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**IBM for the Coastal Women's Group in Kecamatan Panjang Kota
Bandar Lampung with Problem of Waste Recycle Product Marketing
and
Minimum Awareness Toward Coastal Environment**

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Abstract

Kota Bandar Lampung with a total area reaches 197.22 square km, and population of 1.251.642 inhabitants, if calculated per day the amount of waste reaches to 800 tons. Garbage that can not be accommodated in landfills (TPA) Bakung empties into the Lampung Gulf coast region of Bandar Lampung. Coastal waste management such as Green Village Programme in Panjang Selatan, Panjang Utara, and Srengsem. The activities held are the management of organic waste into compost and non-organic waste products into a variety of skills.

Community issues is the awareness and participation of coastal communities about waste management institutionally in Green Village program is still low, the difficulties in marketing of the compost bins refined products and handicrafts, understanding and concerning beyond coastal communities to environmental issues is still low. IbM activity is targeting several things: 1) The activity is intended for residents of women in the Village of Panjang Selatan and Panjang Utara, 2) The coaching carried out some cognitive aspects regarding gender equality, rights and roles, women empowering in the management of coastal environment, institutional strengthening and networking, as well as the optimization of litter processed products. 3) Coaching and mentoring aspects of technology support website.

The results of the activities of the counseling is to increase awareness of gender and women's roles of garbage management group in Kecamatan Panjang Selatan and Panjang Utara. In addition, the realization of institutional strengthening groups so that provide assurances to the Village Green activists to continue performing environmental protection issues despite being hampered, and open the horizons for the group to build networks in order to more easily achieve the goal. The indication is the increasing number of women who are active, and more diverse activities. Secondly, establish and managing beneficial website for the introductory of activity and environmental issues in coastal community and place for promoting those refined products. Thirdly, campaigns create awareness about the coastal environment outside the coastal community environmental

awareness, and advocacy to coordinate with the local government may be able to build networks with various parties in order to continue the work.

Keyword: *Coastal Woman, Marketing Product, Waste Recycle, People Awareness*

1. Introduction

1.1 Situation Analysis

Kota Bandar Lampung with a total area reaches 197.22 square km, and population of 1.251.642 inhabitants, if calculated per day the amount of waste reaches to 800 tons. This kind of waste, such as from the office and shopping center as much as 63 percent, 16.67 percent of settlements, and the traditional market of 20.3 percent. Garbage that can not be accommodated in landfills (TPA) Bakung empties into the coast of Lampung Gulf, Bandarlampung (*Mitra Bentala-Walhi Dukung Bank Sampah Pesisir Bandarlampung* <http://otentik.lampung.com/mitra-bentala-walhi-dukung-bank-sampah-pesisir-bandarlampung> /Oktober 27, 2014, accessed on April 12nd, 2015).

Meanwhile, Kota Bandar Lampung also has two major rivers namely Way Kuripan and Way Kuala, and 23 small rivers. All of these rivers is a DAS (the Watershed) which is in Kota Bandar Lampung and mostly boils in the Gulf Coast Bandar Lampung.

The coastal area is where the accumulation of all kinds of waste is carried by the flow of water, both liquid and solid waste. Rubbish is often discovered splattered on along the beach and more near to the settlement, notably residential back to the beach. These kind of settlements are categorized as slum area that the sanitary facilities and environmental hygiene is very poor (*Pesisir Kota Bandar Lampung, Siapa Peduli?*, <http://green.kompasiana.com/penghijauan/2013/09/06/pesisir-kota-bandar-lampung-siapa-peduli--590242.html> September 6th, 2013).

Bandar Lampung is one of six districts/cities in Indonesia that have been selected become the object of coastal planning areas by the central government (*Kawasan Pesisir: Bandar Lampung Jadi Objek Perencanaan*, <http://www.lampungpost.com/cetak/berita.php?id=2007121902112520>, December 9th, 2007). Government of Bandar Lampung was rolling the Village Green program that is destined for the coastal areas. The goal was originally for slum residential in coastal areas converted into residential areas are arranged neatly, beautiful and lush.

