

Article

# Communication Strategy for Waste Management through Collaborative Governance at Blimbingsari Beach, Banyuwangi

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**Abstract:** The Blimbingsari Beach, a culinary tourism destination in Banyuwangi, has experienced a significant decline in visitor numbers annually because of the substantial accumulation of waste in its vicinity. Despite efforts by the Village Government and local communities to educate about cleanliness and waste management, periodic beach clean-ups could not address the issue. Blimbingsari Beach has become unsightly and unpleasant for visitors. Hence, there is a need for a creative community empowerment communication strategy in waste management at Blimbingsari Beach, Banyuwangi tourism area. This research adopts a qualitative descriptive approach, combining collaborative governance and pentahelix communication. The study focuses on the communication strategy aimed at empowering the community in waste management within the Blimbingsari Beach tourism area, Banyuwangi, using collaborative governance and the role of penta-helix communication. We conducted in-depth interviews with 5 relevant stakeholders, including academia, businesses, communities, government, and media. The dynamics of waste management at Blimbingsari Beach develop collaborative principles and maximize the role of pentahelix to bring significant changes: (1) The role of academia through grants from Student Senate Organizations as an example for the community to conduct continuous beach clean-ups and draft village regulations on waste management, (2) Business involvement in MSMEs revitalization and pavement installation in the beach area, (3) Community roles such as Tourism Awareness Groups, Youth Organizations, and Volunteer Student Groups to educate the community through collaborative beach clean-ups, (4) Government involvement in establishing new Integrated Waste Disposal Sites, Environmental Agencies campaigning for waste segregation, management, and cultural change in waste disposal, as well as drafting Blimbingsari Village Regulations on waste management, (5) Media's role in promoting and branding the beach using influencer power.

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## 1. Introduction

According to Minister of Public Works and Public Housing Regulation Number 09/PRT/M/2010 regarding Guidelines for Coastal Protection, a beach is defined as the meeting point between the sea and the land, measured from the highest tide to the lowest ebb [1]. This means that the beach acts as a point of convergence between land and sea, referred to as the shoreline. From an environmental perspective, beaches can serve as habitats for various flora and fauna, contributing to the balance of nature and its ecosystem. Psychologically, beaches provide a space for inner peace and relaxation, fulfilling a fundamental human need for tranquility and stress relief [2]. From an economic standpoint, developing beaches as tourist attractions offers significant benefits. Beach tourism destinations provide opportunities for local communities to develop businesses,

contributing to both local livelihoods and government revenue. Collaboration among various stakeholders is crucial to realize the benefits that beaches can offer.

Indonesia boasts many captivating beaches, yet many remain underdeveloped. Several issues hinder their optimal development, starting with coastal environments polluted by waste and litter. This not only affects the coastal ecosystem but also diminishes the beauty of the beaches, reducing their appeal to tourists. Inadequate infrastructure poses a barrier to beach development and economic utility, both for local communities and the government. Substandard infrastructure diminishes the comfort and safety of tourism activities. A lack of awareness among communities regarding beach cleanliness and management, coupled with insufficient entrepreneurial skills in harnessing beach potential, represents common challenges in Indonesia's tourism areas. Addressing each of these issues is imperative. Thus, it is possible to realize the potential of the beaches while preserving their cleanliness and natural beauty.

Blimbingsari Beach is in the Blimbingsari Village, Blimbingsari District, Banyuwangi Regency. Inhabited by the Osing ethnic group, the indigenous community of Banyuwangi, who speak the Osing language, Blimbingsari Village maintains coastal tourism and economic activities. Blimbingsari Beach stands out as the central choice for recreational activities among residents in Banyuwangi, attracting visitors with its picturesque coastal landscape overlooking Bali Island and its proximity to the airport. However, the increasing accumulation of waste, declining revenues in culinary households, and priced micro, small, and medium enterprises (MSMEs) deter tourists from visiting and spending at the beach. Despite posing as a potential supporting tourism destination, Blimbingsari Beach faces threats to its existence. We need a strategy to actively manage Blimbingsari Beach, decrease the volume of coastal waste, and establish an appealing, cozy, and odor-free coastal area to attract tourists, thus enhancing the prosperity of MSMEs at Blimbingsari Beach.

