

Analysis of The Effectiveness of the Bekasi Regional Government's Communication Strategy in the Dissemination of Regional Regulation Number 2 of 2025 Concerning Waste Management

Bayu Dio Iman Nugraha¹, Fahmi Andri Adi², Edison Bonar Tua Hutapea³

^{1,2,3} Universitas Paramadina, Jakarta, Indonesia

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Correspondence:

bayu.dio@students.paramadina.ac.id

Abstract

Waste management in Bekasi Regency has become an urgent challenge due to the increasing population and industrialization, which have exceeded the capacity of available landfills. As a strategic response, the Bekasi Regency Government enacted Regional Regulation (Perda) Number 2 of 2025 concerning waste management. This research aims to analyze and empirically measure the influence of the political communication strategy of the local government on the effectiveness of socializing this regulation. This study employs a quantitative explanatory approach using a survey method. Data were collected through questionnaires distributed to 100 respondents selected via stratified random sampling from three representative districts: East Cikarang, Kedung Waringin, and Central Cikarang. In this study, the independent variables include Message Delivery, Media Selection, Frequency of Socialization, and Communicator Credibility, while the dependent variable is the Effectiveness of Socialization, which is measured by the levels of public knowledge and participation. The results of the inferential statistical analysis indicate that message delivery, media selection, socialization frequency, and communicator credibility have a significant positive effect on socialization effectiveness. Communicator credibility and media selection exert the most dominant influence on public understanding. This study offers a novel perspective by integrating the dimensions of political communication into waste management policies in a highly industrialized region. The policy implications suggest that the Bekasi Regency Government must shift from conventional top-down dissemination to a more participatory approach, utilizing digital media and optimizing local community leaders to enhance public compliance and long-term environmental sustainability.

Pengelolaan sampah di Kabupaten Bekasi telah menjadi tantangan yang mendesak akibat peningkatan populasi dan industrialisasi yang telah melebihi kapasitas tempat pembuangan akhir yang tersedia. Sebagai respons strategis, Pemerintah Kabupaten Bekasi mengundang Peraturan Daerah (Perda) Nomor 2 Tahun 2025 tentang Pengelolaan Sampah. Penelitian ini bertujuan untuk menganalisis dan mengukur secara empiris pengaruh strategi komunikasi politik pemerintah daerah terhadap efektivitas sosialisasi regulasi tersebut. Penelitian ini menggunakan pendekatan eksplanatori kuantitatif dengan metode survei. Data dikumpulkan melalui kuesioner yang disebarakan kepada 100

responden yang dipilih melalui teknik *stratified random sampling* dari tiga kecamatan representative yaitu Cikarang Timur, Kedung Waringin, dan Cikarang Pusat. , sedangkan variabel independen dalam penelitian ini meliputi Penyampaian Pesan, Pemilihan Media, Frekuensi Sosialisasi, dan Kredibilitas Komunikator, sedangkan variabel dependennya adalah Efektivitas Sosialisasi yang diukur melalui tingkat pengetahuan dan partisipasi masyarakat. Hasil analisis statistik inferensial menunjukkan bahwa penyampaian pesan, pemilihan media, frekuensi sosialisasi, dan kredibilitas komunikator secara simultan berpengaruh positif dan signifikan terhadap efektivitas sosialisasi. Secara parsial, kredibilitas komunikator dan pemilihan media memberikan pengaruh yang paling dominan terhadap pemahaman publik. Penelitian ini menawarkan kebaruan perspektif dengan mengintegrasikan dimensi komunikasi politik ke dalam pengelolaan sampah di wilayah yang padat industri. Implikasi kebijakan dari penelitian ini menyarankan agar Pemerintah Kabupaten Bekasi beralih dari diseminasi konvensional yang bersifat *top-down* menuju pendekatan yang lebih partisipatif, dengan memanfaatkan media digital dan mengoptimalkan peran tokoh masyarakat lokal guna meningkatkan kepatuhan publik serta keberlanjutan lingkungan jangka panjang.

