

## **Creation of the Short Documentary 'Sampah Siapa? Siapa Sampah?' for Waste Management Awareness and Sustainable Development in Surabaya**

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### **ABSTRACT**

This study addresses the pressing issue of environmental preservation within the context of the Sustainable Development Goals (SDGs). The SDGs, a global action plan supported by world leaders, aim to achieve 17 Goals and 169 Targets by 2030, including Goal 15 (preserving terrestrial ecosystems), Goal 6 (access to clean water and sanitation), and Goal 14 (conserving marine ecosystems). One contributing factor to this challenge is the generation of various types of waste, from household refuse to industrial waste. The primary obstacle lies in the lack of public awareness about responsible waste sorting and management. In response, this study employs a multifaceted approach to shift the public perspective on waste from being a "negative" aspect to a valuable resource that can be repurposed for the benefit of society and the environment. To raise awareness, the research team has created short videos featuring personal testimonies from individuals impacted by waste pollution in their communities. These videos emphasize the importance of waste management and provide essential knowledge to the public, thereby helping to reduce waste generation and simplify the waste separation process. Consequently, this approach minimizes the adverse impact of waste disposal. In conclusion, this study underscores the significance of promoting waste management awareness as an integral step towards achieving the SDGs. Through educational videos and public engagement, the research aims to inspire individuals to take proactive steps in preserving our environment and building a sustainable future.

Keywords: sustainable, documentary, short video, sdg, awareness

## **INTRODUCTION**

Environmental degradation is a central factor in the disruption of Earth's natural ecosystems, giving rise to a plethora of challenges. This includes the emergence of problems like floods, which trigger various diseases, bacterial infections, and even viral outbreaks. Waste can be categorized into two main types, each with its distinct characteristics and implications (Lu & Chen, 2022). Organic waste, originating from living organisms, typically decomposes rapidly, encompassing items like rotting fruits, vegetables, and foliage. In contrast, inorganic waste, derived from non-biological sources, such as metals, plastics, glass, rubber, and cans, resists degradation by soil microorganisms, posing environmental contamination risks when indiscriminately discarded.

Inadequate waste management gives rise to environmental issues, ultimately affecting various aspects of society, including health, the economy, and other societal facets. To mitigate these challenges, there is a pressing need for public education on waste disposal systems. While there is an abundance of educational efforts in this regard, we believe that a crucial aspect often overlooked is not merely disposing of waste in designated receptacles but also understanding how to manage waste correctly. Such knowledge can yield substantial benefits for the environment and various societal aspects.

Effective waste management not only fosters cleanliness and tidiness in our surroundings but also offers broader benefits, notably in the economic sphere. Proper waste sorting can unlock the positive potential of waste materials, preventing them from ending up in final disposal sites.

The primary challenge we currently face lies in a lack of public awareness and commitment to responsible waste sorting. Conversely, we hope to encourage communities to view waste not as a "negative" but as a resource that can be repurposed for the greater good of society.

Two external partners are actively involved in the campaign's creation. The first partner is Rekosistem, a waste sorting and processing vendor collaborating with Ciputra housing to manage waste in the community. The second partner is Bank Sampah Induk Surabaya, which specializes in waste sorting and subsequently sells recyclable materials to other entities for further processing into useful new products.

Together with partners, we aim to address the following key challenges:

1. **Limited Public Knowledge:** Many people lack awareness of the various types of waste and proper sorting methods.
2. **Lack of Disposal Awareness:** There is insufficient awareness among the public about the importance of disposing of waste in designated areas.

For the community, our campaign intends to convey messages about environmental responsibility, awareness, and the repercussions of haphazard waste disposal practices. These practices have previously led to disasters, as witnessed in the Leuwigajah incident in 2005, which resulted in severe flooding due to blocked drainage systems and adversely impacted the quality of life for many affected individuals.

To effectively address this issue from a design perspective, it is imperative to establish a seamless connection between environmental challenges and the visual design solutions proposed in the study. This linkage can be achieved by integrating design-related issues into the context of campaign media, specifically through the creation of a documentary film that directly addresses waste-related concerns. This preliminary research will lay the groundwork for the artistic research in the field of design, ensuring a holistic and integrated approach to addressing the waste problem.

## **RESEARCH METHOD**

The development of the documentary followed the ADDIE (Analysis, Design, Development, Implementation, Evaluation) model, a systematic instructional design framework commonly employed in educational and multimedia content creation. In the initial phase, the team thoroughly assessed the project's objectives, target audience, and the environmental issues related to waste management. This step involved researching the specific problems associated with waste, gathering relevant data, and identifying the key messages to be conveyed in the documentary.