Image 1. Waste at Blimbingsari Beach, Banyuwangi

Notes: Documentation was obtained from the Student Organization Capacity



Strengthening Program activity by BEM Barakarya FISIP, 2023.

In July 2023, Banyuwangi experienced a household waste emergency because of the closure of the Karangbendo Landfill [3]. The full capacity of landfills in several areas of Banyuwangi resulted in uncollected waste, prompting many residents to resort to burning or disposing of waste, especially in rivers. This sparked new controversy as waste does not vanish but rather gets relocated

to other areas. Ironically, in the Blimbingsari Beach area, two rivers flow into Blimbingsari, carrying waste and polluting the beach with incoming debris. The Blimbingsari Village government has urged and educated its residents to maintain cleanliness in the village and on the beach. However, incoming waste continues to be a problem, requiring collaboration among various stakeholders to address the issue. Waste management in coastal areas remains a grey area, with no clear regulations regarding the duties and responsibilities of coastal waste managers, resulting in ineffective management [4].

Irresponsible production processes often generate chemical waste with the potential to contaminate the surrounding environment. This impact can be detrimental, affecting ecosystem equilibrium and obtaining natural resources such as clean water. Unsustainable waste management practices, such as negligent disposal or open burning, also impose severe consequences on the environment and human health. By embracing sustainable waste management approaches, we can mitigate environmental pollution and enhance quality of life. Such actions contribute to the attainment of various Sustainable Development Goals), SDGs 6 concerning clean water and sanitation, and SDGs 3 focusing on health and well-being. It remains crucial to raise public awareness regarding signifying sustainable waste management and advocate for friendly practices in everyday life. Through collective efforts, we can forge a healthier and more sustainable environment for future generations.

Improper waste management can serve as a significant source of greenhouse gas emissions, including methane and carbon dioxide (CO<sub>2</sub>), exacerbating global climate change. Through adopting sustainable waste management practices, we can mitigate these emissions and mitigate the effects of climate change, aligning with Target 13 of the Sustainable Development Goals.

Besides environmental benefits, effective waste management can also yield positive economic affects, in line with Target 8 of the SDGs. Waste management practices encompassing recycling and reuse not only reduce negative environmental affects but also create new economic opportunities. Recycled waste can serve as raw material for creative industries and provide employment opportunities for local communities. Therefore, sustainable waste management not only delivers environmental benefits but also supports inclusive and sustainable economic growth. By harnessing the economic potential of waste management, we can establish a more socially, economically, and sustainable system.

Based on the background description provided, the study focuses on the communication strategy aimed at empowering the community in waste management within the Blimbingsari Beach tourism area, Banyuwangi, using collaborative governance and the role of penta-helix communication.

### **Waste and Its Management**

Waste poses a threat to civilization. Waste has degraded the quality of life for all living organisms and has played a role in global climate change. The waste issue persists as it correlates with a human presence on Earth. Modern life, characterized by instant gratification, has sped up waste production. The emphasis on convenience, speed, and practicality has resulted in a continual buildup of waste. Despite various waste management efforts, such as converting

organic waste into compost for plant enrichment, non-organic waste remains predominant. However, the escalating consumerism among humans outweighs these waste management endeavors, even though non-organic waste, including plastics, iron, and other metals, can be recycled. The inadequate facilities and infrastructure for waste management in landfills exacerbate the perpetuation of the waste problem.