There are three areas that get into Green Village program. Those areas are Panjang, Kota Karang, and Bumi Waras. One of the Green Village in Kecamatan Panjang is named Artha Griin, chaired by Rini Murtini. According to Rini Murtini in an interview at her residence on April 15th, 2015, Green Village program in her district has been running in the Village of Panjang Selatan, Panjang Utara, and Srengsem. The activities held are the management of organic waste into compost and non-organic waste products into a variety of skills such as bags, plastic flowers, vases and clothing fashion made from plastic waste materials.

1.2 Problem of Partnership

2. Awareness and coastal community participation toward the waste managing institutionally is still low. Knowledge about organic waste management and non-organic unevenly distributed among group members;
3. Partnership network limitations problem become one of the obstacles in development of waste management. This causes the marketing range of products is limited, and resulted productive work become stagnates. Waste management is only temporary, or just to meet the special events that took place in Kota Bandar Lampung, such as exhibition development. These conditions, when the area of waste management may can not be a source of alternative economy, the sustainability of the existence of groups that already exist can be deteriorated.
4. People do not have the awareness that by purchasing and using products coastal areas is participate to solve environmental problems.
5. The waste management partnership face various problems, that currently become concern only for the local community. It has not became same concern to the public to keep this coastal environment.

2. Target And Outcome

2.1 Activity Target

This IbM activity is targeting several things :

1. Activities earmarked for waste management group in the village of Panjang Selatan and Panjang Utara, with a focus on women members. The focus is more efficient because the structure of the coastal women are dominant in the domestic sphere, and has been active in community activities.

2. Women members of the garbage management group in Panjang Selatan and Panjang Utara will receive coaching in the cognitive aspects regarding a) gender equality, rights and roles, b) the empowerment of women in the management of the coastal environment, c) the strengthening of institutions and networks, d) optimization of garbage refined coastal products.
3. The waste management group will receive coaching and mentoring aspects of technology support website. The strategy is to manufacture the website team, creation, and development for the sustainable use of the website.

2.2 Activity Outcome

Outcome from those targets such as :

1. The active involvement of women who gathered in the coastal waste management group in both of Kelurahan Panjang Selatan and Panjang Utara, in the protection of coastal environmental areas and utilization of coastal zones, have an impact on environmental protection and improvement of people's economic welfare.
2. Women members of the garbage management group in Panjang Selatan and Panjang Utara have awareness and understanding of a) gender equality, rights and roles, b) the empowerment of women in the management of the coastal environment, c) the strengthening of institutions and networks, d) are motivated to improve the quantity and quality coastal garbage refined products.
3. The existence of the website about programs and activities of waste management groups, first, enables the group to promote garbage refined products to the wider community. The expected impact is to support the marketing strategy, so that the garbage refined products commercially valuable to welfare of coastal communities. Secondly, to show people more about the program of environmental protection in coastal areas.

3. Execution Method

3.1 Approaching Method

1. First method is from cognitive and psychology aspect is service team provides the knowledge and awareness to the cadres from two partnership groups.

2. The second method of mentoring and empowerment is that the team directly assisting cadres in activity and involving the participation of cadres.
3. The third method of advocacy, the team devotees connect aspirations of the people/cadres from the coastal area to relevant government and other public networks.

3.2 Work Stages

Realization of problem solving in waste management activities coastal areas of Bandar Lampung by women's groups in the Panjang Utara and Panjang Selatan, are:

1. The first step, providing extension with the aim to raise awareness about: a) gender equality, with its rights and roles, b) woman empowering in the management of the coastal environment, c) institutional strengthening and networking.
2. The second step, making the website as a means of introduction and socialization of garbage refined products structuring and protection of coastal areas to the public.
3. The third step, held a bazaar which took place outside the coastal environment, so that the public know about the garbage coastal refined products.
4. The fourth step, recommend to the government and network of other community groups in order to facilitate the introduction of products to the markets of coastal areas.

3.3 Partnership Participation in the Program Implementation

Partners of this activity are waste management group in the village of Kelurahan Panjang Selatan and Panjang Utara. Both of these partners plays a role in three ways, are planning, implementation and evaluation. In planning, partners provide data related to the activities and participated in formulating the model of structuring solutions and waste management in coastal areas. On implementation, the partners facilitating implementation of activities. Each group members who will be coordinating the activities of waste management participants. Likewise the evaluation stage, partners are entitled to assessing the success of this activity.