A. INTRODUCTION

Waste management has emerged as a global barometer for measuring a region's success in achieving the SDGs, specifically Goal 11 regarding sustainable cities and communities and Goal 13 concerning climate action (Ardianto, 2011; McQuail, 2010). The management of municipal solid waste (MSW) has become an urgent global challenge currently of rapid urbanization, particularly in developing nations experiencing a transition from agrarian to industrial-based economies. Population growth, industrialization, and drastic shifts toward consumerist lifestyles have triggered an unprecedented surge in urban waste volume (Elamin et al., 2018). Without proper governance and systematic management, this phenomenon creates multidimensional impacts, ranging from severe environmental pollution and ecosystem degradation to declining public health and land crises at final disposal sites (Mulyana, 2015; Effendy, 2003).

In the Indonesian context, Law Number 18 of 2008 on Waste Management serves as the primary legal foundation, mandating a fundamental paradigm shift from the traditional "collect-transport-dispose" approach to one based on the 3R principles (Reduce, Reuse, Recycle) (Pemerintah Kabupaten Bekasi, 2025). The successful implementation of this mandate requires local governments to play a central role in formulating adaptive regulations and, most crucially, requires the active participation and behavioral change of all levels of society (Dunn, 2018). Effective communication

strategies bridge the gap between legislative intent and public practice. Without massive public synergy and a deep understanding of the policy, there is a legitimate concern that these legal objectives will remain merely normative and fail to achieve real environmental impact (Jurnal Komunikasi Pembangunan, 2021).

As one of Indonesia's largest industrial hubs and a vital satellite region for the capital city, Bekasi Regency is currently facing acute environmental challenges. The region's rapid industrialization and population explosion have led to a critical situation where daily waste volumes have consistently exceeded the capacity of available disposal sites by approximately 30% over the last five years (2021–2025). Empirical field observations and preliminary surveys indicate that persistent problems continue to plague the region despite various technical infrastructure interventions. These include the massive accumulation of waste in river streams, the prevalence of illegal waste burning practices by households, which pose significant respiratory health risks—and a persistently low awareness of household-level waste sorting (Jurnal Ilmu Komunikasi, 2020).

A critical research gap exists between the government's rigorous regulatory efforts, specifically the enactment of Regional Regulation (Perda) Number 2 of 2025 concerning waste management, and the persistent reality of community non-compliance. The primary cause of this failure appears to be a mismatch between the government's "top-down" communication strategy and the urban community's complex sociocultural characteristics. While the government focuses on the dissemination of legal text, there is a significant deficiency in addressing "communicator credibility" and the integration of physical infrastructure readiness into the communication messaging process (Jurnal Penelitian Komunikasi dan Pembangunan, 2019). Consequently, this research is limited to analyzing how political communication strategies, specifically message delivery, media selection, socialization frequency, and communicator credibility, influence the effectiveness of policy socialization and public participation in the Bekasi Regency area.

Several previous studies have addressed similar themes; however, they leave room for deeper exploration. Elamin et al. (2018) analyzed waste management in Sampang Regency, highlighting the lack of infrastructure as the primary deterrent for public participation. Although this research shares the focus on the challenges of waste management, it differs significantly from Elamin et al. in that it shifts the analytical lens toward the effectiveness of *political communication* in a high-density industrial setting

rather than focusing solely on physical facility limitations. Furthermore, a study by *Jurnal Ilmu Komunikasi* (2020) investigated government communication strategies, but it did not integrate a CDA approach to examine how communication constructs social reality within a specific, newly enacted regional regulation (Perda No. 2/2025). Another study by *Jurnal Penelitian Komunikasi dan Pembangunan* (2019) touched upon the role of communicator credibility but focused on general public policy, whereas this research specifically targets the required behavioral transformation toward the 3R principles as mandated by the most recent regional regulation.

The *novelty* (originality) of this research lies in its integrated methodology, which combines quantitative explanatory analysis with Fairclough's (2013, 2015) Critical Discourse Analysis to evaluate the effectiveness of the recently enacted Regional Regulation Number 2 of 2025. This study provides a fresh perspective by examining how the "communicator credibility" of local figures functions as a critical mediating variable in the successful adoption of 3R principles within a high-density industrial corridor.

