technique in this research used saturated sampling. The use of saturated sampling techniques is because in this study the samples were taken from all members of the population. So, this research requires 52 samples from Warmindo traders.

The data used in this research are primary and secondary data. Primary data includes trader participation in the Green Warmindo program. Primary data was obtained using observation, questionnaire, and interview data collection techniques. Secondary data in this research includes data from Green Warmindo participants, which was obtained using documentation techniques.

2. RESULTS AND DISCUSSION

Forms's of trader participation

The planning stage in the Green Warmindo program consists of the program planning and socialization stages. The most prominent form of respondent participation was participation in the form of contributing ideas, both in the program kick off meeting and in meetings discussing the program design. The same thing was also found in research by Surotinojo (2009), Kaehe et al. (2019), and Indriani (2021), who said that in the planning

stage, respondents contributed thoughts in the form of suggestions and criticism in the discussion forum.

In this research, trader participation is more visible at the implementation stage. At this implementation stage, traders participate in the energy sector. Most of the respondents, in addition, contributed in the form of ideas and the form of energy at this implementation stage. At the implementation stage, traders provide donations in the form of labor to sort waste from the source or their stalls. The contribution of traders in sorting waste will make it easier for transporters to weigh waste and transport waste. This statement is strengthened by the results of an in-depth interview with one respondent, C, who said:

"We collect our own waste from sales, so when we collect it, we sort it into separate types. So, when the transportation schedule is scheduled, the waste must be transported. And the rubbish is clean rubbish, not mixed with other rubbish."

This research's results align with the research by Febrianti (2022), which states that community participation in the implementation stage of waste-handling activities includes waste collection, containerization, and waste transportation.

In this research's benefit collection, evaluation, and monitoring stages, the form of participation that stands out is the contribution of ideas. At the evaluation and monitoring stage, contributions in the form of ideas dominate, both in the form of criticism and suggestions. Respondents in this stage are given the opportunity to express obstacles in participating in the program. Apart from that, respondents are also involved in making decisions, which in the process can provoke suggestions and suggestions or even questions from participants.

The research results found no material or monetary donations in the Green Warmindo program. This is because the initiator never asked participants for contributions in the form of money or materials. This is in line with the statement of one respondent who said that:

"We don't spend money on materials because we are given them from there."

The results of this research align with research by Kaehe (2019) and Hermawan (2016), which states that the community is not asked to provide financial or material donations; this is because it has been provided by the management.

Level of traders' participation in the Green Warmindo program

The results of the research show that in general, the level of participation of Warmindo traders in the Green Warmindo program in the city of Semarang is taken from the total, including the categories of attendance at meetings, active discussion, activeness in activities, contributions to the program, and contributions of ideas which are included in the quite high category (821). This is explained as follows.

1. Attendance at meetings

The data obtained shows that most respondents rarely attend meetings discussing Green Warmindo, namely 48% or 25 respondents. 25% of respondents stated that they always attended meetings discussing Green Warmindo. Meanwhile, 4 respondents, or 8%, stated that they could be said to attend Green Warmindo meetings often. A similar number is

also found in the rarely present indicator. Meanwhile, 21% of respondents, or 11 respondents, said they often attended meetings.

