

Evaluation of Sector 6 Citarum Harum's Social Media for Waste Management

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Abstract. *The study aims to analyze the utilization of information media platforms by the Citarum Harum Task Force Sector 6 in waste management endeavors within the Baleendah District, Bandung Regency. The platforms under scrutiny include Instagram (@guardian_sektor6), YouTube (guardian_citarum), and TikTok (guardian_citarum). Employing a qualitative approach, the study integrates interviews, direct observations, and document analysis. Findings underscore the imperative of developing an official website to enhance information dissemination and organization. Notably, while the Instagram account @guardian_sektor6 demonstrates consistent posting and visually appealing content, shortcomings include inconsistent hashtag usage and limited content diversity. Similarly, the YouTube channel guardian_citarum maintains posting consistency but lacks optimization in SEO utilization and incomplete video descriptions. Meanwhile, TikTok account guardian_citarum, though active and visually engaging, underutilizes features such as hashtags and User-Generated Content. Consequently, the research output comprises a wireframe layout design for the official website of the Citarum Harum Task Force Sector 6. It is envisaged that this wireframe design will amplify the effectiveness of information delivery and waste management socialization efforts in the areas overseen by the Citarum Harum Task Force Sector 6.*

Keywords: *waste management, citarum harum, the sector 6 task force, information media platforms, website wireframe.*

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INTRODUCTION

To address waste management issues, the importance of communication and socialization to the community becomes highly significant. Waste management is a complex process that involves technology and must pay attention to the types of waste (Sudarman et al., 2016). Technologies related to waste management include waste generation control, handling, storage, collection, transfer, transportation, processing, and disposal (Wulandari & Widodo, 2022). The Citarum Harum Task Force The Sector 6, operating in the Baleendah District, Bandung Regency, West Java, has been active in providing education on the importance of waste

management through various media platforms. The area has been identified as one of the most polluted segments of the river, significantly affecting the local ecosystem and public health. The Task Force's efforts are crucial in this region because it is a model for other sectors along the river.

However, this communication strategy faces challenges due to limited resources and accessibility to broader official channels.

One member of The Sector 6 Task Force, Enggo Prasetyo, through the YouTube channel @Satgassektor6787, has been using his account to share information and activities related to waste management, demonstrating individual

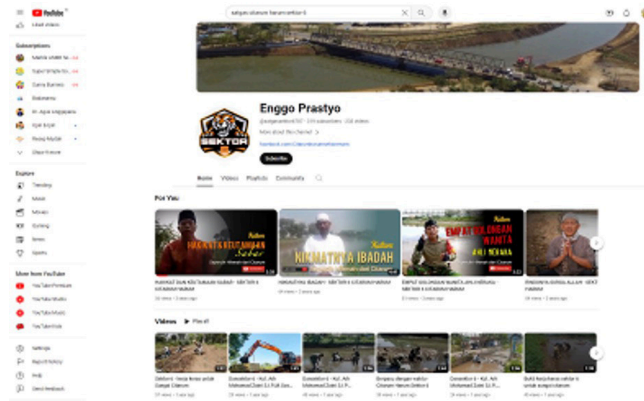


FIGURE 1. YouTube account @satgassektor6787 managed by Enggo Prasetyo (member of The Sector 6 Task Force)
Source: (Prasetyo, 2020)

dedication to the task and environmental issues. YouTube has significantly changed the media landscape, especially for individuals who are passionate about creating video content such as short films, documentaries, and vlogs but are limited in access to show their work (Niza Nurfajriah, 2021).

Additionally, Gusti Kanjeng, in this context, is not the real name but rather a pseudonym or alias used by a member or colleague in the Sector 6 Task Force, has been actively contributing through a Facebook account named Gusti Kanjeng and a TikTok account named @gusti kanjeng.3 According to Sergeant Anjar

Widi (03/19/2024), Gusti Kanjeng is one of the colleagues tasked with creating and sharing relevant and engaging content about The Sector 6 activities related to waste management. The presence of TikTok is one of the new media that is then glimpsed by content creator activists to market their products (Sidauruk, 2021).

