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Sorting waste saving gold: CSR innovation The Gade Clean and Gold PT Pegadaian Cirebon Area

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ABSTRACT

The Gade Clean and Gold program is a CSR program from the central Pegadain which aims to develop gold savings that specialize in each area to find waste banks in their respective regions to collaborate with and are committed to taking part in overcoming waste problems in Indonesia through waste management. Cirebon City is part of the PT (Perseudota Indonesia) The Gaga Clean And Gold program, aiming to address its significant waste problem. The purpose of this research is to explain the management of The Gage Clean and Silver program. The data is divided into primary, obtained through interviews with Public Relations and Marketing Executive employees of PT, and secondary, sourced from literature such as books, journals, and newspapers. The researchers used qualitative approach with descriptive qualitative method. The results of the research are as follows. Firstly, PT has planned The GAGE program to find information on the best waste bank information with the Financial Services Authority (OJK), approach by gathering waste bank managers and the community, budget management for waste bank infrastructure. Secondly, it motivates stakeholders by forming company awareness by providing injections of funds to waste banks to improve infrastructure facilities in the form of creating waste bank parks, renovating waste bank warehouses and providing gowes cars for waste transportation activities made by PT. Finally, the suggestions that can be given by researchers through the results of research on the management and management of the Gade clean and gold program are as following.

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INTRODUCTION

Over time, humans cannot be separated from the relationship between humans and other humans. Relationships between human beings are created because of the same background such as economic, social and cultural that can provide benefits to each other as an example, namely the existence of internal and external relationships in a company. The relationship between internal and external parties in the company is due to the interaction of Public Relations.

Public Relations is a field that combines art and social sciences to manage programs and provide innovative ideas to leaders (Dilenschneider, 2022; Gregory, 2020; Smith, 2020). It plays a crucial role in changing public perceptions of companies and individuals. Public Relations is a new field in communication that is in high demand. Communication is essential for society as it fosters cooperation and understanding (Bassachs et al., 2020; Castañer & Oliveira, 2020; Obregón & Tufte, 2017). Public Relations activities related to external parties are called Corporate Social Responsiveness (CSR). CSR is defined as a company's commitment to participate in sustainable economic development, improving the quality of life and environment for the company, local community, and the community as a whole. CSR involves cooperation between internal and external parties to solve social, educational, health, economic, and environmental problems. Waste management is an example of an environmental problem that can be addressed through CSR.

Waste management is not the responsibility of only one party, but it has become the responsibility of all elements of society to carry out supervision according to its scope (Juniartini, 2020). For example, household waste is supervised by fathers, mothers and children, at the village level it is supervised by village officials and all village communities, and the whole of Indonesia has become the responsibility of the government and all Indonesian people. To carry out waste management, socialization should be carried out first to the community so that regulations and appeals from the government can be conveyed to the entire community (Akhmaddhian et al., 2020; Satispi et al., 2021; Supariansyah et al., 2022; Veress et al., 2024; Zainal et al., 2021), so that people can gain knowledge and change their mindset towards waste management.

Indonesia is facing a waste emergency due to its high production of 65.2 million tons of waste in 2020, ranking 5th globally. To address this, the Minister of Environment Regulation Number 13 of 2012 mandates the creation of Corporate Social Responsiveness (CSR) programs through waste management. PT Pegadaian, an Indonesian company, introduced The Gade Clean and Gold program in 2018, which exchanges waste for gold to address waste problems, invest in gold savings, and reduce the negative impact of waste on health. By 2022, the program has 72 waste banks across 56 major cities, including Cirebon City.