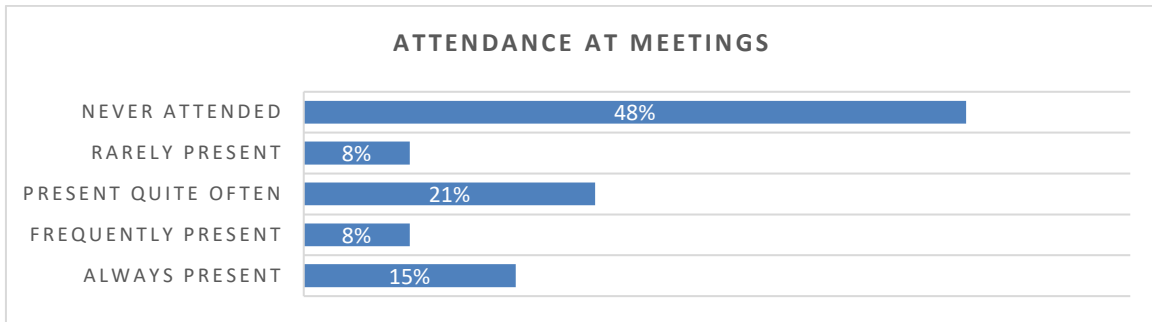


Figure 1. Participation of attendance at meetings

2. Activeness in discussion

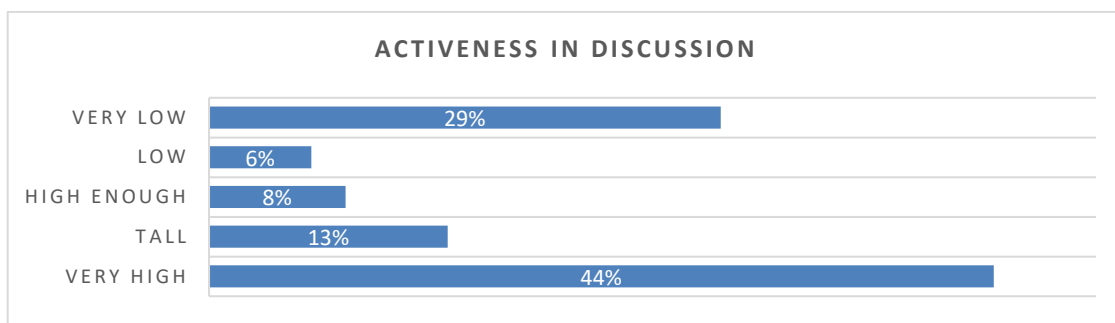


Figure 2. Participation with activeness in discussion

In this research, it can be said that the respondents' activeness in discussing was quite high. This can be seen from the very high category of respondents' discussion activity, which was 44% with a frequency of 23 respondents, and the high category was 13%, or with a frequency of 7 respondents, while respondents who had very low discussion activity were 23% or 15 respondents, the low category was 23% or 15 respondents. 6% with a frequency of 3 respondents. Only 8% of respondents had discussion activity in the quite high category.

The same thing was also found in Prakoswo's (2019) research, which also stated that the level of participation in active discussions was quite high because most of the respondents were active in discussions.

3. Activeness in the program

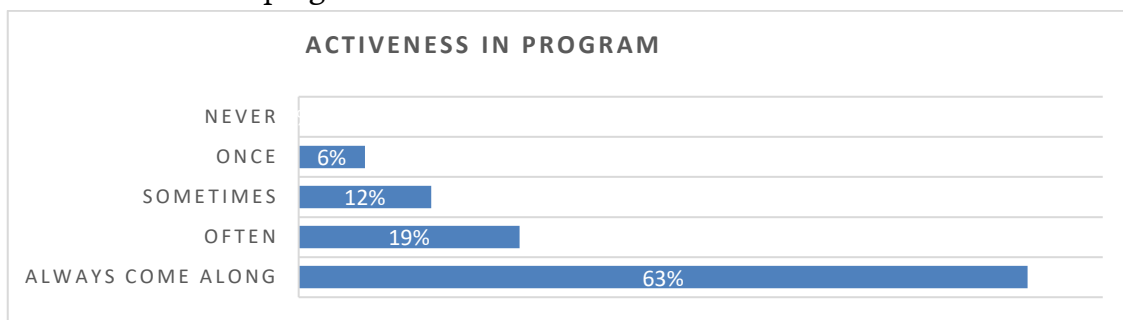


Figure 3. Participation with activeness in the program

Trader activity in the Green Warmindo program can be said to be quite active. 63% of respondents, or 33 respondents, stated that they always participated in Green

Warmindo activities. Respondents who answered were often active in activities, amounting to 19% of respondents or as many as 10 respondents. Respondents who were sometimes active in participating in activities were 12% or as many as 6 respondents, and respondents who fell into the category of having participated in activities were 6% or as many as 3 respondents. There were no respondents who had never participated in any activities at all. They participate in Green Warmindo activities as little as possible, even if they only sort one or two types of waste.