B. RESEARCH METHODOLOGY

1. Type and Approach of the Research

Design and Approach of the Research: This study adopts a quantitative research design with an explanatory survey method. The research employs a cross-sectional approach to examine the causal relationships between political communication strategies and socialization effectiveness. The study is operationally structured as a descriptive-verificative inquiry, where the descriptive component maps the landscape of public perception, while the verificative component utilizes inferential statistical analysis to test hypotheses regarding the influence of communication strategy dimensions message delivery, media selection, socialization frequency, and communicator credibility on policy socialization effectiveness.

Population and Sampling Technique: The research population consisted of residents in three representative districts in Bekasi Regency: East Cikarang, Kedung Waringin, and Central Cikarang, with an estimated total population of 233,500. A sample of 100 respondents was selected using the Slovin formula with a 10% margin of error. The stratified random sampling technique was employed to ensure proportional representation across the three districts.

The research uses a structured questionnaire as the primary instrument for data acquisition, which is meticulously designed to capture precise respondents' perceptions. Each variable was operationalized using a four-point Likert scale, ranging from 1 to 4, a decision deliberately made to eliminate neutral responses and compel participants to provide decisive input. The instrument is categorized into two distinct dimensions: the independent variables (X), which encompass Message Delivery (X1), Media Selection (X2), Frequency of Socialization (X3), and Communicator Credibility (X4), and the dependent variable (Y), which represents the Effectiveness of Socialization as measured by cognitive knowledge levels and active public participation.

To ensure a robust and comprehensive dataset, data collection is executed through a multi-method approach that integrates primary and secondary sources. The structured questionnaire is distributed to a carefully selected sample of 100 residents within the target districts, ensuring that the collected information directly reflects current community perspectives. This primary insight is further enriched by secondary data gathered through a rigorous analysis of essential documents, including the full text of Regional Regulation Number 2 of 2025, various government policy reports, and official statistical archives obtained from the BEA.

Beyond surveys and documentation, the research incorporates field observations to enhance the analysis's depth. This involves the systematic and continuous monitoring of actual government communication activities and the dissemination methods within the target districts. By triangulating data from structured questionnaires, official government archives, and direct field observations, the study maintains high levels of validity and reliability in assessing the influence of communication strategies on the implementation of waste management policies.

Data Validity and Reliability: To ensure instrument quality, validity testing was conducted using the Pearson Product Moment correlation method to determine the consistency of the questionnaire items. Reliability testing was performed using the Cronbach's alpha coefficient, where items must meet the standardized threshold to ensure measurement tool accuracy and consistency.

2. Data analysis technique

This study employs inferential statistical analysis facilitated by specialized statistical software. The analytical procedure includes:

- Descriptive Analysis: To present a factual overview of the characteristics and distributions of variables.
- Multiple linear regression analysis: To determine the magnitude of the influence of independent variables on the dependent variable simultaneously and partially.
- Hypothesis testing: The F-test and t-test were used to measure simultaneous influence and partial significance, respectively, supplemented by the coefficient of determination to explain the variance in policy effectiveness.
- Discourse Analysis: This model integrates Norman Fairclough's Critical Discourse Analysis (CDA) model, focusing on textual analysis, discursive practice, and socio-cultural practice to interpret government-produced communication content.

The primary data collection technique is a survey conducted by distributing structured questionnaires to respondents selected via SRS. The population for this study comprises the communities in three representative districts: East Cikarang, Kedung Waringin, and Central Cikarang, with an estimated total population of 233,500 people. A minimum sample size of 100 respondents was established and distributed proportionally across each district using the Slovin formula with a 10% margin of error. In addition to primary data from the questionnaires, this study integrates secondary data obtained through field observations and official documentation from the BEA and various relevant scientific literature.

The research instrument was developed using a four-point Likert scale to measure respondents' perceptions regarding independent and dependent variables, with a neutral option omitted to elicit decisive responses. To ensure data quality, all instruments underwent validity testing using the Pearson product moment correlation and reliability testing using the Cronbach's alpha method to ensure that the instruments could measure variables accurately and consistently. Statistical software was used to conduct descriptive analysis and hypothesis testing, including multiple linear regression analysis, t-tests, and F-tests. Through this series of analytical techniques, the study draws objective conclusions regarding the extent to which government communication strategies influence the level of public knowledge and participation, both simultaneously and partially.