Gusti Kanjeng is an account that has successfully attracted attention and interaction from the community, as evidenced by the large number of followers and likes on the account. For instance, on the TikTok account @gustikanjeng.3, there are 6,218 followers and 22k likes, while on Facebook, Gusti

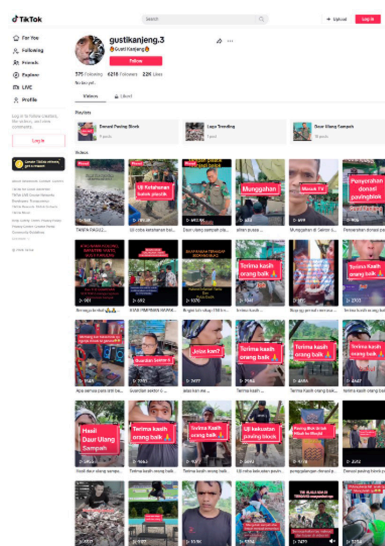


FIGURE 2. Post on TikTok account @gustikanjeng.3 featuring The Sector 6 Task Force activities
Source: (Kanjeng, 2024b)

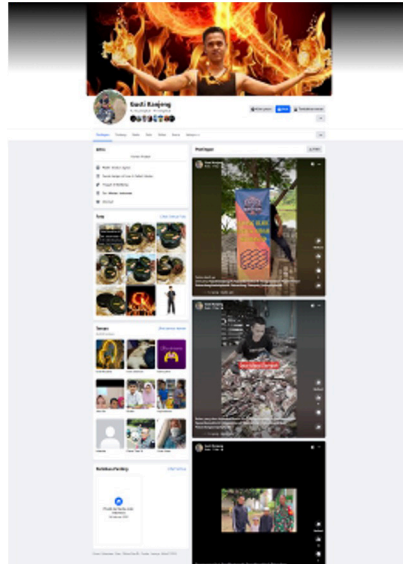


FIGURE 3. Post on the YouTube Channel Gusti Kanjeng featuring The Sector 6 Task Force activities
Source: (Kanjeng, 2024a)

Kanjeng has 4.3 thousand followers. This success indicates the ability of the account to capture interest and maintain engagement with netizens, which plays a significant role in supporting the promotion of The Sector 6 Task Force activities. Its ability to interact actively with followers creates an effective space for spreading awareness and information about ongoing environmental efforts. As mentioned, to deal with environmental problems in Indonesia cannot only be solved by rescue efforts and disaster response. Collective awareness is needed to protect the environment jointly (Wahyudin, 2017).

Although personal accounts like Gusti Kanjeng's offer engaging interactions and support the promotion of Task Force activities, the uncertainty due to its unofficial status, such as potential changes in name or content, implies risks to consistency and continuity of information. While its presence is valuable, it is also important to develop official and sustainable communication strategies for The Sector 6 Task Force to ensure consistent messaging to the public. By having official accounts, The Sector 6

Task Force can guarantee the stability and continuity of information conveyed to the public (Armansyah, 2023). According to Sergeant Anjar (03/19/2024), The Sector 6 Task Force currently has three official accounts: Instagram @guardian_sektor6, YouTube @guardian_citarum, and TikTok guardian_citarum. Additionally, for dissemination, they have collaborated with majalahceo.com.

The presence of majalahceo.com as a platform for showcasing activities news indicates a collaborative effort between The Sector 6 Task Force and external media. However, this also raises questions about the coherence and control of the narrative conveyed to the public. Based on the findings, majalahceo.com not only features news about Sector 6 but also covers activities from other Sectors, which could add complexity in maintaining message consistency specifically for The Sector 6 Task Force activities.

Publishing news on another website rather than an official one has some drawbacks. The presence of news on other platforms is not directly controlled by The Sector 6 Task Force, which may

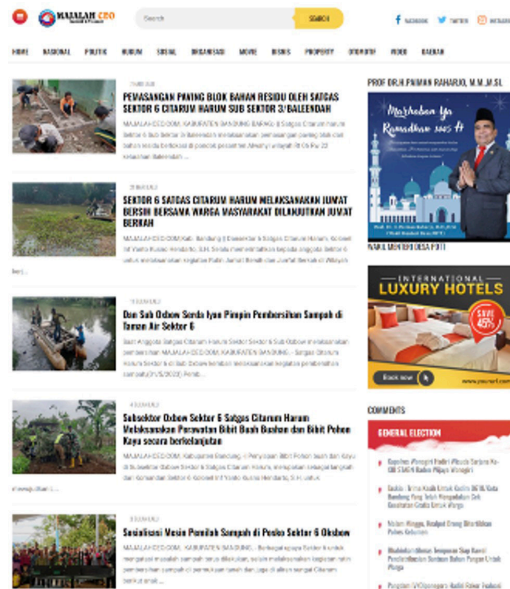


FIGURE 4. News about The Sector 6 Task Force activities on the website www.majalahceo.com

Source: (Majalah CEO, 2019)

lead to inaccuracies or lack of control over the information conveyed and may even give rise to hoax news. As a solution, Septiaji Eko Nugroho, Chairman of the Indonesian Anti-Hoax Society (Yunita, 2017), suggests verifying the truthfulness of news by seeking references from official online sites and comparing their contents. This helps readers draw more balanced conclusions before spreading information.

