

WASTE MANAGEMENT SOCIALIZATION TO MAXIMIZE WASTE MANAGEMENT FOR CONVECTION BUSINESS

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Abstract

Socialization of waste management in the convection business will have a big impact on the business. The purpose of this research is to find out the urgency and relevance of waste management socialization in the context of a convective profession. The research method used is descriptive qualitative, using observation research techniques, interviews, and library studies and documentation. The results of this study reveal changes in the convection business culture, these changes include intensive education about the importance of waste management that has motivated businesses to take concrete steps to reduce waste and support sustainable practices. Deep understanding of the positive impact of these actions has created a new passion for work and a stronger foundation for sustainability.

Keywords: Garbage, Convection, Business

INTRODUCTION

The garment or convection industry is known to have a major impact on the environment because mass production of clothing and the use of chemicals that can pollute the environment. Inefficient waste management in the convection industry can have a negative impact on the environment, public health and corporate image.

The increasing number of consumers and changes in fashion trends are driving the growth of the convection industry. However, this growth also has consequences in the form of an increase in waste, including hazardous and toxic waste (B3). If not managed properly, this waste can contaminate soil and water and threaten the lives of living things. Therefore, a holistic approach is needed in waste management in the context of counter trade.

In the convection business, organic waste can be in the form of leftover natural raw materials such as unused cotton or fiber. Inorganic waste can be in the form of plastic, paper or metal waste from wrapping paper and packaging. Meanwhile, residual waste can refer to other wastes generated during the production or daily operations of convection, such as scraps of cloth or chemicals used for dyeing or washing. It is important to properly manage these three types of waste, both through recycling and disposal according to environmental regulations. This will help reduce the negative impact on the environment and can also provide long-term economic benefits.

According to Purwasih (2020) there are various methods for dealing with and treating

waste, for example through fertilization and composting for organic waste, while for inorganic waste, combustion can be carried out. However, the use of incineration on inorganic waste can cause negative impacts such as pollution, which is detrimental to the environment. This pollution produces toxic gases such as carbon monoxide, ammonia, hydrogen cyanide, and others. However, there are still many convections who do not understand this method, so socialization is needed.

Socialization is an important step in maximizing waste management in the convective sector. In this way, business people in the industry can realize the importance of reducing, sorting, recycling and disposing of waste properly. Socialization is a general idea that can be interpreted as a process by which we gain understanding through relationships with others, about ways of thinking, feeling, and behaving, all of which have great significance in creating efficient social engagement. Socialization is a series of actions that last throughout life (Joko, 2010: 13).

Socialization can also help create a corporate culture that cares about the environment and encourages innovation in the use of environmentally friendly materials and more sustainable production processes. In addition, regulations and policies related to waste management are getting tighter, thus encouraging the convection industry to focus more on waste management efforts. Increasing consumer demand for eco-friendly products is also a key driver for businesses to implement better waste management practices. In this context, research on the socialization of waste management in the convective sector will have a significant impact in directing behavior change and creating more sustainable business practices.

Therefore, the purpose of this research is to find out the urgency and relevance of waste management socialization in the context of a convective profession. These efforts not only bring long-term environmental benefits, but can also improve corporate image, meet regulatory requirements and meet consumer needs. With proper understanding and action, the convection sector can become an engine of positive change towards environmental and economic sustainability.

IMPLEMENTATION METHOD

1. Types of Research

The research method used is descriptive qualitative. Nana Syaodih Sukmadinata (2011: 73) states that qualitative descriptive research aims to explain and describe existing phenomena, both natural and man-made. This approach focuses more on the characteristics, qualities, and relationships between activities. Descriptive research does not involve treatment, manipulation, or changes to the variables studied, but focuses more on describing conditions that correspond to reality. Only the research treatment itself was carried out through observation, interviews, and documentation.

2. Research Subject and Location

The research subjects used in this study were convection managers. The research location is in Denpasar, Bali.

3. Data Collection Technique

Several data collection techniques used in this study are:

- a. Observation

Data collection techniques through observation are carried out with the aim of obtaining factual information by visiting the research location directly. Observation is a method that is carried out directly on the environment of the research object to get a clear picture of the object being studied. In this study, observations were carried out by visiting research locations that were the focus of researchers.

b. Interview

Interview data collection technique is an interactive method between researchers and respondents for the purpose of collecting information directly. Researchers ask questions to respondents and record or record the answers given by respondents. Interviews can be carried out in person or via means of communication such as telephone or video calls. This technique allows researchers to understand the views, opinions, and experiences of respondents related to the research topic.

c. Literature Study or Documentation

In this study, the references used include journals and books as sources of information. Documentation is a step to collect data from various documents and libraries to be analyzed. The approach used is to record existing secondary data in the form of archives or documents.

RESULTS AND DISCUSSION

1. Socialization Steps

Denpasar, a city located in the Province of Bali, has emerged as a major center for small industrial units in the convection sector. Within the scope of the Bali Province, Denpasar has a prominent dominance with a total of 667 convection business units operating in its territory. The existence of these units not only reflects the diversity and vitality of the convection industry in the city, but also makes a significant contribution to the local economy.



Figure 1. Convection at Denpasar

Not only Denpasar, but also Badung Regency, is an important part of the panorama of the convection industry in the Province of Bali. With a total of 183 business units, Badung Regency occupies the second position after Denpasar in terms of the presence and contribution of the convection industry in this region.

