

Volume: 4
Number: 2
Page: 323 - 338

Article History:

Received: 2022-11-03
Revised: 2022-01-21
Accepted: 2022-03-15

COMMUNICATIVE ACTION AS PRACTICED BY PULO KAMBING GARBAGE COMMUNITY, EAST JAKARTA INDONESIA

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Abstract:

Jakarta's garbage volume increases every day. Each person produces 2.97 liters of daily waste from 1,849 tons in East Jakarta. According to the state minister for the Environment of The Republic of Indonesia Regulation, the local community is asked to be involved in waste management. It means the management process can be taken under the communicative action according to the local community lifeworld. This article will delve into communicative action as practiced by Pulo Kambing Garbage Community in East Jakarta in three sections: the first section deals with Juergen Habermas' concept of communicative action, which is based on lifeworld; the second discusses the Pulo Kambing Garbage Community in East Jakarta; the third is dealing with theoretical and practical implications of the communicative action in dealing with the problem of waste management. The article concludes that the critical success of reducing waste starts with household participation. Any garbage community is rooted in such kind of household participation.

Keywords: Communicative, Action, Garbage, Community, Indonesia.

Cite this as: SAKTISYAHPUTRA., SUNARTO., DUA, M. (2023). "Communicative Action as Practiced by Pulo Kambing Garbage Community, East Jakarta Indonesia". *International Journal of Environmental, Sustainability, and Social Sciences*, 4 (2), 323 - 338



INTRODUCTION

Garbage is one of the problems that must be considered. Garbage cannot be separated from human life because, in general, all humans produce waste. Garbage is a waste that is issued from every human activity. The volume of increased waste is proportional to the increase in human consumption. Garbage is a big problem currently experienced worldwide, especially in Indonesia, a developing country. The problem of waste is a problem that needs to be considered along with the increasing number of people constantly experiencing growth.

The population growth rate, of course, depends on the volume of waste from community activities. The amount of waste released in an area is proportional to the level of consumption, the number of residents, and the various types of activities. Jakarta's garbage volume increases every day. Each person produces 2.97 liters of daily waste from 1,849 tons in East Jakarta. According to the State Minister for the Environment of The Republic of Indonesia Regulation, the local community is asked to be involved in waste management. It means the management process can be taken under the communicative action according to the local community lifeworld.

The waste bank requires awareness, commitment and community participation in processing and managing the waste bank. Waste processing and management with this system requires community participation. From the inner side, there is also a problem with the lack of community participation from the residents of Rukun Warga (RW) 2, Jatinegara Village, Cakung District, East

Jakarta, in supporting this program based on information obtained by researchers from the Chair of the Pulo Kambing Garbage Community, East Jakarta Indonesia. More community participation was present from residents outside RW 2, Jatinegara Village, Cakung District, East Jakarta, Indonesia. Waste management involving the community, namely a community-based waste management and management program, has been carried out by residents of RW 2 Jatinegara Village, Cakung District, East Jakarta, Indonesia, carried out with a community-based independent waste management and management system. Based on the guidelines for implementing the 3R (Reuse, Reduce and Recycle) and some of these plans, activities and evaluations, the researcher will discuss from the perspective of communication actors in Jurgen Habermas' Theory of Communicative Action.

According to Mrs. Vera Nofita, Head of Pulo Kambing Cakung, East Jakarta, Indonesia, offline socialization directly meets with groups, communities, RT and RW. If online, it is only with Facebook and the website. The obstacle in socialization is the lack of participation from the community, whether they want to move or not. According to Mrs. Vera, we have been dealing with this by continuing to move with our friends to several areas looking for new Garbage Community customers. Because we are a social program, we have not set a target for the Waste Bank. If there is a target, it has entered the business of the Garbage Community itself.

From the identification of the problems that the researchers did above, the researchers saw that there was a distortion of communication problems that occurred between the Pulo Kambing Garbage Community, East Jakarta Indonesia and the lack of individual awareness from the community in supporting the Garbage Community program which had received legal protection through the Governor of the Special Capital Region Governor Regulation (DKI) Jakarta number 77 of 2020. The waste problem is not only an ecological problem but also a social problem in DKI Jakarta Province. Researchers criticize the lack of interaction between the Pulo Kambing Garbage Community in East Jakarta, Indonesia, in modernizing society.

The objectives of this research are to know, understand, explore and explore how the Pulo Kambing Garbage Community, East Jakarta, Indonesia, is building its life world as a community. Second to know, understand, explore and explore how the communicative action of the Pulo Kambing Garbage Community, East Jakarta, Indonesia, was awakened. Based on the described description, the author chose to conduct a study entitled "Communicative Action as Practiced by Pulo Kambing Garbage Community, East Jakarta, Indonesia".