3. Discourse Analysis Technique

This study employs a discourse analysis approach as the primary technique for data analysis. Discourse analysis examines how language, narratives, and communication practices construct meanings, shape public perceptions, and influence waste management policy social behavior.

According to Norman Fairclough (2013), discourse analysis focuses on the relationship between language and social practices, emphasizing that communication is not merely a process of delivering information but also a means of producing and reproducing power, ideology, and social reality.

In this study, the discourse analysis technique is conducted through several stages:

a. Data collection and classification

The researcher collects communication materials related to the socialization of Regional Regulation Number 2 of 2025 concerning waste management, including official government publications, social media content, speeches, banners, and interview transcripts.

b. Textual Analysis

Key themes, messages, symbols, and language patterns used by the government in communicating waste management policies to the public.

c. Interpretation of the Discourse

The researcher analyzes how communication messages are constructed, how they represent government intentions, and how they influence public understanding and attitudes toward waste management.

d. Contextual Analysis

The findings are interpreted within broader social, political, and environmental contexts to better understand the relationship between waste management communication strategies and community participation.

e. Drawing Conclusions

The final stage involves identifying the effectiveness of government communication strategies and explaining how discourse contributes to policy socialization's success or limitations.

Discourse analysis enables the researcher to gain a deeper understanding of how communication practices shape public perceptions and participation in implementing waste management policies.

4. Data Sources

The data used in this study were from primary and secondary sources. In-depth interviews with government officials and stakeholders involved in the socialization of Regional Regulation Number 2 of 2025 concerning Waste Management in Bekasi Regency were used to obtain primary data. In addition, primary data were derived from observations of government communication activities and various government communication materials, including speeches, public announcements, brochures, banners, and social media content related to waste management policies.

Secondary data were collected from relevant documents and literature, including Regional Regulation Number 2 of 2025 concerning Waste Management, government reports, policy documents, scientific journals, books, previous studies, and statistical reports published by government institutions and other related organizations. These data were used to provide contextual understanding and support the interpretation of the primary data findings.

The combination of primary and secondary data sources allows the researcher to conduct a comprehensive analysis of the government's communication strategies and examine how policy messages are constructed, disseminated, and interpreted by the public in the context of waste management in Bekasi Regency.

5. Data collection technique

Data were collected through interviews, observations, and document analysis. Interviews were conducted with government officials and relevant stakeholders to obtain in-depth information on the communication strategies employed in the socialization of Regional Regulation Number 2 of 2025 concerning waste management. The interviews aimed to explore the processes, challenges, and perceptions related to the implementation of communication activities.

In addition, observations were made to examine the actual communication practices and public responses during the socialization process. Through direct observation, the researcher gained a deeper understanding of how communication messages were delivered and how community members interacted with the government's information.

Document analysis was also employed to collect and analyze various official documents and communication materials related to waste management policies, including government reports, policy documents, speeches, brochures, banners, press releases, and social media content. These documents were used to identify the

dominant narratives, communication patterns, and government policy representations.

The use of multiple data collection techniques enabled the researcher to obtain comprehensive and credible data through triangulation, thereby enhancing the research findings' validity and reliability.

6. Data analysis technique

This study employs CDA using the model proposed by Norman Fairclough (2013). Critical discourse analysis is considered appropriate for this research because it enables the researcher to examine not only the textual aspects of communication but also the social and political contexts in which communication practices occur. Through this approach, the study seeks to understand how the government constructs meanings and disseminates messages related to Waste Management Regional Regulation Number 2 of 2025.

According to Fairclough (2013), discourse should be analyzed through three interrelated dimensions: textual analysis, discursive practice, and socio-cultural practice. Therefore, the data analysis in this study was conducted in the following stages.

First, textual analysis was conducted by examining the language, vocabulary, themes, and communication messages contained in official government documents, speeches, social media content, and other communication materials related to waste management policies. This stage aimed to identify the government's dominant narratives and representations in communicating the policy.

Second, the study employed a discursive practice analysis to investigate how various stakeholders produced, distributed, and interpreted communication messages. This analysis focused on understanding the communication processes, the role of government institutions, and the interaction between policymakers and the public in the socialization of waste management policies.