The dynamics of the convection industry in Denpasar and Badung Regency reflect the

economic potential generated from these sectors. Along with changing market demands and fashion trends, convection businesses in these two regions can adapt and innovate to remain relevant and sustainable in responding to consumer needs. As such, they not only become an integral part of the local economy, but also contribute to the image and identity of the Balinese fashion industry as a whole. In an effort to improve the quality of the environment in Denpasar, Bali, especially for handling waste from convection, it is necessary to pay attention to several crucial issues related to waste management. For this reason, a socialization will be presented with the following steps:

- a. **Cognitive Planning**
Identify the purpose of socialization, target audience (employees, management, customers) and the main messages to be conveyed about sustainable waste management.
- b. **Information Dissemination**
Carry out educational campaigns on the importance of good waste management through training sessions, seminars or workshops. Provide detailed information on the type of waste, its classification and appropriate management measures.
- c. **Provide Waste Management Facilities**
Install clean, separate bins in commercial areas, such as recycling, compost, and general waste. Make sure the setup instructions are easy to understand.
- d. **Waste Management Team**
Form a special group responsible for waste management. Provide training to this team to understand their duties and responsibilities in implementing the waste management program.
- e. **Recycle**
Promote recycling practices by providing examples of how certain materials can be recycled and reused in production.
- f. **Reduce Wastage**
Encouraging the reduction of the use of excess material, unfriendly packaging. Encourage customers to bring their own shopping bags or use recyclable packaging.
- g. **Monitoring and Evaluation**
Continue to monitor the implementation of the waste management program. Regular reviews to see progress and evaluate the effectiveness of the actions taken.
- h. **Social Media Campaign**
Use social media to disseminate information about convective company's waste management efforts. Invite customers and the public to participate in this program.

It should be remembered that the success of the waste management program requires a strong commitment from management and employees as well as the support of all stakeholders in convective business.

2. Socialization Result

Waste management is a process that includes specific measures for different types of waste to reduce their negative impact on the environment and human health. A commonly used approach is to classify waste into three main categories: organic waste, inorganic waste and residue. Organic waste, including food waste and natural materials, can be converted through

composting into useful fertilizers for agriculture. Meanwhile, inorganic waste such as plastic, paper, metal and glass can be recycled through collection and processing thereby reducing the need for natural resources. For residual waste, including materials that are difficult to handle, special management is required so as not to pollute and damage the environment. Educating the public about waste segregation, the use of environmentally friendly materials and the important role of recycling is very important in efforts to create a cleaner and more sustainable environment.

Through persistent efforts and unwavering commitment to the principles of sustainability, the convection industry has fundamentally changed its face. The results of this socialization created a sharp awareness of waste management which has led to significant transformations in all aspects of the business. This change is not just a small step, but an ongoing journey towards a greener operation.

The convection business is taught to face the global challenges of waste and environmental impact, the convection business has decided to move forward with unwavering determination. So that after this socialization they can adopt an efficient sorting and recycling system is not an easy task, but thanks to collective awareness and a planned approach, they have reduced production waste significantly. Every single strand of fabric, thread and other material that remains has a new purpose in recycling efforts, reducing pressure on natural resources and landfills.

In addition to minimizing damage, convection after socialization occurs also creates a sustainable production environment. Factories that were previously only concerned with productivity are now flowing sustainability values through every process. From the resources used to the energy consumed, every element is carefully studied to minimize the ecological footprint. These developments not only affect raw materials, but also trigger innovation in product designs that are more efficient and environmentally friendly. One of the biggest achievements of the convection industry is the use of environmentally friendly materials. Through constant innovation, they have managed to choose materials that not only have a lower impact on the environment, but also maintain high standards of quality. Organic fabrics and other alternatives are now an integral part of their collections, forcing customers and the entire fashion industry to take a more responsible approach.

However, the most dramatic change was employee behavior. Intensive education on the importance of waste management has inspired groups at all levels to take concrete steps to reduce waste. Deep understanding of the positive impact of simple actions, such as reducing, recycling, and supporting environmental efforts, has brought new enthusiasm to work. Every-small step employees take to reduce waste creates a stronger foundation for sustainability.

Close partnership with third parties in waste treatment is a prime example of a holistic approach to waste management. This partnership has proven that responsibility does not end when the product leaves the factory. By partnering with experts in the field, a convection company can ensure that the waste it produces is managed efficiently and responsibly. Positive customer response and public appreciation are clear evidence of the positive impact of the counter-trading industry. Customers appreciate their concern for the environment and being part of a larger movement towards a sustainable lifestyle. The community award also confirms that the convection business does not only seek profit but also plays an active role

in maintaining the beauty and balance of the environment.

From the discussion above, it can be interpreted that the socialization has produced good results, for example by showing that environmental sustainability can be integrated as a core value into daily operations. By continuing to lead by example, the convection industry inspires other industries to follow their lead, creating a better future for our planet.

CONCLUSION

This study identified specific steps in socializing waste management as a solution to addressing waste problems in the convection industry. These efforts include education campaigns, outreach, good waste management facilities, forming a waste management team and waste reduction. The positive impact of this socialization is manifested in changes in behavior in the convective field, such as a better understanding of the importance of waste management, higher enthusiasm and creativity in reducing pollution, environmental pollution.

The results of this socialization have a significant impact on reducing production waste and creating a sustainable production environment. Increased collective awareness and a planned approach to waste sorting and recycling have reduced negative environmental impacts. Convection factories now practice sustainable values at every stage of production, making ecological impact a key consideration. The most striking transformation is the change in employee behavior. Through intensive training, employees are encouraged to take concrete steps to reduce waste and support sustainable practices. These small steps provide a stronger foundation for business continuity and create a more environmentally conscious corporate culture.

Overall, this study shows that the socialization of waste management has a significant impact on changing the convective corporate culture to become more sustainable. Awareness of the urgency of waste management and the special actions taken by convective businesses have resulted in positive transformations in daily operations. This research provides valuable insights into how raising awareness can inspire change in other industries and contribute to global sustainability goals.

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