Based on the Republic of Indonesia Law on Waste Management, there are three types of waste [5]:

1. Household waste is waste originating from daily activities within households. This type of waste includes various materials generated from daily activities, such as cooking, eating, cleaning, and others. Examples of household waste include food scraps, used paper, plastic packaging, used bottles and cans, as well as unused items, excluding feces and specific waste.
2. Similar to household waste, this term refers to waste that shares characteristics with household waste but originates from sources outside households. Such waste comes from various locations, such as commercial areas, industrial areas, social facilities, public facilities, and other places where human activities generate waste.
3. Specific waste includes:
  - a. Waste containing hazardous and toxic substances
  - b. Waste containing hazardous and toxic substance residues
  - c. Waste arising from disasters
  - d. Debris from demolished buildings
  - e. Technology cannot process waste
  - f. Waste that arises

Waste management ensures that waste is handled properly and minimized as much as possible, making it a systematic, comprehensive, and sustainable activity. Effective waste management is a crucial aspect of SDGs 12, which emphasizes responsibility for sustainable consumption and production. Irresponsible production processes often generate chemical waste and can pollute the surrounding environment, including soil and rivers. Consumptive behavior within society, emphasizing practical and instant aspects, leads to generating excessive and irresponsible waste. The increasing production of waste results in environmental pollution, such as water pollution, air pollution, soil pollution, and the overcapacity of landfill sites.

The waste problem also affects several Sustainable Development Goals (SDGs), including:

1. SDGs 6, which concerns ensuring availability and sustainable management of water and sanitation. Waste causes groundwater pollution, where absorbed water quality becomes odorous and contaminated with harmful chemicals.
2. SDGs 14, which aims to conserve and use the oceans, seas, and marine resources. Indiscriminate waste disposal in rivers flowing into beaches, or intentional dumping of waste on beaches, damages marine ecosystems. According to a United Nations report in 2021, the report found 17 million metric tons of plastic waste, with the prediction that plastic waste polluting marine ecosystems will double or triple by 2040 [6].
3. SDGs 3, which aims to ensure healthy lives and promote well-being for all at all ages. We can improve the quality of life by reducing air pollution. Burning



waste intending to waste reduction leads to new problems, such as air pollution, and decreases quality of life.

4. SDGs 13, which addresses climate action. managed waste, such as waste incineration, produces excessive methane and CO<sub>2</sub> emissions, which contribute to climate change.

Therefore, waste has a tremendous impact on humans. Proper waste management needs to be addressed more seriously. If we can process waste properly, it can become a source of income and contribute to economic growth, such as recycling waste into craft materials, plastic pellets, asphalt, paving, fertilizer, and many other examples of high economic value.

### **Community Empowerment**

Community empowerment involves a collective effort to address or resolve community needs using their own potential and strengths. These activities aim to meet the specific needs of the community. For instance, if a village has wood waste, proper management can transform it into various household tools and souvenir products. Through education on handcraft training, product promotion via diverse conventional and digital media, and forming partnerships with various stakeholders, the community becomes empowered, leading to increased income and self-reliance.

Empowerment entails a systematic and chronological process aimed at enhancing the community's power or strength [7]. This involves transforming disempowered communities into more empowered ones. This definition incorporates several key concepts. empowerment requires community awareness of their lack of empowerment, motivating them to address their deficiencies. in terms of "acquiring" power, communities must enhance their capacity. The concept of "granting" power involves intervention or help from other parties with the resources to stimulate community empowerment. This could include government bodies or development agencies offering training, education, or other forms of help. Thus, empowerment is not about providing direct aid to less empowered communities but also about fostering awareness and capacity for active participation in improving their conditions [8].

Achieving self-reliance through empowerment programs reflects an enhancement in quality of life. The collaborative efforts between the community and the government, employing a bottom-up approach, facilitate community-led development, known as Community Empowerment.

### **Collaborative Governance**

Collaborative governance is an approach to governance in which one or more public institutions involve non-state stakeholders in collective decision-making processes. This approach focuses on achieving consensus and involves deliberative processes aimed at creating or implementing public policies, managing programs, or overseeing public assets [9]. In collaborative governance, the government collaborates with various parties, such as civil society organizations, the private sector, academia, and the public, to ensure that decisions reflect the needs and interests of all relevant parties. This approach encourages active participation from all involved parties in the decision-making process, creating greater legitimacy and enhancing policy implementation.