Priono & Novita (2023) conducted a qualitative case study revealing that PR efforts have successfully attracted public interest and increased customers for the Gade Clean and Gold program of PT Pegadain (Persero) Regional Office X Bandung. Gushilda et al. (2022) used a qualitative descriptive method to find that the Mutiara Waste Bank's innovations in the same program were ineffective due to members' lack of competence and creativity. Aryani (2023)'s descriptive qualitative study showed community empowerment by the Teratai Waste Bank of Pondok Pucung Village through facilitative, educational, representative, and technical methods, yielding financial and environmental benefits. Novanti et al. (2023) also used descriptive qualitative methods to demonstrate community empowerment by the Carnation Waste Bank, highlighting the benefits of gold savings from waste management. Lastly, Wihayati (2020) applied a descriptive qualitative approach to analyze the negative health impacts of poor waste management on local residents. While all studies focus on the Gade Clean and Gold CSR program, they differ in their emphasis on PR roles, innovation challenges, community empowerment, and health communication.

Cirebon City is part of the PT Pegadain The Gade Clean and Gold program, aiming to address its significant waste problem. The city produces around 200 tons of waste daily, 60% of which is plastic. PT Pegadaian Area Cirebon collaborates with two waste banks in Cirebon City, Waste Bank RW 06 Pulobaru Utara and Waste Bank Secerah Pagi RW 08 Merbabu Asih. The program aims to raise awareness about environmental protection and waste management, particularly in Cirebon City.

This research aims to explain the management of The Gade Clean and Gold program. The research provides an in-depth understanding of the management practices and operational strategies implemented in The Gade Clean and Gold program. By explaining how the program is managed, the research contributes to the body of knowledge on effective program management, particularly in the context of environmental and sustainability initiatives. This can serve as a valuable resource for other organizations looking to implement similar programs, offering insights into best practices, challenges, and solutions associated with managing such initiatives.

METHOD

The researchers used qualitative approach with descriptive qualitative method. The data is divided into primary, obtained through interviews with Public Relations and Marketing Executive employees of PT Pegadaian Area Cirebon, and secondary, sourced from literature such as books, journals, and newspapers. Data collection techniques include interviews, observations, focus group discussions, and documentation studies. Informants play a crucial role, with key information from employees running CSR programs and supporting data from managers and the local community. Data analysis involves collecting, reducing, presenting, verifying, and drawing conclusions.

RESULTS AND DISCUSSION

Result

The Gade Clean and Gold program is a CSR program from the central Pegadain which aims to develop gold savings that specialize in each area to find waste banks in their respective regions to collaborate with and are committed to taking part in overcoming waste problems in Indonesia through waste management. The management of The Gade Clean and Gold program can have a positive impact on the community regarding the economy and create a clean and healthy environment free from waste problems. The process of managing The Gade Clean and Gold program is planning, organizing, motivating stakeholders and controlling.

Based on the results of an interview with the Public Relations and Marketing Executive of PT Pegadaian Area Cirebon, it can be explained that planning The Gade Clean and Gold program has activities that are carried out so that it can run well. Here are the results of the interview.

1) PT Pegadaian Area Cirebon collaborates with the Financial Services Authority (OJK) to find information about the best waste banks in Cirebon City. Based on the results of the information search, there are 2 best waste banks in Cirebon City, namely the Waste Bank RW 06 Pulobaru Utara, Pulasaren Village, Pekalipan District and the Waste Bank Secerah Pagi RW 08 Malabar, Larangan Village, Harjamukti District.
2) PT Pegadaian Area Cirebon approached by holding a meeting with managers and the community around the waste bank. This meeting aims to socialize and educate about the procedures for how The Gade Clean and Gold program works such as sorting waste according to its type such as organic and inorganic, depositing waste according to a predetermined schedule, determining the amount of waste weight through weighing, recording the amount of waste weight will be included in the gold savings book which is distributed for free, gold savings can be converted into nominal money and recycling re-waste into something valuable.
3) PT Pegadaian Area Cirebon manages the budget for The Gade Clean and Gold program. The budget is given to the waste bank through a proposal submitted by the waste bank manager to PT Pegadaian Area Cirebon, later the budget will be used to improve the waste bank infrastructure. So far, the total budget issued by PT Pegadaian Area Cirebon to the waste bank is 70 million to build a waste bank park, renovate waste warehouses, garbage cans and buy garbage collector cars.