METHODS

The paradigm in this study uses the Interpretive Research Paradigm. An interpretive approach is a cultural and historical interpretation approach to the social world. When 'interpretive' is known as a paradigm, then 'interpretivism' is closely related to Max Weber's opinion about how we understand science. (Ronda, 2018). The research method in this study used the Phenomenology of Edmund Husserl. In this study, the research subjects to be selected were Mrs. Vera Nofita, Chair of the United Nusantara Creative House (RKBN) Pulo Kambing, East Jakarta, Indonesia, and Ms. Ratna, Chair of Pulo Kambing Garbage Community, East Jakarta Indonesia as Key Informant, Mr. Heru Sudinta, as Media Practitioner, News Program Producer. Main at TVONE Station, Mr. H. Muhayar RM Member of DKI Jakarta DPRD Commission D in Development Sector Covering Public Works, Housing and Government Buildings, Pouring, Building Supervision and Control, Parks and Cemeteries, Cleanliness and Management of the Regional Environment, Electoral Districts (Dapil) IV DKI Jakarta (Matraman, Pulogadung and Cakung), Mrs. Siti Syadiyah as a Community Member of the Pulo Kambing Garbage Community East Jakarta Indonesia as well as a private tutor for school children and a snack box and rice box business, Mrs. Burhanita as a Community Member of the Pulo Kambing Garbage Community who is also the Chairman of the Association of Indonesian PAUD

Teachers (HIMPAUDI) Pulogadung District and the Trustees of the East Jakarta Indonesian Family House (RKI) and Mr. H. Mumuh Mulyana as Head of the Environmental Implementation Unit (Kasatpel) of Cakung District, East Jakarta and Mrs. Lupi, Social Media Staff of the Environmental Service, Cakung District, East Jakarta. Because these seven people are informants in this study who understand the steps of this Garbage Community Communicative Action, the object of study in this research is the Communicative Action of the Pulo Kambing Garbage Community, East Jakarta, Indonesia, based on the thoughts of Juergen Habermas.

The data collection technique in this research is to conduct participant observation directly on the research object at the Pulo Kambing Garbage Community, East Jakarta, Indonesia, for nine months, starting from October 2021 to June 2022. Then the researcher conducts In-Depth Interviews with eight research informants. Then the researchers conducted documentation when conducting Participatory Observation and In-Depth Interviews to support the completeness of the data. (Sugiyono & Lestari, 2021). In qualitative research, data analysis is carried out when and after collecting, completed in a period. During the interview, the author carried out an analysis based on the answers of the interviewees. If the answers interviewed after the analysis were deemed unsatisfactory, the writer could continue the questions until the stage of obtaining data that was considered credible. Huberman & Miles (1992) stated that activities in qualitative data analysis were carried out interactively and occurred continuously until they were saturated. Activities in data analysis are data reduction, display, and verification (Ronda, 2018).

RESULT AND DISCUSSION

On March 2, 2014, created a Garbage Community called Pulo Kambing RW 02. Basically, in RW 02, the waste is not managed correctly. Through garbage sorting, garbage can become an economic value, not too big in value but significantly reducing the volume of garbage to the landfill. The Garbage Community activity aims to make people willing to sort waste from their homes so that the environment is clean. The RT cash can be used to build regional infrastructure because the waste has been selected correctly and stored in the Garbage Community, thereby collecting the waste cash contribution. Community interactions are getting more intense and form positive activities without money.

Pulo Kambing Garbage Community, East Jakarta, Indonesia, received assistance from Kalbe Farma. Support is in the form of bag-making training based on planting toga plants, used drinks, and eco-bricks. The Pulo Kambing RKBN office, with an area of 500m² for activities, received support from the Baitul Halim Foundation. Pulo Kambing Garbage Community, East Jakarta, Indonesia, also received assistance in making a website, www.pulokambing.com, supported by the Wisataschool.com IT team. The Waste Bank is accompanied by the DKI Jakarta Provincial Environment Service and the East Jakarta City Environment Sub-department in transporting and cleaning dry waste from residents or assisted residents. Pulo Kambing Garbage Community, East Jakarta, Indonesia, also received assistance in manufacturing reusable crafts from the Baitul Halim Foundation. The achievements of Bank Sampah Kerabat Pulo Kambing Cakung, East Jakarta are getting Kalpataru in the Environmental Pioneer Category, Getting a Visit from the Head of the Environmental Agency of DKI Jakarta Province, Getting a visit from 13 ASEAN Delegates, Winning 2nd Place in East Jakarta for the guidance of the Waste Bank in RW 07 and Received the highest points in the Garbage Bank assessment for Adipura, East Jakarta and received a visit from the Mayor of Gorontalo and Prof. Haryono Suyono.

Life World as Communicative Action Bank Sampah Kerabat Pulo Kambing Cakung, East Jakarta. Actions in the life world, according to Jurgen Habermas' opinion, refer to daily contexts based on social interactions in which subjects participate in various experiences, conduct research

on the arguments of others, and justify their actions (Denzin, K, & Lincoln, Handbook of Qualitative Research). Translation of Dariyatno et al, 2009). The communicative action of the Pulo Kambing Garbage Community, East Jakarta, Indonesia, is to invite local women who have difficulty saving money to take their trash to the Pulo Kambing Garbage Community, East Jakarta, Indonesia, using Mouth by Mouth Direct Communication Media. Door to door 15 RT in RW 2 Friday around with carts, Mrs. Vera brings towa and invites residents to save garbage around picking up residents' trash and weighing it then the next follow-up. Holding webinars on waste continues to activate social media, Facebook, Instagram, Youtube and the website www.pulokambing.com to inform residents outside the RW 2. Get partners around here who help with handicrafts. Before the pandemic, several eco-green actors help make handicrafts from plastic bottles, usually mothers who move. The offices are PT Ainka Indira, the State Electricity Company (PLN), Tika Farmino, the Transportation Service (Dishub), Traffic Police (Polantas) and OBF. Some send garbage, some use Go Send, or their Box Cars are ready to help send garbage to the trash. These companies know the information starts from the website. Support from a company whose son is a customer of a waste bank, now it turns out that his father is not an ordinary staff at the company. Then invite them to the company, have an audience and then give two motorbikes from OBF, this is a form of appreciation for him (the OBF Company), and this all started with his son, who is still in elementary school. The supervisor named Mr. Zulhaq, Mr. Zulhaq is active in the Prosperous Justice Party (PKS), starting by looking at his status again with the DKI Jakarta DPRD. The PKS faction, Chairperson Mrs. Vera, asked Mr. Zulhaq for fun. From there, we met with Ustadz Drs. H. M. Taufik Zoelkifli, MM Member of DPRD DKI Jakarta and Alhamdulillah, met and met with Member of DPR RI PKS faction in East Jakarta constituency Mrs. Dr. Hj Anis Byarwati.