After analyzing the requirements and gathering essential information, the team proceeded to the design phase and outlining the structure, content, and visual elements in the documentary. This involved the actual production of the documentary, including filming, editing, and post-production tasks. The team selected appropriate locations, shot relevant footage, and integrated various multimedia elements to convey the intended message coherently.

The implementation phase encompassed strategies for distributing the documentary through various platforms, such as online channels, social media, and exhibition. Efforts were made to ensure the widest possible dissemination of the documentary. The final phase, evaluation, involved assessing the effectiveness of the documentary in achieving its objectives. Feedback from the audience, as well as data on its reach and impact, were collected and analyzed. This information was then used to refine the documentary or plan future projects.

By adhering to the ADDIE model, the documentary production process was structured, organized, and driven by a clear understanding of its purpose and audience, resulting in a well-planned and effective environmental awareness campaign.

## RESULT AND DISCUSSION

The creation of the documentary campaign aimed to address pressing environmental challenges related to waste management and promote sustainable practices. This section outlines the key phases of the documentary production and discusses the outcomes and implications of each phase.

### 1. Research and Conceptualization (Analysis and Design)

In this initial phase, we conducted extensive research on waste management, its impact on the environment, and the existing public awareness levels to define the core concept and narrative structure of the documentary campaign. In this phase, we also conducted research on the visual presentation of the video to be produced by creating several mood boards as follows:

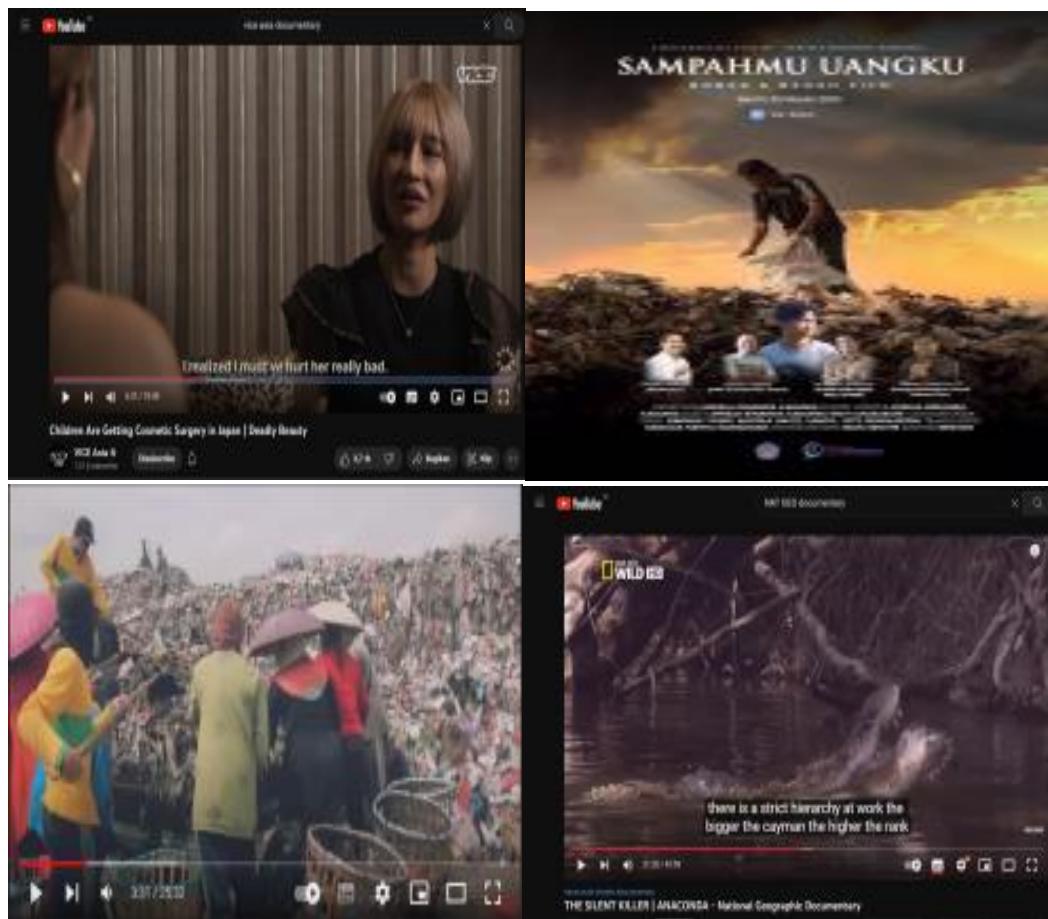


Figure 9.1 Moodboard reference  
Source: various source (Youtube)

## **2. Pre-production and Partner Engagement (Development)**

During this phase, we collaborated closely with our external partners, Rekosistem and Bank Sampah Induk Surabaya. We identified key individuals involved in waste sorting and processing and secured their participation in the documentary. Additionally, we outlined the documentary's structure, identified key interviewees, and planned filming locations.