Collaborative governance involves partnerships between government institutions and various stakeholders to enhance public services. It is a collaborative decision-making and governance approach in which the involved parties work together in a series of joint activities [10]. In collaborative governance, government institutions and other partners collaborate to plan common goals and strategies and share responsibilities and resources to achieve these goals. This approach emphasizes valuing cooperation among the public sector, private sector, civil society, and the public in decision-making and policy implementation processes. Through this collaboration, various parties can benefit from each other by using their experience, resources, and insights. Thus, collaborative governance can help create more holistic, effective, and sustainable solutions in providing public services.

Smart collaboration is a simplification of collaborative governance theory where there is collaboration between government institutional partnerships for public services. Collaboration involves stakeholders actively engaging in setting priorities and planning, implementation, and evaluation stages, enabling various stakeholders to work together to develop a more comprehensive understanding of the situation and attempt to solve problems [10]. Collaboration occurs not only in the policy formulation stage but also in the implementation and evaluation stages. This signifies a more inclusive and sustainable approach to managing public policy, wherein the interests and contributions of all parties are acknowledged and integrated throughout the policy cycle. The key to collaborative governance is “sharing power” in decision-making. This means that not only government institutions have authority in this process, but also other partners, such as civil society organizations, the private sector, academia, and the public, have an active role in determining policy direction and handle its implementation [11].

The six essential criteria for collaboration provide a comprehensive framework for understanding collaborative governance. Let's discuss each criterion:

1. Initiation by public or institutional entities: Collaboration begins with public institutions or other entities taking the lead in forming forums or platforms where stakeholders can convene to discuss, develop policies, or address issues.
2. Participation of non-state actors: Effective collaboration involves a diverse array of stakeholders, including non-state actors like civil society organizations, the private sector, and the public, working alongside public institutions.
3. Direct involvement in decision-making: Collaboration ensures that participants engage in the decision-making process rather than being consulted by public institutions. This encourages inclusivity and ensures that a wide range of perspectives are taken into account.
4. Formal organization and collective meetings: Formal forums with rational procedures typically structure collaboration efforts. Regular meetings play a pivotal role in addressing specific issues and advancing towards shared objectives.
5. Aim for consensus-based decision-making: While consensus may not always be attainable, collaboration strives to reach agreements that are acceptable to

all involved parties. This causes open dialogue, negotiation, and willingness to compromise.

6. Focus on public policy or management: Collaboration centers on developing public policies or managing complex public issues across various domains such as environment, health, education, and economics.

By meeting these criteria, collaboration can become a powerful instrument for creating more inclusive, responsive and sustainable policies in society [9].

Collaborative governance can be found at various levels of government, in the public and private sectors, and in a variety of policies and services. This approach involves engaging potential policy actors more deeply than traditional policy structures. Communities and communities are seen as valuable stakeholders in policy innovation processes, especially when they are often ignored or isolated from policy debates [12];[10].

In collaborative governance, communities are encouraged to take part and are valued for their contributions in formulating, implementing, and evaluating policies. They are not only considered as recipients of policies but also as owners of local knowledge that can provide important diagnostic insights and critical solutions to the problems faced [10]. Collaborative governance creates space for greater inclusion and participation of the various parties involved in policy, including communities who may be marginalized or overlooked. This allows to create policies that are more relevant, effective and sustainable because they reflect diverse perspectives and experiences from various levels of society.

Collaborative governance emphasizes the pricing of continuous learning and evaluation in the policy development process. In contrast to traditional policy development which centers on certain actors to gain support and compliance with policy proposals, collaborative governance aims to promote mutual understanding and consensus among all stakeholders involved [13]. In contrast to many other partner initiatives that may meet their collaborative goals through information sharing or limited cooperation, collaborative governance encourages stakeholders to be involved in all aspects of policy development and management. This includes identification of common problems, policy planning, implementation, and evaluation of policy results and affects [14].

By applying this approach, collaborative governance can produce policies that are more comprehensive, relevant and sustainable because they consider the diverse perspectives, knowledge and experiences of all stakeholders involved. This also allows for cross-sector learning and continuous improvement to solve complex problems faced by society.