The target of Pulo Kambing Garbage Community, East Jakarta, Indonesia, really wants to become an industry, really wants to go to class, if later we become an industry, make cash flow. Then we also have an offer from WWF. Please pray that next year's project can be a goal. So that at least it can absorb 20 residents here to work. However, 3,000 kg or 3 tons of bottles a day is needed. When walking around, someone said that it was women who did not play with trash, they didn't give them any money, but for goodness sake, we don't get bored, keep asking and coming back for a long time. Thank God it is collected, and many people have started to care. During this pandemic, between 1 and 2 tons of waste collects per month. Before the pandemic, more trash could be sent from schools. The communication action we take is a round-trip garbage pick-up program, so we are also job opportunities to run this. There is music like round tofu sellers, a maximum pick-up of 100 KM because we also think about distance and petrol. Thank God we also have a Pulo Kambing Foundation Youtube account for introducing the Pulo Kambing Garbage Community for just a week and also learned Digital Marketing to make the Pulo Kambing Garbage Community more widely known to the public, and now through Mrs. Vera also created a Tik-Tok account to introduce the Waste Bank, we have also used social media Facebook, Fan Page, and Instagram in promoting this Waste Bank. The customers who are farthest away are from Matraman, Duren Sawit and Ujung Menteng, East Jakarta, the closest to RW 2 and all the administrators here also save in this Waste Bank, where there is also Tutoring for School children. We also, while doing a Garbage Bank presentation in front of his mother every month, he can pay for lessons.

Theoretical Implications for The Concept of Communicative Action and Communicative Capabilities Bank Sampah Kerabat Pulo Kambing Cakung, East Jakarta. The motivation to join the Pulo Kambing Garbage Community, East Jakarta, Indonesia, was due to getting to know Mrs. Vera, the Head of the United Nusantara Creative House (RKBN) and then offering to join the Pulo Kambing Garbage Community. Under the Communicative Action Theory presented by the researcher (Habermas, The Theory of communicative action vol 1, 1981), Habermas connects three

focuses in his communicative action theory, one of which is building a community concept that is integrated through the living world and paradigm system. Mrs. Ratna said, "Initially joining in 2014, since the beginning of my marriage in 2011, I was mostly at home and did not have children, then one day Mrs. Vera gave free medical treatment. Then I saw many women sorting the waste, there, I had a desire to have an outside activity, and Alhamdulillah I offered to join the Pulo Kambing Garbage Community. Alhamdulillah, it turned out that at the Pulo Kambing Garbage Community, I felt relaxed. My mind met Mrs. Mother, who is far from me and does not feel like a friend anymore but a family." Researcher analysis Mrs. Vera took Communicative Actions to build a community concept that was integrated through the living world and paradigm system by providing free medical treatment and sorting waste at her home, then inviting Mrs. Ratna to join the Pulo Kambing Garbage Community, East Jakarta, Indonesia, so that the Life World Community was established (Life World).

However, the researcher also criticizes the lack of harmonious dialogue between the Indonesian Ministry of Environment and Forestry, the Community, Media Managers, Members of the House of Representatives of the Republic of Indonesia (DPR RI) Commission IV (one of the partners of the Indonesian Ministry of Environment and Forestry), Members of the House of Representatives Regional People's Representative Council (DPRD) DKI Jakarta Province Commission D (One of them is Regional Environmental Management), DKI Jakarta Provincial Environment Service, East Jakarta City Environment Sub-department, Environmental Implementation Unit in Cakung District, Jatinegara Village and the Pulo Kambing Garbage Community East Jakarta Indonesia to reach a consensus to build a Life World Community for much better waste management. According to Jurgen Habermas, action in the life world refers to the daily context of social interaction in which subjects participate to share experiences, examine other people's arguments, and justify their actions (Denzin, K, & Lincoln, Handbook of Qualitative Research Translation Dariyatno et al, 2009).

Garbage is divided into several types, such as waste and dry waste, which can be processed and appropriately managed at the Bank Sampah Kerabat Pulo Kambing. Mrs. Ratna says, "In the Pulo Kambing Garbage Community, when we first started it because of the concerns of local women who found it difficult to save money, we invited residents from the Pulo Kambing Garbage Community to bring their garbage here. What kind of garbage? Where we learned, it turned out that there was dry waste that went into the stall, and there was organic wet waste that could not be used. Then, from there, the organic wet waste started to make compost. The dry waste is separated into sheets in the stall, but there is dry waste such as plastic sachets in the stall which is not accepted. From here, we got the idea to recycle waste such as coffee wrappers, wash them, and make shopping bags from them. The dry waste that can be sold to lapak (collectors) is usually an additional income by weighing the value and then being converted into rupiah and recorded in the savings book. Handicrafts from waste include bags made of coffee wrappers, key chains made of paper pulp, and unused plastic bottles used as chairs."