<b>Name</b>	<b>Job/Position</b>	<b>Age (2022)</b>	<b>Details</b>
Muhammad Amir Sidiq	Waste Carrier	20 years	Waste Station GWALK
Febianti	Waste Sorter	20 years	Waste Station GWALK
Doha	Supervisor of the Waste Bank	45 years	[Supervisor of Waste Sorters at RE Ekosistem Made]
Maulana Adam	Director	30 years	Director of Bank Sampah Induk Surabaya
Christian	Waste Sorter	31 years	Waste Sorter at Bank Sampah Induk Surabaya
Amin	Waste Carrier	46 years	Surabaya Environmental Agency (DKP Surabaya)

Table 9.1 List of interviews  
source: author's documentation

## **3. Filming and Production (Development)**

The filming and production phase involved capturing interviews, on-site waste management processes, and footage of waste collection and disposal. We emphasized showcasing the intricate workings of waste management, highlighting the challenges faced and the efforts made to overcome them.

## **FULL LENGTH DOCUMENTARY STORYLINE**

### **Opening (Cinematic Waste Video)**

Sustainable Development Goals Life On Land. According to the report from the National Waste Processing Information System, Indonesia contributed a staggering 30,895,042.72 tons of waste in the year 2021. This has led to environmental damage and served as a detrimental factor in disrupting Earth's natural ecosystems. One of the consequences is the recurring issue of flooding due to waste accumulation in sewers or river channels, triggering cascading problems such as disease outbreaks, bacterial contamination, and even viruses. Regrettably, many are unaware of the crucial importance of proper waste management before disposal at Final Disposal Sites. To address this waste issue, Citraland Surabaya has devised a solution by providing waste management services called Waste Stations, which are located in two places, one of them being in the Sambikerep District, Surabaya.

**(Interview video interlude at the G-Walk waste station).**

**(Interlude of the surrounding conditions at the waste station).**

However, we often fail to realize that this solution also leaves a positive impact on those who work there...

**(Interview video interlude) (Waste Sorters/Garbage Handlers; Interviewees' grievances)**

Many residents in the vicinity are conscious of cleanliness and make use of the Waste Station facilities located in the Benowo District, Surabaya.

**(Interview video interlude at the Benowo District waste station).**

**(Interlude of the surrounding conditions at the waste station).**

We frequently underestimate the value of waste, but that doesn't mean it's worthless. When we become aware, waste also holds economic value or benefits when processed further.

**(Interview video interlude) (Mr. Doha from Rekosistem Sampah; Economic benefits of waste)**

Moreover, not all waste will end up in landfills. A small act that can positively impact the environment is to Reduce (reduce the use of non-recyclable waste).

**(Interview video interlude) (Adam from Bank Sampah Induk; Waste Management at 03:54)**

So, why should we sort all our waste?

**(Interview video interlude) (Adam from Bank Sampah Induk; Waste Sorting and National Waste Day at 05:10)**

Messages about waste from them to you.

**(Interview video interlude) (All Interviewees; Messages for the Community)**

**Closing (Cinematic Waste Video)**

Table 9.2 Full length documentary storyline

source: author's documentation

#### 4. Post-production and Editing (Development)

During post-production, we edited the footage, ensuring a coherent narrative flow and impactful storytelling. We incorporated text, statistics, and expert insights to complement the visual elements and enhance the documentary's educational value.