Third, socio-cultural practice analysis was conducted to examine the broader social, political, and environmental contexts that influence government communication strategies and public responses toward waste management policies. This stage aimed to understand how discourse shapes public perceptions, attitudes, and participation in waste management activities (Fairclough, 2013; Wodak & Meyer, 2016).

The study also applied data triangulation by comparing information obtained from interviews, observations, and official documents to enhance the credibility and trustworthiness of the findings. Triangulation was employed to ensure the consistency of the findings and to reduce potential bias in the interpretation of data.

The discourse analysis findings were then interpreted descriptively and critically to explain the effectiveness of government communication strategies and their implications for public participation in waste management.

7. Credibility and Limitations

This study employed several strategies to ensure the credibility and trustworthiness of the research findings. First, data triangulation was conducted by comparing information obtained from different sources, including interviews, observations, and official documents related to the waste management socialization communication strategies of the government. Second, source triangulation was applied by collecting data from various informants, such as government officials, community leaders, and members of the public, to obtain multiple perspectives on the research issue.

The researcher also maintained detailed records of the data collection and analysis processes to enhance the study's transparency and dependability. The findings were also interpreted based on established theories and previous studies in communication and public policy to ensure analytical consistency and theoretical validity.

Despite the efforts to ensure the study's rigor, several limitations should be acknowledged. First, the study was conducted within a specific geographical area, namely Bekasi Regency; therefore, the findings may not be fully generalizable to other regions with different social, cultural, and institutional contexts. Second, the study relied on the availability and accessibility of government documents and the willingness of participants to provide information, which may have influenced the data's completeness.

Furthermore, because discourse analysis involves the interpretation of texts and social practices, the researcher's perspective and analytical judgment may influence the findings. Although triangulation and systematic analytical procedures were employed to minimize bias, a certain degree of subjectivity cannot be eliminated. Therefore, future studies are encouraged to incorporate additional data sources and

comparative analyses across different regions to provide a more comprehensive understanding of waste management policy communication strategies.

C. RESULT AND DISCUSSION

Result

The study conducted in Bekasi Regency, particularly in the districts of East Cikarang, Kedung Waringin, and Central Cikarang, provides an in-depth understanding of the socialization of Regional Regulation Number 2 of 2025 concerning waste management. The data collected from 100 respondents indicate a considerable discrepancy between the public's understanding of the existing regulations and their actual implementation in practice. Descriptively, the variable of communicator credibility received the highest perception score among the respondents, confirming that the involvement of local leaders and community figures as government extensions in disseminating policy information is far more effective than the use of top-down digital information media. This finding is consistent with the principles of local political communication, in which trust is the primary capital for encouraging collective behavioral change.

From the perspective of statistical analysis, the instrument testing confirmed that all research variables, namely, message delivery, media selection, socialization frequency, and communicator credibility, met the required standards of validity and reliability. The multiple linear regression model demonstrated that the local government's communication system could explain 62.5% of the variance in the effectiveness of policy socialization. Although communication strategies have a substantial influence, 37.5% of unexplained variance remains attributable to external factors, such as the socioeconomic conditions of the community and the unequal accessibility of waste management facilities across residential areas.

Furthermore, the simultaneous F-test reinforced the conclusion that synergy among communication elements is the key determinant of successful policy socialization. Consequently, a partial or fragmented communication approach is unlikely to produce a significant impact on increasing community participation in waste segregation and management practices.