Researcher analysis Mrs. Ratna and the manager of the Pulo Kambing Garbage Community, East Jakarta, Indonesia, took action in the Life World through social interaction by sorting wet and dry waste and making handicrafts from plastic coffee sachets to build the Life World community. Individual action is meaningless if it leads to a single goal (goal-directed action). At the same time, social action makes personal relations a model of action that involves certain norms and rules according to the agreement of the life world (Denzin, K, & Lincoln, Handbook of Qualitative Research Translation Dariyatno et al., 2009). Communicative actions that have been carried out by the Pulo Kambing Garbage Community, East Jakarta, Indonesia, to increase community participation have been carried out both online and offline. Mrs. Ratna says, "Since we started in

2014 door to door in RW 2, there are 15 of our RT every Friday around carrying carts. Mrs. Vera brings Towa and invites residents to save garbage, picking up and weighing it in the next follow-up. During this pandemic, we are holding a webinar about waste, and we also intensify social media such as Facebook, Instagram, Youtube and the website www.pulokambing.com. We activate and update, always being residents outside RW 2 so they know our activities."

The researcher's analysis, Mrs. Ratna, carried out actions influenced by the World of Life (Life World), making door-to-door social relations to 15 RTs in RW 2 every Friday by carrying carts and actively using social media, webinars and actively updating digital media Website www.pulokambing.com as a model of action that involves certain norms and rules according to the agreement for the optimal development of the Life World Community. However, the researcher also criticizes the lack of harmonious dialogue between the Indonesian Ministry of Environment and Forestry, the Community, Media Managers, Members of the House of Representatives of the Republic of Indonesia (DPR RI) Commission IV (one of the partners of the Indonesian Ministry of Environment and Forestry), Members of the House of Representatives Regional People's Representative Council (DPRD) DKI Jakarta Province Commission D (One of them is Regional Environmental Management), DKI Jakarta Provincial Environment Service, East Jakarta City Environment Sub-department, Environmental Implementation Unit in Cakung District, Jatinegara Village and the Pulo Kambing Garbage Community East Jakarta Indonesia to reach a consensus to build a Life World Community for much better waste management. Communication activities aim at valid claims that are significantly different but related and complementary, one of which is the claim of correctness (Rightness), namely claims to the implementation of social norms (Habermas, The Theory of communicative action vol 1, 1981).

In making handicrafts from the collected Waste Bank, local community partners need assistance to help empower waste into a craft. Mrs. Ratna said, "If I am honest, it is not pretty to make. Others make handicrafts. We have a team here, but when the pandemic and circumstances changed, finally, the vacuum did not leave the house. Finally, we got partners around here who helped in handicrafts. Before the pandemic, some eco-green actors helped make handicrafts from plastic bottles, usually mothers who move". Researcher analysis Mrs. Ratna and the manager of the Pulo Kambing Garbage Community, East Jakarta Indonesia, carried out communication activities aimed at valid claims that were significantly different, but related and complementary, one of which was the claim of rightness, namely claims for the implementation of social norms so that they were built the Life World community. In Theorie de Kommunikativen Handelns or The Theory of Communicative Action, Habermas says that communication activities aim at valid claims that are distinctly different but related and complementary, one of which is Truth claims, namely claims concerning the objective natural world.

The website www.pulokambing.com has become an effective communication medium in introducing the programs of Rumah Kreatif Bersatu Nusantara (RKBN), one of which is the Pulo Kambing Garbage Community, East Jakarta, Indonesia, and then interested and participating in the program. Mrs. Ratna says, "If the website is usually for preparation of activities, the Chairperson of our RKBN, Mrs. Vera, really paid attention to the website. When the website paid attention, Mr. Hadi Pandu Nusantara assisted him. At that time, he made Rp. 1,000,000, the price was low until he lay down, now Mrs. Vera herself likes to update on the website www.pulokambing.com because she is the most diligent in writing". Researcher analysis Mrs. Ratna and the manager of the Pulo Kambing Garbage Community, East Jakarta Indonesia, carried out communication activities aimed at valid claims, one of which was Truth Claims, namely claims regarding the objective natural world by making the Pulo Kambing Garbage Community, East Jakarta Indonesia increasingly known in outside RW 2 by creating a digital media website www.pulokambing.com so that the Life World is

built optimally. However, the researcher also criticizes the lack of harmonious dialogue between the Indonesian Ministry of Environment and Forestry, the Community, Media Managers, Members of the House of Representatives of the Republic of Indonesia (DPR RI) Commission IV (one of the partners of the Indonesian Ministry of Environment and Forestry), Members of the House of Representatives Regional People's Representative Council (DPRD) DKI Jakarta Province Commission D (One of them is Regional Environmental Management), DKI Jakarta Provincial Environment Service, East Jakarta City Environment Sub-department, Environmental Implementation Unit in Cakung District, Jatinegara Village and the Pulo Kambing Garbage Community East Jakarta Indonesia to reach a consensus so as to build a Life World Community for much better waste management.