### **Penta-helix Communication**

The Penta-helix concept offers a method to address the waste issue collaboratively. Recognizing waste as a shared problem, the Penta-helix model synergizes five key elements: Academy, Business, Community, Government, and Media (ABCGM). These elements collaborate to contribute to specific solutions while maintaining mutual symbiosis. The roles of these five elements are as follows [15]:

1. Academy acts as drafter. Skills in analyzing problems and finding solutions from an academic perspective. Through research and community service, we

can provide ideas, assess regional potential and encourage human resource capabilities.

2. Business acts as a facilitator who adds value by providing infrastructure, technology, money and so on.
3. The community acts as a catalyst by educating local communities and contributing to the change process.
4. Government acts as a regulator and controller by enforcing applicable regulations.
5. The media acts as an expander where it takes part in conveying information and promoting the achievements that have been produced.

To address the waste problem at Blimbingsari Beach, penta-helix communication facilitated coordination and collaboration among academics, business professionals, government officials, and the media.

## 2. Materials and Methods

This research adopts a qualitative descriptive approach, aiming to provide a comprehensive understanding of a social setting or to explain and clarify a phenomenon or social reality. The descriptive method is employed to investigate the current status of human groups, subjects, conditions, systems of thought, or classes of events. Purposive sampling was utilized, where participants were selected based on the research objectives, ensuring relevance and expertise in addressing the research question. Data collection involved in-depth interviews using a purposive sampling approach with representatives from the five elements of the penta-helix: the Blimbingsari Village Government, Business Actors in the Blimbingsari Beach Area, Communication Tourism Awareness Group and Consultants, as well as media and academics, including the Program for Strengthening Student Organization Capacities Team FISIP UM Jember. This approach enables researchers to grasp the perspectives and experiences of various stakeholders involved in the phenomenon under investigation, resulting in a comprehensive and in-depth understanding of the social context and reality being studied.

## 3. Results and Discussion

### Waste Handling in the Blimbingsari Beach Area through Smart Villages

Waste management at Blimbingsari Beach Tourism Area through smart villages is crucial because of the prevalent environmental challenges across the nation. Among these challenges is the improper disposal of waste, reflecting a societal trend of neglecting cleanliness and discarding rubbish. Despite widespread campaigns promoting cleanliness as an integral aspect of faith in public spaces and educational institutions, the issue persists, exacerbated by the modern lifestyle's reliance on packaged foods, resulting in non-biodegradable waste.

Blimbingsari Beach grapples with a significant waste problem, prompting continuous efforts by village officials to engage the community in beach cleaning initiatives. However, reluctance persists among locals, attributed to the perception that the rubbish accumulating on the beach originates from sources beyond the village's control, such as debris washed ashore from the sea or carried by rivers. Despite cleaning activities, the beach remains cluttered, detracting from its natural beauty and comfort.



As a district reliant on tourism, Banyuwangi emphasizes developing its tourism sector, leveraging its scenic landscapes and proximity to Bali. The Regional Government, through the Tourism Department, has promoted *Sapta Pesona* Tourism principles, advocating for safe, clean, cool, beautiful, friendly, and memorable tourist destinations. However, Blimbingsari Beach's current condition cannot align with these principles, lacking the cleanliness and aesthetic appeal necessary to create lasting memories for visitors. The beach's tourism potential remains untapped, with visitor numbers falling short of expectations for a culinary tourism destination centered on grilled fish delights.

The smart village program aims to enhance the welfare of the Blimbingsari community by focusing on three main pillars:

1. *Smart Governance* is a smart village system that prioritizes services to village communities from the aspect of public services and administrative services. One way to deal with waste at Blimbingsari Beach is to make village regulations relating to waste management which synergize waste management around Blimbingsari Village. By managing waste by collaborating with the nearest final disposal site, waste recycling programs for certain stakeholders, empowering the community to manage waste, it can create a more empowered society by utilizing existing waste.
2. *Smart Society* is a system to increase the capacity and capability of village communities in collaboration with various stakeholders. Reactivating The Tourism Awareness Group, youth organizations, business people and the community around Blimbingsari Beach can increase awareness of more serious waste management and the synergy of various parties.
3. *Smart Economy* is a system that functions to improve the economy and village income through participatory business models in village communities and the use of village funds. With serious and sustainable waste management, clean, beautiful and comfortable beaches. By implementing these measures, it is anticipated that there will be a surge in tourist visits to Blimbingsari Beach and bolstering the local economy.