The challenges related to using Enggo Prasetyo and Gusti Kanjeng's personal accounts and cooperation with external media like majalahceo.com underscore the need for developing more structured communication platforms for The Sector 6 Task Force. Therefore, creating an official website becomes a crucial step to ensure control and consistency of the messages conveyed to the public regarding waste management. This website will serve as an organized and easily accessible source of information (Syaban et al., 2018), it can strengthen communication and public education efforts on environmental issues undertaken by the Sector 6 Task Force.

An interview with the Sector

6 commander (10/27/2023) revealed interest and a need to create an official website for the Sector 6 Task Force. However, this initiative is hindered by the availability of resources, particularly the lack of administrators willing and capable of managing the website. This reluctance is understandable, given that Task Force members are already busy with their primary responsibilities in the field. Although the Sector commander feels that existing media, such as personal initiatives from members like Enggo Prasetyo and Gusti Kanjeng and collaboration with majalahceo.com, are sufficient, enhancing communication and public outreach effectiveness remains an opportunity. Control over the information conveyed needs to be more structured and formal to ensure consistency and continuity in communication efforts (Rachmawan, 2017).

Several important reasons exist for creating an official website for the Sector 6 Task Force. Website functionality, perceived usefulness, and perceived benefits significantly influence customer satisfaction (Melawati & Wijaksana, 2020). Studies by Kim et al. (Tandon et

al., 2017) and (Pratama, 2019) also found that usability and perceived usefulness significantly impact customer satisfaction. Furthermore, research by (Pauzi, 2018) and (Pratama, 2019) indicates that perceived benefits play a crucial role in determining customer satisfaction. This research framework is based on these findings and relevant previous theoretical foundations.

A website is a form of communication through the internet that is included in mass media, where many people can access certain information (Surentu et al., 2020). Therefore, a website can increase public awareness of waste management.

In social marketing, three ways can be done to achieve goals, namely education (providing the information), motivation (persuasive), and advocacy (taking socio-political action) (Fahzaria et al., 2022). Essentially, social marketing is a strategy employed by a group or institution, particularly the government, aimed at altering the behaviors of specific social groups (Adnan, 2014). Based on the explanation, several important principles in this communication approach related to the website exist. First, through the provided features, the official website can educate the public by providing clear and structured information about waste management. This creates better awareness and understanding of environmental issues in the community. The public can contribute to this website by submitting articles or interesting information about environmental conservation (Maulana et al., 2020).

Second, by presenting information persuasively, the website can motivate people to change their behavior to be more environmentally friendly. Pro-environmental behavior can be carried out through environmental knowledge, values, attitudes, perceptions of locus of control, and personal, social, and

other norms. (Effendi et al., 2020). Convincing messages about the benefits of environmentally friendly practices can inspire positive actions. Finally, the website can rally public support through advocacy features to take social and political actions that support waste management efforts. As mentioned, social media is important in social campaigns and influences public participation. This also applies to websites, which can be an effective platform to rally support and influence social action (Pienrasmi, 2015). By combining these three approaches, developing the official website for the Citarum Harum Task Force Sector 6 can be a highly effective tool in supporting waste management efforts and increasing public awareness of environmental issues.

To realize the official website, creating a wireframe design is essential. Wireframing, as highlighted by (Segara, 2019), plays a crucial role in digital media design, establishing the information structure and organizing data based on user preferences. According to (Nishadha, 2022), wireframes provide an initial visualization of element placement and interaction on web pages, bridging the gap between creative thinking and the final product.

In this study, the wireframe design is a foundational step toward developing an organized and effective platform for disseminating educational messages about waste management to the public. By addressing the research issues and leveraging insights from the literature review, the wireframe design aims to optimize the communication and socialization efforts of the Sector 6 Task Force regarding waste management within its community.