Habermas said that Communicative Action is the ability to form an understandable and acceptable speech act for interaction without pressure based on mutual understanding and agreement (Ingram, 2010). The amount of attention from the Orico Ballmor Finance (OBS) Company towards the Pulo Kambing Garbage Community started from the son of the company's leader saving in this Waste Bank. It follows Mrs. Ratna's statement: "The support without us asking is from a company whose son is one of our waste bank customers, now it turns out that his father is not an ordinary staff in the company. Then take us to the company, have an audience, and we are given two motorbikes from OBF. For me, it is a form of appreciation for him (the OBF Company), and this all started with his son, who is still in elementary school. I did not know at first either, suddenly called we are the staff, his son is named Nara in Cipinang Muara, East Jakarta, if you save trash using Grab and GoJek, the Grab is more expensive than the trash." Researcher analysis Mrs. Ratna and the Pulo Kambing Garbage Community Manager, East Jakarta Take communicative actions to fathers whose children become Waste Bank customers then form speech actions that can be understood and accepted for interaction without pressure based on mutual understanding and an agreement with his father so that the Life World Community is established.

Individual action is meaningless if it leads to a single goal (goal-directed action). At the same time, social action makes personal relations a model of action that involves certain norms and rules according to the agreement of the life world (Denzin, K, & Lincoln, Handbook of Qualitative Research Translation Dariyatno et al., 2009). The challenge of changing people's behavior in their world in processing waste is excellent. Mrs. Ratna said that "If you say it is difficult, yes, from the start when we were around someone said it was women who did not play with trash, they were not given any money, but for good, we did not get bored, we continued to invite them and visit again After a long time, Alhamdulillah, it has been collected, many people have started to care. During this pandemic, between 1 and 2 tons of waste collects per month. Before the pandemic, more trash could be sent from schools." Researcher's analysis Mrs. Ratna and the manager of the Pulo Kambing Garbage Community, East Jakarta, Indonesia, took social actions to carry out personal relations with surrounding mothers and fostered partners from schools as a model of action toward an optimal Life World Community.

Practical Implications for The Concept of Communicative Action and Communicative Capabilities Bank Sampah Kerabat Pulo Kambing Cakung, East Jakarta. In the book The Theory of Communicative Action, Habermas said that communication activities aim at valid claims that are significantly different but related and complementary, one of which is claims of rightness, namely claims of implementing social norms (Soerjanto & Seran, 2016). The presence of environmental activists through the Pulo Kambing Garbage Community is a positive activity that must be appreciated and supported by both the government and the community. Mr. Heru said "I really appreciate the Pulo Kambing Garbage Community in East Jakarta, as Mr. Sakti said and I think something similar should be imitated not only in East Jakarta but in other areas of Jakarta, South,

North, West and even can be subbed back into East Jakarta instead of only in Pulo Kambing can be in other areas. For example, East Jakarta is only in 5 regions. In each region, there are five more subs. There, it will increase the potential for better. Of course, there must be a role from the DKI Jakarta Provincial Government, in particular, to provide training and empowerment so that people can be interested in creating a similar Waste Bank. So it is a form of appreciation from the DKI Provincial Government if he sees this as a good potential in managing the Waste Bank."

Researcher analysis Pak Heru as a media practitioner from the TVOne Television Station appreciates the communicative action of the Pulo Kambing Garbage Community Manager in East Jakarta who has carried out communication activities for Claims of Accuracy (Rightness), namely claims for the implementation of social norms and proposes that in the future there is a role for the DKI Provincial Government. Jakarta with duplication in other areas in 5 municipalities in DKI Jakarta so that an optimal Life World is built. In the book *The Theory of Communicative Action*, Habermas said that communication activities aim at valid claims that are significantly different but related and complementary, one of which is the claim of comprehensibility, namely claims of the agreement due to the fulfillment of the three claims above as sufficient reasons. for consensus (Soerjanto & Seran, 2016).

The communicative action the Pulo Kambing Garbage Community should take is cooperating with the Mass Media, Schools and Campuses through the DKI Jakarta Provincial Education Office. Mr. Heru said, "In addition to being a partner of the mass media, it is a way to communicate and socialize with the Waste Bank, the Garbage Bank, and the DKI Jakarta Provincial Government should have close cooperation. This Garbage Bank party has received appreciation, various assistance, and CSR. He can hold education and public lectures and work with the DKI Jakarta Provincial Education Office to socialize the Bank Sampah Kerabat Pulo Kambing activities that benefit students and college students. So that they are interested so that they are inspired, so that they know that there is a Waste Bank that is very profitable. How many campuses are there in DKI Jakarta? For example, the Pulo Kambing Garbage Community is present every Sunday on campus as part of the socialization of business communication. It will be a positive thing, whether later students can use this Waste Bank as thesis data or even join and be directly involved in waste bank activities so that this can be used as industrial embryos".