### ***Collaborative Governance and Penta-helix Communication in Waste Management***

*Collaborative governance* is a government policy in carrying out government duties handle problems related to society by involving interested stakeholders in order to resolve problems and. According O'Leary and Bingham [16], collaboration is a concept of multi-organizational involvement in solving problems that are difficult for organizations to overcome. The same thing was stated by Bardach [16] which defines collaboration as joint activity carried out by two organizations/institutions working together to increase public value rather than working alone.

Based on the research results, the collaboration carried out handle the waste problem at Blimbingsari Beach prioritizes the penta-helix communication aspect which involves various parties, (1) Government, (2) Business and Business, (3) Academics, (4) Community and Society, as well as (5) Media. According to Rampersad, Quester & Troshani (2010) penta-helix collaboration has an important role in supporting joint innovation goals and regional socio-economic progress [17].

The potential of Blimbingsari Beach cannot be fully exposed due to the accumulation of waste along the coastline. To address this issue, waste management at Blimbingsari Tourist Beach in Banyuwangi is carried out using the pentahelix approach, involving five key stakeholders:

1. Academy. Through the Strengthening Capacity Program for Student Organizations, the Student Executive Board (BEM) of the Faculty of Social and Political Sciences (FISIP) under the Barakarya Cabinet at Muhammadiyah University of Jember has undertaken several efforts in waste management at Blimbingsari Beach as follows:

- a. Emulating the Community through the Beach Cleanup Program.

Empowering the coastal communities of Blimbingsari involves conducting beach clean-up activities. This refers to the International Coastal Cleanup (ICC) activity, where the community shows concern for the coastal ecosystem [18]. This is imperative because of the prevalent household and plastic waste littering Blimbingsari Beach. Based on observations and interviews, this waste originates from both marine debris and shoreline residents, including visitors, SMEs, and residents. Such a situation is regrettable given the unique and potential scenery of Blimbingsari Beach, with direct views of Bali Island.

The beach clean-up program is carried out in three phases: small, medium, and large scale. To clean vast beach areas, collaboration with various stakeholders, including schools, is essential to encourage their participation in cleaning Blimbingsari Beach. Medium and large-scale clean-up efforts involve inviting 100 volunteers from nearby schools. Meanwhile, for small and medium-scale clean-ups, the The Program for Strengthening Student Organization Capacities Team engages the local community. It is emphasized that these activities always involve collaboration with the community to instill a sense of ownership in maintaining the cleanliness of Blimbingsari Beach.

- b. Drafting Village Regulations on Beach Cleanliness

Cleaning the beach is indeed perceived as optimal in reducing waste volume. Unfortunately, this is not sustainable, and the community becomes dependent on such programs. This, in fact, poses a significant problem, where the community lacks self-reliance on maintaining beach cleanliness. The community is unaware of prizing periodic cleaning activities. Therefore, partners and the village government collaborate to plan Village Regulations to maintain the cleanliness of Blimbingsari Beach.

The Draft Village Regulations are based on observations, interviews, and comparative studies of waste management in neighboring villages Kabat Village. These regulations emphasize more sustainable waste management, starting from human resources, equipment, and other supporting infrastructure. The draft regulations are well-received by the village government and will soon be ratified to ensure continuing beach cleanliness.