Based on the results of interviews with Public Relations and Marketing Executive of PT Pegadaian Area Cirebon, it can be explained that organizing The Gade Clean and Gold program in order to achieve the planned goals. Here are the results of the interview.

1) According to the Regulation of the Board of Directors Number 12 of 2020 on the Community Development Partnership Section, the organizational structure of the management of The Gade Clean and Gold program of PT Pegadaian Area Cirebon is under the auspices of the Regional Office X Bandung through the Community Development Partnership Section.
2) PT Pegadaian Area Cirebon in its implementation coordinates internal and external parties to run The Gade Clean and Gold program. Internal party coordination , namely the Deputy for Business, provides direction to the Public Relations and Marketing Executive team for the maintenance of The Gade Clean and Gold program. The coordination of external parties , namely the Public Relations team, Marketing Executive and waste bank managers synergize waste bank activities with The Gade Clean and Gold program through the results of the waste that has been weighed will be recorded by the waste bank manager to be included in the gold savings book which will later be deposited to PT Pegadaian Area Cirebon once a week. Gold savings can be taken by waste bank customers if they have touched 5 grams or around 6 million.

Based on the results of interviews with Public Relations and Marketing Executive of PT Pegadaian Area Cirebon, it can be explained that it motivates stakeholders. Here are the results of the interview.

1) PT Pegadaian Area Cirebon formed the company's concern to foster the spirit of waste bank managers in carrying out waste bank activities which are synergized with The Gade Clean and Gold program. PT Pegadaian Area Cirebon is a form of concern for waste banks by providing injections of funds for infrastructure, such as the creation of a waste bank park, renovating the waste bank warehouse and providing a gowes car for waste transportation activities. All of these gifts are branded with The Gade Clean and Gold as a sign to the community that the waste bank is collaborating with PT Pegadaian Area Cirebon.
2) PT Pegadaian Cirebon Area included waste bank managers to participate in PT Pegadaian's activities such as the Planting of 10 Thousand Trees in the Cirebon Beach Area, the People's Smile Market Festival at Sangkala Buana Square Cirebon and the 2023 Pegadaian Fostered Waste Bank Gathering throughout Indonesia in Padang City. The 2023 Pegadaian Fostered Waste Bank Gathering event was held by PT Pegadaian to give awards to the best waste banks in Indonesia through the Main Waste Bank Governance Category, Unit Waste Bank Governance Category, Best Achievment and the National Top 10 New Fostered Waste Banks. PT Pegadaian Area Cirebon succeeded in sending one representative through the Secarah Pagi Waste Bank RW 08 Malabar, Larangan Village, Harjamukti District, Cirebon City by winning 3rd place in the Unit Waste Bank Governance Category.

Based on the results of an interview with Public Relations and Marketing Executive of PT Pegadaian Area Cirebon, it can be explained that controlling The Gade Clean and Gold program there are activities carried out so that it can run well. Here are the results of the interview.

1) PT Pegadaian Area Cirebon conducts routine activities once a week to visit the waste bank to see the activities of the waste bank. This activity was carried out as a monitoring to ensure that The Gade Clean and Gold program remained in accordance with what had been planned and to find out the participation of the community.

2) PT Pegadaian Area Branch routinely holds an evaluation meeting once a month. The evaluation meeting was carried out by paying attention to two aspects, namely the economic aspect and community participation. The economic aspect includes the addition of waste bank customers and the number of waste bank customer balances. So far, the number of waste bank customers has increased every year, in 2018 as many as 945 customers, in 2019 as many as 2970 customers, in 2020 as many as 5230 customers, in 2021 as many as 5355 customers, in 2022 as many as 5710 customers and in 2023 as many as 5940 customers. The participation of the community is to be able to understand the type of waste, provide garbage cans according to its type and process waste into something valuable. So far, The Gade Clean and Gold program has succeeded in making the community around the waste bank understand the type of waste by having a sorted trash can in each house and there are many handicrafts from plastic waste made by the community around the waste bank.