Researcher analysis Pak Heru as a Media Practitioner from the TVOne Television Station suggests that the manager of the Pulo Kambing Garbage Community, East Jakarta Indonesia, makes a comprehensibility claim, which is an agreement claim because the three claims above are fulfilled as sufficient reasons for consensus by becoming a Mass Media Partner and the Agency Education of DKI Jakarta Province by socializing the waste bank program to students and can be used as thesis research data, thesis research data so that in the future this activity can be used as industrial embryos for the Life World Community. However, the researcher also criticizes the lack of harmonious dialogue between the Indonesian Ministry of Environment and Forestry, the Community, Media Managers, Members of the House of Representatives of the Republic of Indonesia (DPR RI) Commission IV (one of the partners of the Indonesian Ministry of Environment and Forestry), Members of the House of Representatives Regional People's Representative Council (DPRD) DKI Jakarta Province Commission D (One of them is Regional Environmental Management), DKI Jakarta Provincial Environment Service, East Jakarta City Environment Sub-department, Environmental Implementation Unit in Cakung District, Jatinegara Village and the Pulo Kambing Garbage Community East Jakarta Indonesia to reach a consensus so as to build a Life World Community for much better waste management. Actions in the life world, according to Jurgen Habermas' opinion, refer to daily contexts based on social interactions in which subjects participate in various

experiences, conduct research on the arguments of others, and justify their actions (Denzin, K, & Lincoln, Handbook of Qualitative Research). Translation of Dariyatno et al, 2009).

Harmonious and Synergistic Communicative Actions between Pulo Kambing Garbage Community, DKI Jakarta Provincial Government, Ministry of Environment and Minimarkets to create environmental goodness and better community empowerment in the future. Mr. Heru said that "If we look at non-governmental organizations that have activities to protect the environment, it is excellent, especially since they have received appreciation from the DKI Jakarta Provincial Government, both from the DKI Jakarta Provincial Environment Service and the East Jakarta Municipal Environment Sub-department. which is positive because there are business activities that turn out to bring benefits to the environment, it is mandatory and should be appreciated by the government. Even if the Bank Sampah Kerabat Pulo Kambing wants to go national level, it can actually be bridged by the DKI Jakarta Provincial Government or by collaborating with the Mass Media, This Waste Bank can also directly get access to the Ministry of Forestry and the Environment of the Republic of Indonesia because it needs to get appreciation from the Central Government. So, not only within the DKI Jakarta Provincial Government because the domicile is still in East Jakarta, but when establishing a good cooperative relationship with the Indonesian Ministry of Forestry and Environment, this will become a prototype. It will become an embryo and become an example for other regions."

Researcher analysis Pak Heru as a Media Practitioner from the TVOne Television Station Appreciates the Communicative Actions of the Pulo Kambing Garbage Community Manager in East Jakarta in the Life World, which has received appreciation from the DKI Jakarta Provincial Environment Service and the East Jakarta City Government Environmental Service. Pak Heru also suggested to the manager of the Pulo Kambing Garbage Community in East Jakarta Indonesia to go to the National Level in synergy with the Mass Media, DKI Jakarta Provincial Government and the Indonesian Ministry of Environment and Forestry so that it will become a pilot project in other regencies and cities in Indonesia. It is where the subject participates in various experiences, conducts research on the arguments of others, and justifies his actions toward an optimal Life World Community. Habermas connects three focuses in communicative action theory, one of which is to build a community concept integrated through the living world and paradigm system (Habermas, The Theory of communicative action vol 1, 1981). Appreciation for the presence of the Pulo Kambing Garbage Community, which takes communicative actions to the community.

It is under Mr. Muhayar's statement that "So in this kind of waste management, there are several components that must be present, first there is what we call processing, processing and that is with technology, so the solution for waste is first there is one technology so that the waste is finished, the second is there is a manager. By law, this management is the responsibility of the Regional Government, in this case, the Environmental Service, and the third is that there is material and money. Now this management, if gathered, turns out to be not only the local government's responsibility as the waste management organizer but also many community activists such as Banks. Pulo Kambing Garbage Community Trash in RW 02 I know the location was before there were community activists. There was garbage on the streets. There was a garbage bank, then trash was scattered on the streets, but when the Sanitation Service and I went there, I was grateful that the trash was no longer there. It means there is already good cooperation between the government, in this case, the Department of the Environment and the community."

Researcher analysis Pak Muhayar as a Member of the Regional House of Representatives (DPRD) of DKI Jakarta Province Commission D (One of them is Regional Environmental Management) Electoral District (Dapil) IV (Pulogadung, Matraman and Cakung) appreciates the Management of the Pulo Kambing Garbage Community, East Jakarta Indonesia. Mr. Muhayar

suggested that the Pulo Kambing Garbage Community in East Jakarta, Indonesia take communicative actions, one of which is to build an integrated community concept through a living world and a paradigm system with synergy with the DKI Jakarta Provincial Environmental Service, the East Jakarta City Government Environmental Service and the community. So that the Community of the World of Life (Life World) is built optimally. However, the researcher also criticizes the lack of harmonious dialogue between the Indonesian Ministry of Environment and Forestry, the Community, Media Managers, Members of the House of Representatives of the Republic of Indonesia (DPR RI) Commission IV (one of the partners of the Indonesian Ministry of Environment and Forestry), Members of the House of Representatives Regional People's Representative Council (DPRD) DKI Jakarta Province Commission D (One of them is Regional Environmental Management), DKI Jakarta Provincial Environment Service, East Jakarta City Environment Sub-department, Environmental Implementation Unit in Cakung District, Jatinegara Village and the Bank Sampah Kerabat Pulo Kambing Cakung East Jakarta to reach a consensus so as to build a Life World Community for much better waste management.