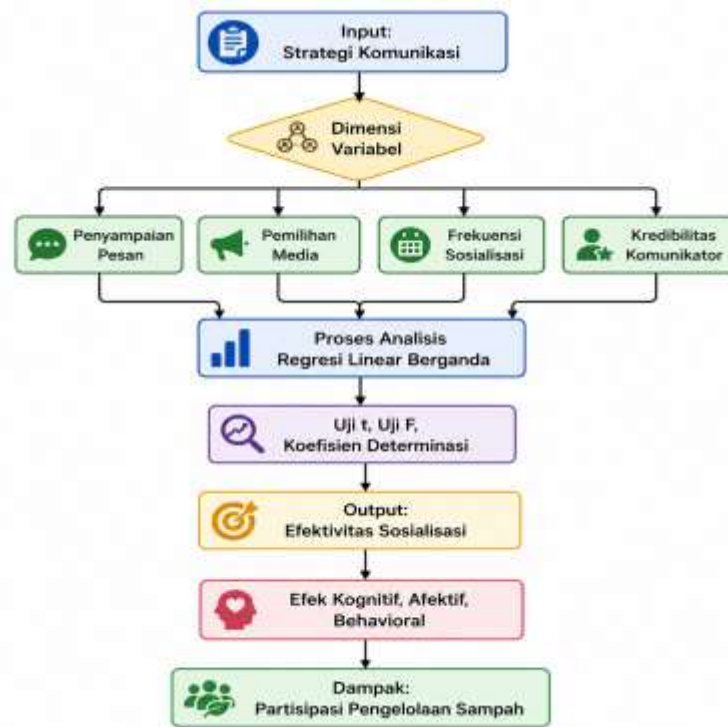


Figure 1. Flowchart of the Communication Strategy

The discussion on the effectiveness of messages and media reveals the phenomenon of information fatigue among the community. Residents in Bekasi Regency's urban areas tend to be more selective regarding the information they receive. Socialization messages reliant on rigid legal jargon are often poorly understood by the general public, ultimately leading to apathetic attitudes. In contrast, when the messages are delivered through community forums using more practical language and accompanied by direct demonstrations, the community's affective responses tend to be more positive. This finding indicates that the greatest challenge lies not in the policy itself but in the mismatch between the chosen communication methods and the target audience's sociological characteristics.

Furthermore, infrastructure constraints emerged as the most significant obstacle to the identified behavioral dimension. Community participation in waste segregation cannot be fully optimized if the segregated waste is mixed again during the collection and transportation process at the downstream level, namely at temporary waste disposal sites (TPS). The inconsistency between policy demands and the availability of supporting facilities causes the public to question the effectiveness of their participation. This phenomenon creates a vicious cycle in which community participation declines due to the loss of trust in the local government-managed system. Therefore, the successful socialization of Regional Regulation Number 2 of 2025 must

be accompanied by a strong commitment from the local government to provide facilities that are aligned with the messages conveyed through public campaigns.

Future strategies should adopt a more humanistic and sustainable approach. The reorientation of communication strategies that position community leaders as agents of change, followed by the simplification of information content and synchronization between socialization programs and physical infrastructure, constitutes an essential prerequisite for success. Socialization should no longer be viewed as a periodic ceremonial activity but rather as a continuous process implemented through various channels that are closely connected to people's daily lives. If the government is able to integrate appropriate communication strategies with adequate infrastructure, the levels of public knowledge and participation in waste management will increase sustainably, ultimately supporting the achievement of the objectives of Regional Regulation Number 2 of 2025 in creating a cleaner and healthier environment for the people of Bekasi Regency.

Discussion

The discussion of the research findings focuses on synthesizing the empirical data obtained from communities in East Cikarang, Kedung Waringin, and Central Cikarang with the theoretical framework of political communication and previous studies on waste management. The findings indicate that local government communication strategies cannot be viewed merely as technical variables; rather, they should be understood as sociopolitical instruments that are highly influenced by the level of public trust in the communicator. These results theoretically support the Social Judgment Theory, which suggests that individuals tend to place government communication messages within their "latitude of acceptance" or "latitude of rejection" depending on the information source's credibility. In the Bekasi Regency, the community demonstrated a stronger preference for local communicators than for formal information channels, indicating that grassroots social capital plays a crucial role in shaping public opinion that supports waste management policies.

The findings are also consistent with those of Elamin et al., who identified similar challenges in developing regions, where the primary issue is often not the public's lack of awareness regarding environmental cleanliness but rather the unavailability of adequate facilities. Their study in Disanah Village, Sampang Regency, revealed that the lack of infrastructure, such as temporary waste disposal sites (TPS),

encouraged communities to adopt waste burning as a pragmatic solution. The present study reinforces these findings by demonstrating that the disparity between the policy's requirement for household waste segregation and the inadequate integration of downstream waste transportation facilities hinders the effectiveness of the socialization of Regional Regulation Number 2 of 2025 in Bekasi Regency. If communities are required to separate their waste but eventually observe that the waste is mixed again during the final disposal process, the government's credibility as a communicator will decline significantly, ultimately generating behavioral resistance.