Discussion

Planning The Gade Clean and Gold program is to find the best waste bank information with the Financial Services Authority (OJK), approach by gathering waste bank managers and the community, budget management for infrastructure. PT Pegadaian Area Cirebon collaborates with the Financial Services Authority (OJK) as a state institution that has the duty and authority to supervise banking activities to find information on the best waste banks in Cirebon City. The Financial Services Authority (OJK) recommends the best waste banks in Cirebon City, namely the Waste Bank RW 06 Pulobaru Utara, Pulasaren Village, Pekalipan District, and the Waste Bank Secerah Pagi RW 08 Malabar, Larangan Village, Harjamukti District, Cirebon City to be invited to cooperate in running The Gade Clean and Gold program.

To carry out cooperation, PT Pegadaian Area Cirebon approached by holding a meeting with managers and the community around the waste bank. The purpose of this meeting is to socialize and educate about the procedures for how The Gade Clean and Gold program works such as sorting waste according to its type such as organic and inorganic, depositing waste according to a predetermined schedule, determining the amount of waste weight through weighing, recording the amount of waste weight will be entered into the gold savings book which is distributed for free, gold savings balances can be converted into nominal money and recycle waste into something valuable.

PT Pegadaian Area Cirebon manages the budget for The Gade Clean and Gold program which will later be given to the waste bank through a proposal submitted by the waste bank manager. The budget given to the waste bank has so far touched 70 million which is used to improve the waste bank infrastructure such as building a waste bank park, renovating the waste warehouse and buying a car to support the smooth activities of managers and the community around the waste bank in carrying out waste bank activities.

Organizing The Gade Clean and Gold program , namely the organizational structure and coordination of internal and external parties. According to the Regulation of the Board of Directors Number 12 of 2020 in the Community Development Partnership Section, the organizational structure of the management of The Gade Clean and Gold program of PT Pegadaian Area Cirebon is under the auspices of PT Pegadaian Regional Office X Bandung through the Community Development Partnership Section.

PT Pegadaian Area Cirebon in its implementation coordinates internal and external parties to run The Gade Clean and Gold program. Internal party coordination, namely the Deputy for Business, provides direction to the Public Relations and Marketing Executive team for the maintenance of The Gade Clean and Gold program. Coordination of external parties, namely Public Relations, Marketing Executive and waste bank managers to synergize waste bank activities with The Gade Clean and Gold program through the results of waste that has been weighed will be recorded by the waste bank manager to be included in the gold savings book which is distributed free of charge, later it will be deposited by the waste bank manager to PT Pegadaian Area Cirebon once a week. The gold savings balance can be taken by waste bank customers if the balance has touched 5 grams or around 6 million.

Motivating interested parties is to form the company's concern for the waste bank and involve waste bank managers to participate in every activity made by PT Pegadaian. PT Pegadaian Area Cirebon formed the company's concern by facilitating through providing injections of funds to waste banks to improve infrastructure facilities in the form of creating waste bank parks, renovating waste bank warehouses, dozens of garbage cans and providing gowes cars for waste transportation activities branded with The Gade Clean and Gold.

Figure 1. Giving a Waste Transport Car to the Waste Bank

In Figure 1, PT Pegadaian Area Cirebon provided a car to the waste bank to support the activities of managers and the community around the waste bank to collect waste around the community. All the Gifts given by PT Pegadaian Area Cirebon aim to foster a sense of enthusiasm for managers and the community around the waste bank in carrying out waste bank activities so as to create a clean and healthy environment.

PT Pegadaian Cirebon Area always invites waste bank managers to participate in PT Pegadaian's activities such as the Planting of 10 Thousand Trees in the Cirebon Beach Area, the People's Smile Market Festival at Sangkala Buana Square in Cirebon and the 2023 Pegadaian Fostered Waste Bank Gathering throughout Indonesia in Padang City. The 2023 Pegadaian Fostered Waste Bank Gathering event was held by PT Pegadaian to give awards to the best waste banks in Indonesia through the Main Waste Bank Governance Category, Unit Waste Bank Governance Category, Best Achievment and the National Top 10 New Fostered Waste Banks.