4. Result Achieved

4.1 Achievement of Counselling Activity

The first phase of this activity is the counseling that has been given to the residents of Panjang Selatan and Panjang Utara. Furthermore, the design of waste management group website in Kecamatan Panjang. The team will describe the achievement of the following activities:

Implementation of outreach activities that conducted on Saturday, June 25th, 2016 at the Secretariat of the Green Village which is located in Panjang Selatan Jalan Selat Malaka No. 3 Lingkungan 1 RT 03 Panjang Selatan. Person in charge of this stage is Dra. Yuni Ratnasari, M.Si.

Table 5. Counselling Materials

Substance Activity	Conveyor of material / companions
1. Gender equality, right, and its role	Dra. Yuni Ratnasari, M.Si.
2. Empowerment and Strengthening Women's groups in the management of the coastal environment	Dwi Wahyu Handayani, M.Si.

This event was attended by 50 participants from Panjang Selatan and Panjang Utara District who are mostly female members from Green Village. It was also attended by approximately 10% males. It was because of environmental management is also a shared responsibility and mutual support.

4.2 Understanding the Issue of Coastal Areas and Product Marketing

This website activities coordinated by Teuku Fahmi, M.Si. Website was made under the auspices of Fisip Website in University of Lampung. Name of the website is <http://kampunghijau.fisip.unila.ac.id>. Sustainability of this website will be pursued through the empowerment of Village Green internal cadre and students through guided group program, that in the future will be built three departments such as Department of Government, International Relations Department and the Department of Sociology.

5. Sustainability Program

In this chapter, some things will be planned by team are :

5.1 Sustainability observation on counseling impact:

1. Improve the effectiveness of Bank Sampah (Garbage Bank), such as evolving numbers of customers, and add some units of Bank Sampah (Garbage Bank) in Panjang. Then, the team will observe the changing progress.
2. Garbage Bank, compost and refined skills of plastic waste. The team continued to observe skills development of production.
3. The involvement of women in the activities of waste management is increasing along the increasing number of women who are actively composting and making some garbage skills. The team continues to observe the activity.

5.2 Understanding the problems of coastal areas, introduction and marketing of garbage refined products.

1. Website has been activated and strived to be updated.
2. Orientation website to the leader of the faculty and the Department of Government, International Relations Department, and the Department of Sociology that coastal areas mentoring program, especially for website and other coastal environmental issues could be continued.
3. Institutional and network business development
Recommendations to the government to integrate with non-governmental organizations and the market in order to facilitate the marketing of coastal areas products.

6 Conclusions And Recommendations

6.1 Conclusions

1. Counseling activities about gender equality and woman roles of garbage managing in coastal area that has been given to the people in Panjang Selatan and Panjang Utara provide highly effective awareness raising women's role in waste management activities. Indications of this increasing awareness is on raising of women's participation in various activities of the Green Village.
2. Counseling activities with institutional strengthening material of waste management group, to give confidence to Green Village activists to continue carry out

environmental protection activities despite being hampered by various issues, and bring more information for the group to build networks in order to more achieve the goal easily.

3. Activities building and management of websites, including the campaign to the community off the coast received positive response. This is in accordance with the needs of the Green Village inside publishing activity, the introduction of environmental problems of coastal areas, and promotion of garbage refined products.
4. Advocacy to coordinate with the local government, and build networks with various parties.

6.2 Recommendations

1. Sustainability extension activities, empowerment, mentoring needs to be done in accordance with the needs of institutional strengthening Green Village in the coastal region.
2. Sustainability website activity is making this become a part of guided group in Fisip, Lampung University.
3. Assistance in the case of building network with various parties need to be pursued, in order to build a prosperous society.

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Photographs Activity

1. Choacing on Saturday, June 25, 2016, in Secretariat of Kampung Hijau Panjang Selatan, Jalan Selat Malaka No 3 Lingkungan 1 RT 03 Panjang Selatan