The research problem is to enhance communication effectiveness and socialization efforts of the Sector 6 Task Force regarding waste management. Through a comprehensive literature

review, the study explores the current state of digital media design practices and identifies the significance of wireframing in optimizing website development processes.

Given the urgent need to improve waste management practices and public awareness, this research provides practical solutions for designing an efficient and user-friendly website platform. By integrating insights from the literature and leveraging wireframe design principles, the study aims to address these pressing issues effectively.

METHOD

This research adopts a descriptive qualitative approach to examine the use of information media platforms by the Sector 6 Task Force of Citarum Harum in waste management. Methodologically, the study encompasses a literature review, semi-structured interviews with key Task Force members, direct observations of media platform usage, and analysis of related documents. Findings inform a sketching phase to generate initial website design ideas, followed by wireframing for basic website structure. A brief presentation to Task Force members and stakeholders concludes the methodological process, seeking feedback before proceeding. The research scheme consists of research, sketch, wireframing, and a brief presentation, which can be outlined as Figure 5:

Research:

The first step is to conduct a literature review to understand the waste management context and the role

of information media platforms within that context. Primary data collection is obtained through a series of interviews with The Sector 6 Task Force members, including Colonel Inf Yanto Kusno Hendarto, S.H. as the Commander of The Sector 6 Task Force, Pelda Dadik Mauludin as the Commander of SSK The Sector 6 Task Force, and Sergeant Anjar Widi, using a semi-structured interview guide designed to explore

information, perceptions, experiences, and evaluations of Task Force members regarding the use of information media platforms such as Instagram and YouTube, as well as the need for more effective platforms.

Direct observation is also conducted to understand how information about waste management is conveyed to the public through the media platforms used. This observation involves the analysis of content posted on the Task Force's official social media platforms and interactions between the Task Force and the public through these media.

Furthermore, analysis of related documents such as Task Force activity reports, online publications, and educational materials about waste management is also carried out to complement the data obtained from interviews and observations. These documents are analyzed to understand the communication and education strategies that have been implemented.

Sketching:

Based on the research findings, a sketching phase is conducted to generate initial ideas regarding website



FIGURE 5. Research Diagram
Source: (Muli, 2021)

design. These sketches are rough visual representations of the desired site layout and structure and the features to be included.

Wireframing:

Once the sketches are approved, the next step is to create wireframes. This involves creating the basic framework of the website design, without focusing too much on detailed visual aspects. These wireframes focus on content organization, navigation, and user interface interactions.

Brief Presentation:

This stage involves a brief presentation to Task Force members and relevant stakeholders. The presentation includes presenting the research findings, initial sketches, and prepared wireframes. The goal is to obtain input, feedback, and approval before proceeding to the next development stage.

RESULTS AND DISCUSSIONS

Results

The analysis of information media platforms used by The Sector 6 Task Force of Citarum Harum in waste management shows that existing social media platforms, such as @Satgassektor6787, Facebook Gusti Kanjeng, TikTok gustikanjeng.3, and the website www.majalahceo.com, have limitations in delivering comprehensive and structured information about The Sector 6 Task Force activities to the public. These findings highlight the need for more effective platforms to provide structured and informative information.

In line with these findings, the analysis includes official accounts: Instagram @guardian_sektor6, YouTube guardian_citarum, and TikTok guardian_citarum. Although these accounts present information related to Citarum Harum Task Force activities, the lack of consistency in using account names,

especially on YouTube and TikTok, which do not include "The Sector 6", can raise doubts about the authenticity and validity of these accounts. This can hinder Task Force efforts to convey messages and information to the intended target audience effectively.

Aligned with these findings, this research produces a wireframe website design using the free application visme.co. The purpose of wireframing is to illustrate the logical flow of specific functions and businesses by identifying all entry and exit points or actions that users will experience (Agus, 2019). Based on this, wireframing aims to address the limitations identified in previous information media platforms. With a structured and comprehensive layout design, this website is expected to convey information about waste management to the public effectively.

Analysis of previous information media platforms helps identify community needs and expectations regarding delivering information about waste management. This analysis provides a wireframe website design that considers an organized information structure and features suitable for Task Force members' needs and supports community participation.

Thus, the design of this wireframe website becomes a concrete solution that emerges from a deep understanding of the challenges and needs faced by the Citarum Harum Task Force in managing and delivering information about waste management to the public.