Jurgen Habermas describes communicative action as an action taken by someone related to communication with a special - and broad - type, on three characteristics, namely communication that is intentionally and consciously carried out by someone to obtain an intersubjective agreement on which to base. Mutual understanding to obtain a peaceful consensus regarding the efforts to be carried out in the special practical conditions in which they are located (Denzin, K, & Lincoln, Handbook of Qualitative Research Translated by Dariyatno et al., 2009). The importance of consistency in carrying out communicative actions The Pulo Kambing Garbage Community should never get tired of knocking on people's doors. Mr. Muhayar said, "My advice is like this, keep working with the lillahi ta'ala intention because the Prophet Muhammad SAW said this one of the branches of faith is picking up trash on the side of the road. So picking up trash on the side of the road with thorns is a branch of faith. Therefore, cleanliness is often said to be part of faith, so continue to work sincerely with faith. God willing, you will always get an extraordinary reward. God willing, we will get the world hereafter, do not let the world fall only but not in the afterlife, or the afterlife, the world cannot, so this is how to process waste properly, it needs to be improved so that we get the world and the hereafter, the second is my advice to the activists of this Pulo Kambing Garbage Community in RW 02, do not get tired of knocking. House, no house cannot sort out the garbage."

The researcher analyzed Pak Muhayar as a Member of the Regional House of Representatives (DPRD) of DKI Jakarta Province Commission D (One of them is Regional Environmental Management) Electoral District (Dapil) IV (Pulogadung, Matraman, Cakung) and advised the manager of the Bank Sampah Kerabat Pulo Kambing Cakung, East Jakarta Indonesia to Taking Communicative Actions, never get tired of knocking on people's doors, make this work worship. No house cannot sort waste so that the goal of an intersubjective agreement is reached between the Pulo Kambing Garbage Community Manager, East Jakarta and the community as a Life World Community.

Significant Findings of Novelty Research Communication Activities Aiming at Valid Claims. Habermas said that communication activities aim at valid claims that are significantly different but related and complementary, namely claims of truth (truth), claims of accuracy (rightness), claims of comprehensibility (comprehensibility) and claims of authenticity or honesty (rightness). In perfecting Jurgen Habermas, the researcher wants to put forward the novelty in this study that other values can be included in addition to the claims above, namely the value of the presence of Character values and the values of responsibility being values that are turned on in Bank Communicative Actions. Pulo Kambing Garbage Community, East Jakarta, Indonesia. Some values are brought to life in the Life World Communicative Actions for the Pulo Kambing Garbage Community, East

Jakarta, Indonesia. The values of saving the environment are a novelty in this research. Mrs. Burhanita says, "First is the value of saving the environment, so that the waste is separated from the source, namely in the household, thereby reducing the amount of waste that comes out, thereby reducing the burden on the city in terms of distributing waste. Saving the environment was up to 0.05%, only 5% of the waste could not be saved at all, I heard from the management."

The researcher analysis Mrs. Burhanita as a Community Member of the Pulo Kambing Garbage Community, East Jakarta and also as the Chairperson of the Indonesian Association of Early Childhood Educators and Education Personnel (HIMPAUDI) and the Trustees of the Indonesian Family House (RKI) East Jakarta Appreciates the Manager of the Pulo Kambing Garbage Community, East Jakarta Indonesia revives the values of saving the environment which is a novelty in this research. Some values are brought to life in the Life World Communicative Actions for the Pulo Kambing Garbage Community Cakung, East Jakarta. Character values and Responsibility values are a novelty in this research. Mrs. Burhanita says, "Both character values, so we have a responsibility to save the environment utilizing trivial things, namely sorting out garbage from the house. The second character values are there, so we are disciplined in sorting out which waste is plastic waste or paper waste. organic and inorganic, and so on. The Waste Bank has several categories, namely the grouping of waste. Then I also saw how the souls of the managers in Pulo Kambing have a social spirit, so social responsibility, responsibility to save lives, responsibility to invite goodness is something real".

The researcher analysis Mrs. Burhanita as a Community Member of the Pulo Kambing Garbage Community, East Jakarta, Indonesia and also as the Chairperson of the Indonesian Association of Early Childhood Educators and Education Personnel (HIMPAUDI) and the Trustees of the Indonesian Family House (RKI) East Jakarta Appreciates the Manager of the Pulo Kambing Garbage Community, East Jakarta Indonesia revives the values of Character and Responsibility which are novelties in this research. However, the researcher also criticizes the lack of harmonious dialogue between the Indonesian Ministry of Environment and Forestry, the Community, Media Managers, Members of the House of Representatives of the Republic of Indonesia (DPR RI) Commission IV (one of the partners of the Indonesian Ministry of Environment and Forestry), Members of the House of Representatives Regional People's Representative Council (DPRD) DKI Jakarta Province Commission D (One of them is Regional Environmental Management), DKI Jakarta Provincial Environment Service, East Jakarta City Environment Sub-department, Environmental Implementation Unit in Cakung District, Jatinegara Village and the Pulo Kambing Garbage Community East Jakarta Indonesia to reach a consensus so as to build a Life World Community for much better waste management. Concern for the environment and the desire to save waste is Mrs. Siti's way of building self-awareness individually and being interested and moving to join the Pulo Kambing Garbage Community, East Jakarta, Indonesia.