The results of this research are in line with research by Surotinojo (2009), Prakoswo (2019), and Herman (2019), which states that community participation in active activities is very high.

4. Donations to the program

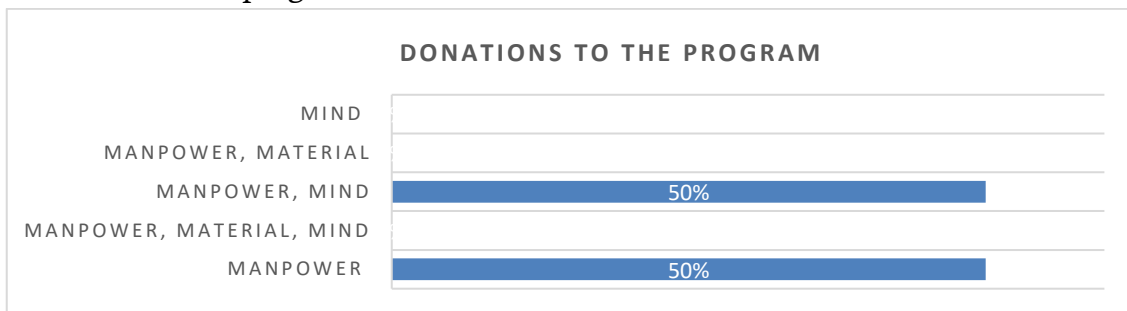


Figure 4. Participation with donations to the programs

The research results showed that as many as 26 respondents (50%) not only participated in the form of energy but also participated in the form of thoughts, while 26 respondents (50%) only participated in the form of energy. From the research results, as many as 50% of respondents only participated in the form of energy because they were not willing to participate in the form of thought contributions, so they were only willing to participate in the form of energy. Forms of trader participation in the Green Warmindo program include waste collection and waste sorting from the source. The results of in-depth interviews with respondent A also stated that:

"Contribution is usually in the form of labor such as sorting waste, so the waste is collected and then sorted before being transported by the transporter."

The research results of Nabiilah (2021) and Sulistyorini (2015) state something similar to the results of the author's research, namely that forms of personnel participation in waste management include managing waste, collecting waste, collecting and weighing collected waste.

5. Contribution in mind

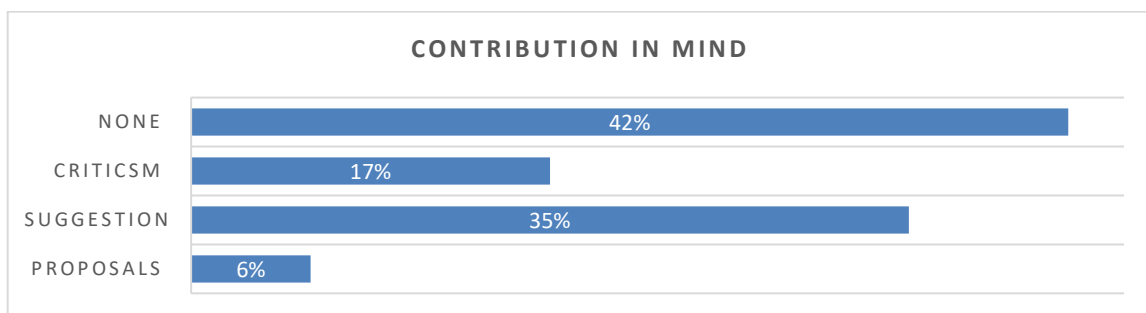


Figure 5. Participation with contribution in mind

The research results showed that as many as 42% of respondents stated that they had never contributed thoughts to the Green Warmindo program in the form of proposals, suggestions, or criticism, while as many as 35% of respondents had contributed thoughts in the form of suggestions. that as many as 42% of respondents stated that they had never contributed thoughts to the Green Warmindo program in the form of proposals, suggestions, or criticism, while as many as 35% of respondents had contributed thoughts in the form of suggestions. Respondents who provided criticism accounted for 17%.