The policy implications of these findings call for a paradigm shift in waste management in Bekasi Regency, moving from a top-down approach toward a PM model. The local government should position community leaders and local cadres as strategic partners in delivering policy messages rather than treating them as objects of socialization. Furthermore, policy synchronization between waste management regulations and physical infrastructure provision is an indispensable requirement. Waste management policies should be viewed as a holistic system in which messages, communication media, and physical facilities operate simultaneously. Failure to provide adequate facilities renders even the most sophisticated communication messages irrelevant because they lack empirical evidence that can be directly experienced by the community in their daily lives.

More broadly, this study's implications for local public policy highlight the need to address the implementation gap. The Bekasi Regency Government is encouraged to allocate a more specific budget for strengthening the district's infrastructure and supporting facilities before conducting large-scale socialization campaigns. The effectiveness of the socialization of Regional Regulation Number 2 of 2025 is expected to improve by balancing public education with the provision of synchronized facilities, enabling the community to not only possess cognitive knowledge regarding their obligations in waste management but also internalize such practices as part of a sustainable culture of environmental cleanliness. The integration of humanistic communication strategies, support from credible local leaders, and a consistent commitment to infrastructure provision constitute the fundamental pillar for establishing effective waste governance in dynamic urban areas such as Bekasi Regency.

D. CONCLUSION

This study successfully demonstrates that the political communication strategy employed by the Bekasi Regency Government has a significant and positive influence on the socialization of Regional Regulation Number 2 of 2025 concerning waste management. Based on the statistical analysis, communicator credibility, message delivery, media selection, and socialization frequency simultaneously serve as the primary determinants of socialization effectiveness, which is directly evidenced by increased public knowledge and higher levels of active community participation. These findings empirically validate that the success of public policy is highly contingent upon the alignment between the regulation's substance and the local government's social relevance of the communication channels.

The study specifically identifies that communicator credibility acts as the most dominant variable in a dynamic urban context, confirming that local leaders and community figures possess far greater social legitimacy than formal, top-down digital dissemination channels. By addressing the research objectives, the study confirms that the "implementation gap" in waste management is not merely a technical failure but a communication failure resulting from a lack of trust and inadequate synchronization between government messaging and physical infrastructure reality. This conclusion answers the research problem by showing that community apathy is a reasonable response to the inconsistency between regulatory demands and actual WM services provided on the ground.

These findings suggest that the Bekasi Regency Government must undertake a fundamental reorientation of its communication strategies to move beyond ceremonial and "one-way" socialization patterns. Policymakers should prioritize sustainable, practice-oriented educational models that foster two-way engagement, thereby positioning local leaders as strategic partners rather than as passive government messaging objects. Furthermore, the findings imply that communication strategies will remain ineffective if they are not supported by a strong, consistent commitment to providing physical facilities that match the public's 3R (Reduce, Reuse, Recycle) behavioral expectations.

The government must adopt a humanistic and participatory communication model that integrates policy messages with the daily physical realities faced by residents to ensure the long-term effectiveness of Regional Regulation Number 2 of 2025. This policy shift requires a more precise allocation of budgets toward improving

downstream waste infrastructure—such as transport and sorting facilities—before or concurrently with the launch of large-scale public campaigns. By internalizing these recommendations, local governments can mitigate behavioral resistance and build the institutional trust necessary to transform waste management into a sustainable culture of environmental cleanliness.

Finally, it is recommended that subsequent studies prioritize comparative analyses across different provinces to determine how varying socio-cultural landscapes influence the effectiveness of political communication. Scholars should also consider conducting longitudinal studies to measure the long-term impact of community-led socialization on sustained behavioral change while specifically investigating the nexus between infrastructure investment and public trust. Additionally, future research is encouraged to explore how the integration of hyper-local digital platforms can enhance the credibility of local communicators, thereby bridging the gap between traditional interpersonal communication and modern information dissemination efficiency.

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