Some values are brought to life in the Life World Communicative Actions for the Pulo Kambing Garbage Community, East Jakarta, Indonesia. The values of saving the environment are a novelty in this research. Mrs. Siti said, "I built my self-awareness by being more concerned with the problems or impacts of waste, and then I was moved by myself to sort out the waste and then save the waste to the Pulo Kambing Garbage Community, East Jakarta, Indonesia." Researcher analysis of Mrs. Siti as a Community Member of the Pulo Kambing Garbage Community, East Jakarta Indonesia, awakened her awareness because she had a concern for saving the surrounding environment, then she was moved and interested in joining the Pulo Kambing Garbage Community, East Jakarta Indonesia, which became a novelty in this research.

CONCLUSION

Pulo Kambing Garbage Community, East Jakarta, Indonesia Building its Life World as a community is through communication activities aimed at valid claims that are significantly different but related and complementary to each other, namely the value of saving the environment so that waste is sorted from the source, namely in the household to reduce the amount of waste that comes out to reduce the burden on the city in terms of distributing waste. Character values, so we are responsible for simply trying to save the environment, namely sorting out garbage from the second house. The second character values are there, so we are disciplined in sorting out plastic and paper waste, which are organic and inorganic. Some of these values are a novelty in this research. Other values are that the economic value is also useful, it turns out to be of economic value in money. This Garbage Bank program can be used as a community development management so that we do not only do good by standing on the pulpit and then explaining about the goodness that is recitation in nature but conveying that goodness is also related to real things such as saving the environment and then saving something big starting from small namely sorting the waste in the household. Communicative Actions Affected by the Life World Pulo Kambing Garbage Community East Jakarta Indonesia Awakened with a door-to-door approach invites residents, then uses developments in communication technology such as the website www.pulokambing.com to make Communicative Actions more widespread in the community assisted by teenagers and millennial youth who are experts in Digital Marketing who help promote handicrafts from waste such as hats and bags.

Then collaborated with several Customers of the Pulo Kambing Garbage Community, East Jakarta Indonesia by providing education as was done in collaboration with the Association of Indonesian Early Childhood Educators and Education Personnel by educating children on the importance of managing and sorting waste and the good of the environment and being actively attended as speakers in various forums and audiences with members of the DKI Jakarta DPRD through the Socialization of Regional Regulations (Sosperda) Governor Regulation Number 77 concerning waste management at the RW level. However, the researcher also criticizes the lack of harmonious dialogue between the Indonesian Ministry of Environment and Forestry, the Community, Media Managers, Members of the House of Representatives of the Republic of Indonesia (DPR RI) Commission IV (one of the partners of the Indonesian Ministry of Environment and Forestry), Members of the House of Representatives Regional People's Representative Council (DPRD) DKI Jakarta Province Commission D (One of them is Regional Environmental Management), DKI Jakarta Provincial Environment Service, East Jakarta City Environment Sub-department, Environmental Implementation Unit in Cakung District, Jatinegara Village and the Pulo Kambing Garbage Community East Jakarta Indonesia to reach a consensus so as to build a Life World Community for much better waste management.

The researcher recommends that further research can continue the following things. Communicative Action Research Influenced by the Life World is a new area that researchers in communication science can study and further investigate. With the increasingly advanced development of communication technology, it is inevitable that in the future technological changes will also enrich Communicative Actions. This research focuses on research on life-world communicators. The researcher recommends that the communicators featured in this study be explored further in philosophy and communication science to discover how communicative action applies in today's contemporary world. Researchers also recommend the following practical approach. Unified communication and synergy through collaboration with the DKI Jakarta Provincial Environment Service and the East Jakarta City Environment Sub-department for better waste management in the future. Unified communication and synergy through collaboration with mass media such as television stations in reporting on the Jakarta Waste Emergency because the

Bantar Gebang TPST contract is about to expire and the importance of Disseminating Regional Regulations (Sosperda) Governor's Regulation number 77 of 2020 concerning Waste Management at the level of Neighborhood Units (RW) repeatedly so that public awareness will increase. Researchers also recommend the following social approach. Unified communication and synergy through collaboration with private companies that care about the environment to carry out Corporate Social Responsibility (CSR), such as exchanging waste for shopping vouchers as was done decades ago. Unified communication and synergies with campuses in DKI Jakarta and its surroundings create a conscious movement and care for the environment by managing and sorting waste. Students and lecturers on campus are actively involved in community service activities.

Harmonious Communication and Synergy in collaboration with Government Agencies, Private Companies, Mass Media, Online Media, Members of the DKI Jakarta DPRD and Customers of Waste Banks Hold a competition for cleanliness and management and sorting of waste throughout DKI Jakarta with attractive prizes to trigger motivation and public awareness of the importance of managing and sorting waste for the good of the environment in the future. Communication using technology creates interesting content, especially in managing and sorting waste and handicrafts from waste that can bring economic benefits to the community through the YouTube Channel and then disseminated massively. Communication with the surrounding community by creating events that attract the public's interest to become customers of the Pulo Kambing Garbage Community, East Jakarta, Indonesia. Communication with the virtual community by organizing webinars on the importance of environmental awareness through waste management through the Waste Bank by inviting resource persons from the Legislature, Executives, Media Practitioners and Environmental Experts. Competitive price competition with the Waste Bank created by the Provincial Government of DKI Jakarta from the provincial level to the level of the RW is important for the success and sustainability of the Pulo Kambing Garbage Community, East Jakarta, Indonesia.

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