Analyzing information media platforms used by The Sector 6 Task Force of Citarum Harum in waste management reveals limitations in delivering comprehensive and structured information to the public. Existing social media platforms, such as @Satgassektor6787, Facebook Gusti Kanjeng, TikTok gustikanjeng.3, and

the website www.majalahceo.com, fall short. Furthermore, official accounts like Instagram @guardian_sektor6, YouTube guardian_citarum, and TikTok guardian_citarum lack consistency in account names, potentially undermining their authenticity and hindering effective message delivery. In response to these findings, this research proposes a wireframe website design using visme.co to address the identified limitations. Wireframing aims to illustrate the logical flow of functions and features, providing a structured and comprehensive layout for effectively conveying information about waste management to the public. This website design emerges as a concrete solution, informed by a deep understanding of the challenges and needs faced by the Citarum Harum Task Force in managing and disseminating information about waste management.

Discussion

Analysis of Information Media Platforms Used by Citarum Harum Task Force

In efforts to inform about waste management activities, The Sector 6 Task Force of Citarum Harum has utilized several social media platforms. They actively engage on Instagram through the account @guardian_sektor6, YouTube with the account @guardian_citarum, and TikTok with the account guardian_citarum. Through these platforms, The Sector 6 Task Force seeks to raise public

awareness about the importance of waste management and inform about the activities carried out.

Analyzing information media platforms involves evaluating several key factors, including publishing frequency, visuals and design, content strategy, information accessibility, and interaction with followers. Evaluation of publishing frequency aims to determine the regularity and consistency of the information conveyed. In contrast, examining visuals and design aims to ensure attractiveness and alignment with the brand identity. Content strategy is evaluated to ensure relevance and variety of content, while information accessibility highlights the ease of access from various devices. Lastly, interaction with followers is examined to assess the responsiveness and engagement of the Task Force with its audience. Below is the analysis of the media platform usage implemented by The Sector 6 Task Force of Citarum Harum.

1. Official Instagram Account of The Sector 6 Task Force: @guardian_sektor6

Instagram serves as the primary platform for The Sector 6 Task Force to share up-to-date information about waste management activities, socialization efforts to the community, the latest news, and other important information.

The following Table 1 is an analysis of the content posted on the Instagram



FIGURE 6. Official Instagram Account of The Sector 6 Task Force: @guardian_sektor6
Source: (Sektor 6, 2019)

TABLE 1. Analysis of the content posted on the Instagram account @guardian_sektor6

Elements	Description
Publishing Frequency	This account joined in October 2019, with 625 posts since January 2020. The account demonstrates active publishing frequency, indicating efforts to ensure followers continue receiving the latest information about The Sector 6 Task Force activities.
Visuals and Design	Since December 2022, the Instagram feed layout on the @guardian_sektor6 account has been designed using the Canva application. This indicates an improvement in the visual quality and design of the content. The feed design has become more consistent and appealing, enhancing the visual attractiveness of posts related to Task Force activities and environmental campaigns.
Content Strategy	The content focuses on The Sector 6 Task Force's activities and campaigns for conserving the Citarum River. Starting from May 2022, the account began republishing relevant content from the official @satgascitarum account, reflecting a strategy to showcase synergy in content sources.
Information Accessibility	The Instagram account @guardian_sektor6 has utilized hashtags and mentions in some of its posts, although not in all posted content. However, when hashtags and mentions are used, there is a significant increase in the number of likes and comments. This indicates that hashtags and mentions have helped expand the content's reach and increase interaction with followers.
Follower Interaction	The range of likes received per post on the Instagram account @guardian_sektor6 varies from 18 to 889, indicating significant variability in follower engagement with the posted content. Factors that may influence this difference include the type of content posted, the publication time, and the topic's relevance to follower interests. Posts that receive the most likes are generally Instagram videos, indicating followers' preference for visually dynamic and engaging content. This also underscores the potential of videos as an effective medium for capturing attention and increasing follower engagement with published content.

account @guardian_sektor6.

Based on the analysis, it can be explained that the strengths of the Instagram account @guardian_sektor6 include its activity in publishing, with consistent frequency providing up-to-date information about The Sector 6 Task Force activities and environmental campaigns. The provision of visually appealing content and consistent feed design is also an advantage, attracting followers' interest to further engage with the published content. Content strategy focusing on The Sector 6 Task Force activities and Citarum River conservation campaigns also helps maintain coherence

and relevance of the account to its audience.