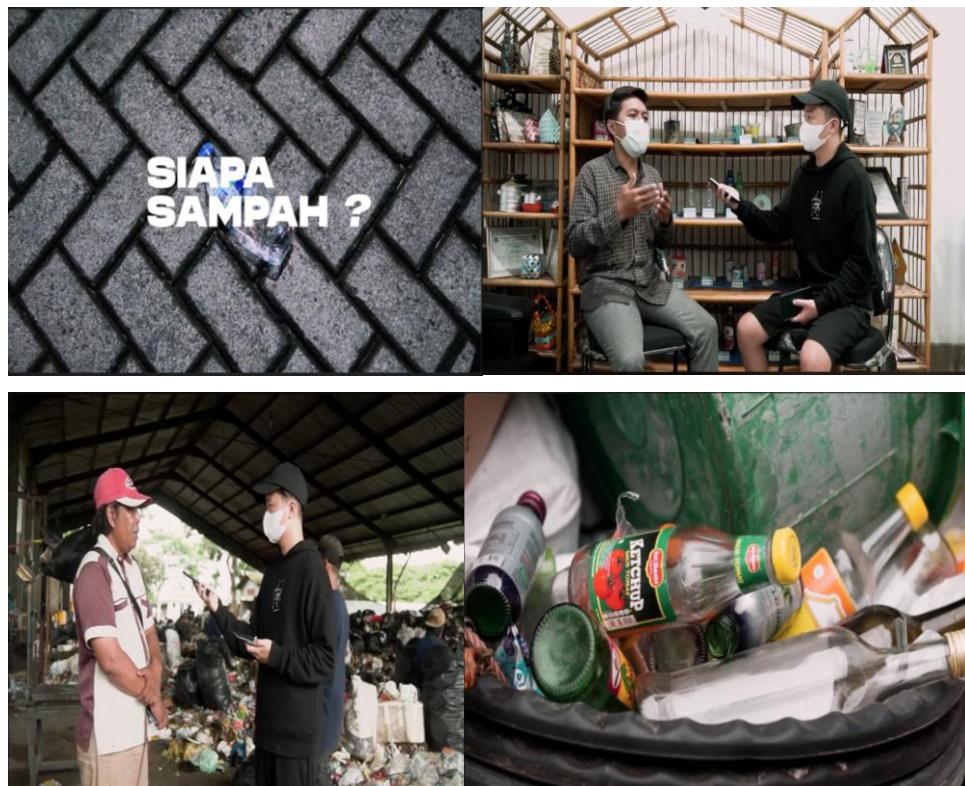


Figure 9.2 Footage from documentary  
Source: <https://youtu.be/yV8jX15vRcY>

## 5. Public Outreach (Implementation and Evaluation)

Following the documentary's completion, we initiated a multi-faceted outreach strategy, including screening events and exhibitions. We exhibit the final documentary through international exhibitions which are held in Surabaya, Malaysia, United Kingdom and Taiwan. To support the promotional activities, we also created a moving poster and video teaser used during exhibitions and events.



Figure 9. 3 Moving poster and teaser

Source: [https://youtu.be/BhI\\_s4wtxcY](https://youtu.be/BhI_s4wtxcY)  
<https://drive.google.com/file/d/1nUnsrnDnu483lq3aWCI8FMsqb1-as79F/view?usp=sharing>

The research phase underscored the vital role of crafting messages that truly resonate with our community's unique context. Gaining insight into our community's specific challenges and perspectives enabled us to tailor our documentary for maximum effectiveness among local audiences. Partnering with experts and community members was pivotal in bridging the gap between theoretical knowledge and the practical aspects of waste management. Our aim was to provide a comprehensive view of the challenges and solutions related to waste, incorporating diverse viewpoints.

Utilizing visual storytelling proved to be a potent tool for conveying the environmental and societal impacts of waste. By authentically depicting the realities of waste management, our intention was to evoke empathy and

understanding in our audience, motivating them to reevaluate their waste disposal practices. Effective post-production work was key to enhancing the documentary's ability to communicate complex information in an engaging and accessible manner. By incorporating expert insights and data, we aimed to inform and educate our audience about the broader consequences of mismanaged waste.

## CONCLUSION

The study addresses the ever-increasing volume of household waste generated daily, a natural outcome of the daily activities of communities. This includes waste generated from food vending and packaging, which commonly involves plastic and food-related waste. In this context, waste circulation within a given region inevitably accumulates to significant volumes and is often marred by indiscriminate disposal practices.

The documentary encouraged waste reduction, sorting, and community engagement. We emphasized that individual actions collectively contribute to a sustainable future, aligning with the SDGs, and hope that our campaign inspires positive change in waste management behaviors and fosters a cleaner, healthier planet.

We also recognize that responsible waste management is not merely an environmental endeavor but a societal responsibility. The documentary campaign, from its inception to outreach and impact assessment, aimed to bridge the gap between awareness and action. It emphasized that each individual's contribution to waste reduction and proper management can collectively lead to a sustainable future.

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