PT Pegadaian Area Cirebon succeeded in sending one of its representatives through the Waste Bank Secarah Pagi RW 08 Malabar, Larangan Village, Harjamukti District, Cirebon City by winning 3rd place in the Waste Bank Governance Unit Category. PT Pegadaian Area Cirebon participates in waste bank managers in every PT Pegadain activity as a form of appreciation for those who have wanted to cooperate and create a sense of motivation in competing to run The Gade Clean and Gold program to become the best waste bank in Indonesia.

Controlling The Gade Clean and Gold program is to carry out routine activities once a week, visit the waste bank and hold an evaluation meeting once a month. PT Pegadaian Area Cirebon routinely visits the waste bank once a week to see the activities of the waste bank. This activity was carried out as a monitoring to ensure that The Gade Clean and Gold program remained in accordance with what had been planned and to find out the participation of the community.

To evaluate The Gade Clean and Gold program, PT Pegadaian Area Cirebon always holds an evaluation meeting once a month. The evaluation meeting was carried out by paying attention to two aspects, namely the economic aspect and community participation. The economic aspect includes the addition of waste bank customers and the number of waste bank customer balances.

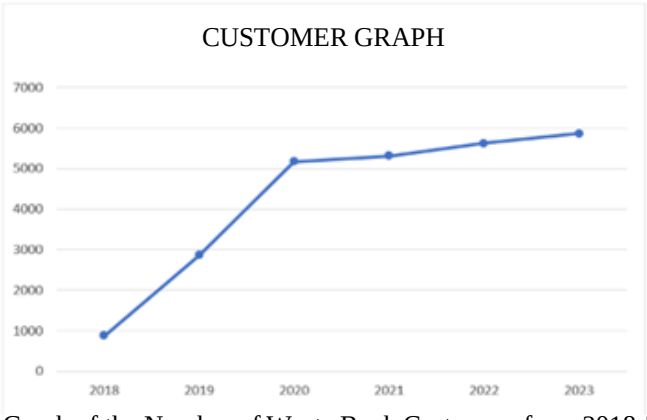

Figure 2. Graph of the Number of Waste Bank Customers from 2018-2023

Figure 2 shows that the number of waste bank customers has increased every year, indicating that the community is enthusiastic about participating in The Gade Clean and Gold program. In 2018 there were 945 customers, in 2019 there were 2970 customers. From 2020 to 2023, there was an unspecified increase due to the covid-19 virus that hit Indonesia, therefore in 2020 there were 5230 customers, in 2021 there were 5355 customers, in 2022 there were 5710 and in 2023 there were 5940 customers.

The participation of the community is that the community can understand the type of waste, provide garbage cans according to the type and process waste into something valuable. So far, The Gade Clean and Gold program has succeeded in making the community around the waste bank understand the type of waste

by having a sorted trash can in each house and there are many handicrafts from plastic waste made by the community around the waste bank.

Figure 3. "Secerah Pagi" Plastic Waste Bank Crafts

In Figure 3, it can be seen that there are a lot of handicrafts from the community around the Secerah Pagi Waste Bank RW 08 Malabar, Larangan Village, Harjamukti District, Cirebon City. The handicrafts include plant pots, ashtrays, bags, toys and sandals that will be sold.

CONCLUSION

The research on PT Pegadaian Area Cirebon's The Gade Clean and Gold program highlights key aspects. The organization plans to gather information about the best waste banks in Cirebon City with the Financial Services Authority (OJK), educate participants about the program's procedures and budget management, and organize it according to Board of Directors Regulation Number 12 of 2020 in the Community Development Partnership Section. It motivates stakeholders by providing funds to waste banks to improve infrastructure facilities, such as creating waste bank parks, renovating warehouses, and providing gowes cars for waste transportation. They also participate in waste bank managers' activities, such as the Planting of 10 Thousand Trees in Cirebon Beach Area, the People's Smile Market Festival, and the 2023 Pawnshop Fostered Waste Bank Gathering in Padang City.

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