2. Business. Here are the steps that can improve the welfare and growth of MSMEs actors in Pantai Blimbingsari:

- a. MSMEs Revitalization. Enhancing appearing shops is a beneficial step to increase visitor attraction. With a comfortable and appealing atmosphere, there are greater opportunities to attract more customers.
- b. Hygiene of Eating Utensils. Paying attention to the cleanliness of eating utensils is crucial in the culinary business. This will not only increase customer trust in the dining establishment but also avoid health issues that could harm the business.
- c. Paving Programme. Collaboration between academia, MSMEs, and the community to pave certain areas of the beach is a strategic move. By improving beach infrastructure, visitors will feel more comfortable, and the area will appear more attractive overall. This can increase tourist visits and also convey a sense of professionalism to businesses around the paved areas.
- d. Business Identification Number Arrangement. Collaboration between academia, MSMEs, and the government in arranging Identification Number Arrangement s can help improve the legality and security of businesses. It can also assist business owners in accessing the support and help from the government or other institutions more easily.

### 3. Community

- a. The Tourism Awareness Group and the Youth Organization (Karang Taruna) of Blimbingsari Village in inviting and educating the local community about beach cleaning and waste management are crucial. Their involvement helps convey the message about maintaining beach cleanliness more effectively to the local community. Through continuous educational activities, awareness of prizing environmental conservation can be instilled within the community.
- b. The efforts to clean up Pantai Blimbingsari can act as a catalyst for environmental volunteer groups from Rogojampi and its surrounding areas to join. Involving volunteer groups of students from various schools is also a very positive step in educating the younger generation about maintaining beach and environmental cleanliness. By involving more stakeholders, we can ensure that the positive effects of beach cleaning activities are experienced by a wider audience.

### 4. Government

Banyuwangi Regency experienced a waste emergency in July 2023, and another waste emergency occurred in April 2024. Piles of waste at various Temporary Disposal Sites made the surrounding areas uncomfortable. This also resulted in household waste not being collected because several temporary disposal sites were full. The steps taken by the Government are:

- a. The Banyuwangi Regional Government established the Reduce, Reuse, Recycle Integrated Waste Disposal Site with a capacity of 84 tons per day in Balak Village, Songgon Subdistrict, Banyuwangi.
- b. The Environmental Agency of Banyuwangi Regency encourages the people of Banyuwangi to participate in waste sorting and management at home. In addition, the Environmental Agency also conducts educational programs, socialization, and campaigns for the community, businesses, tourist attractions, health facilities, hotels, and other

businesses. It is hoped that the community becomes agents of change in waste disposal culture.

- c. The Blimbingsari Village Government urges and encourages the village community to maintain cleanliness and manage waste. However, waste sent to Blimbingsari Beach, as one area with high economic value and a source of livelihood for the local community, has become a problem. Therefore, the Blimbingsari Village Government and the Student Executive Board of the Faculty of Social and Political Sciences (BEM Barakarya FISIP) of the University of Muhammadiyah Jember collaborate in creating Village Regulations regarding Waste Management.
5. Media
- a. Instagram branding on social media. Inviting influencers to create promotional videos for Blimbingsari beach that resonate with the preferences of young people is a smart branding strategy. Through Instagram, influencers can craft engaging and inspiring content, reaching a broad audience. Pantai Blimbingsari can enhance its visibility on this platform and attract the interest of the younger generation to visit the destination.
  - b. Promoting scheduled events by BEM FISIP Unmuh Jember across various media channels is an effective strategy to pique the interest of young people in attending these events. By leveraging social media, websites, and other communication channels, BEM FISIP Unmuh Jember can disseminate information about these events and pique the interest of young people in attending them. This can increase tourist participation in the events held at the destination, helping to boost the popularity and attractiveness of the tourism destination in the region.

#### 4. Conclusion

The collaboration dynamics in addressing waste management at Blimbingsari Beach exemplify principles of unity, shared motivation, and collective action. Mobilizing all facets of the penta-helix community is pivotal for driving significant change. If the community deems maintaining beach cleanliness a collective necessity, they can implement effective waste management solutions. Collaborative efforts incentivize individual improvement in preserving beach cleanliness, which sustains the local community's livelihoods. The community becomes more aware of participating in beach clean-up initiatives. We anticipate an increase in tourist visits to Blimbingsari Beach, which will enhance the welfare of the Blimbingsari Village community.

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