Findings on the level of participation of Warmindo traders in the Green Warmindo program

At the planning stage of the Green Warmindo program, the program design initiative came from one direction, namely entirely from the initiator. So the planning stage is classified at the therapy level because at the planning stage, all program initiatives only come from the initiator.

Trader participation in the socialization stage is at the partnership level. In the socialization stage, the Bintari Foundation, as the initiator, invited Warmindo traders as working partners to discuss and work together to launch and implement the program. At this stage, the initiator allows traders to express their opinions and involves participants/traders in making opinions or agreements.

Table 1. Level of participation

Program stages (a)	Participation value (b)	Participation level
The planning stage	3	<i>Therapy</i>
The socialization stage	11	<i>Partnership</i>
The program implementation	9	<i>Placation</i>
Benefit withdrawal	7	<i>Consultation</i>
Evaluation	11	<i>Partnership</i>
amount	41	
Total participation level (b/a)	7	<i>Consultation</i>

At the program implementation stage, the trader participation level is at the delegated power level. At the implementation stage, Warmindo traders are also given the opportunity to provide criticism, suggestions, and opinions during the implementation of the Green Warmindo program. However, in its operation, the Green Warmindo program will run according to the regulations set by the initiator at the program's start.

In the benefit withdrawal stage, the level of trader participation is at the consultation level. Where traders/participants are given the opportunity to provide input, criticism, and suggestions. However, all final decisions remain in the hands of the initiator.

Trader participation in the evaluation stage is at the partnership level. During the evaluation and monitoring of the program's progress, traders were given the opportunity to express criticism, suggestions and input as well as convey the obstacles they experienced while participating in the program in the last 3-4 months.

The results of this research are in line with Indriani's research (2021), where at the program planning stage the research was at the therapy level. Meanwhile, the socialization stage is at the partnership level, the implementation stage is at the delegated power level, the benefit withdrawal stage is at the consultation level, and the evaluation stage is at the partnership level. Table 1 shows the total number of participation levels is 41 with 5 stages, so the participation level is 7, which is at the consultation level.

Factors that influence participation

Trader participation in the Green Warmindo Program is influenced by two factors, namely internal factors and external factors. Internal factors include gender, age, and education level. The results of this research align with research by Yuliana (2014) and Slamet (2004) who said that the level of community participation is influenced by several factors, one of which is age, gender, and level of education. Meanwhile, external factors that influence traders' participation in the Green Warmindo program are the COVID-19 pandemic and the role of stakeholders, which influence traders' knowledge regarding waste sorting and management. Based on research by Mahdiana (2021), Posmaningsih (2016), and Atthirawong (2015), the role of stakeholders is very important in providing information and influencing the community to participate so that it can have an impact on the level of participation.

3. CONCLUSIONS

Based on the analysis results regarding the form of participation, level of participation, and factors that influence trader participation in the Green Warmindo program in Semarang City, it can be concluded that the form of trader participation is prominent in the Green Warmindo program. Trader participation in the Green Warmindo program is included in the quite high category, while the overall level of trader participation in the Green Warmindo program is found to be at the consultation level. Trader participation in the Green Warmindo Program is influenced by two factors, namely internal factors and external factors. Internal factors include gender, age, and education level. Meanwhile, external factors that influence traders' participation in the Green Warmindo program are the COVID-19 pandemic and the role of stakeholders, which influence traders' knowledge regarding waste sorting and management.

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