However, some weaknesses can be identified. The use of hashtags and mentions is inconsistent in every post, so the potential for interaction and content reach may not be optimized. Additionally, although the publishing frequency is quite active, the variation in content types may be enhanced to maintain consistent follower interest and engagement. Lastly, the varied response from followers to the posted content suggests the need for further evaluation of the most effective content types in sustaining follower interest and increasing interaction.

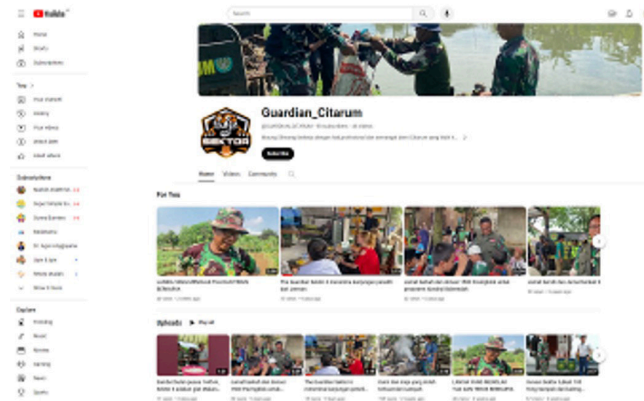


FIGURE 7. Official YouTube Account of The Sector 6 Task Force:
 @GUARDIAN_CITARUM
 Source: (Sektor 6, 2021)

2. Official YouTube Account of The Sector 6 Task Force: @guardian_citarum

The YouTube account @guardian_citarum is considered one of the effective platforms by The Sector 6 Task Force in delivering more detailed information about waste management.

The following Table 2 is an analysis of the content posted on the YouTube account @guardian_citarum.

The YouTube account of The Sector 6 Task Force demonstrates consistency in publishing frequency but has yet to optimize SEO, which is one of its main weaknesses. The simple and informative video design supports the focus on Task Force activities and environmental campaigns, although the Task Force’s identity is unclear from the account name. While the content is diverse, covering waste management,

TABLE 2. Analysis of the content posted on the YouTube account @guardian_citarum

Elements	Description
Publishing Frequency	The account was created on August 18, 2021, with 98 subscribers. The total number of views has reached 1967. Posts are made once a week. The number of likes on each post ranges from 1-13, while comments range from 0-3.
Visuals and Design	The account name does not explicitly indicate the identity of The Sector 6 Task Force, but the account logo displays the words "The Sector 6". The video design is simple and informative, focusing on Task Force activities and environmental campaigns.
Content Strategy	The content focuses on waste management, tree planting, socialization, and other activities.
Information Accessibility	There have been no significant efforts to optimize the videos using SEO (Search Engine Optimization).
Follower Interaction	There is diversity in content and consistency in information delivery; however, complete descriptions for each video are lacking.
Publishing Frequency	The content supports the mission and objectives of The Sector 6 Task Force. Likes on each post range from 1 to 13, while comments range from 0 to 3.

tree planting, socialization, and other activities, the video descriptions are still incomplete, representing another weakness. However, the diversity of content supports the Task Force's mission. Interaction from followers is limited, with likes ranging from 1 to 13 and comments from 0 to 3. However, the existing level of engagement can serve as a basis for expanding interaction in the future.

3. Official TikTok Account of The Sector 6 Task Force: guardian_citarum

The TikTok account guardian_citarum was only activated in 2023. Its posts largely resemble those of other Sector 6 task force accounts on YouTube or Instagram, focusing on waste management and related activities. However, the videos have shorter durations and use a lighter tone, in line with the characteristics of the TikTok platform.

The following Table 3 is an analysis of the content posted on the TikTok account guardian_citarum:

From the analysis conducted on the TikTok account guardian_citarum, it can be concluded that the account actively disseminates information to followers with a fairly consistent publishing frequency. The videos published have attractive and dynamic designs, focusing on light and easily understandable messages, suitable for reaching a wider audience, especially the younger generation, to increase awareness about environmental cleanliness. However, there are shortcomings in utilizing features such as hashtag usage and user-generated content to build brand trust and increase interaction and the number of followers on the platform.

Hashtags function not only as a tool for grouping content topics but also as a branding tool for a company to obtain more visitor accounts so that they are increasingly known to the wider community. (Diniati et al., 2022)

Nevertheless, content synergy between TikTok, Instagram, and YouTube platforms is evident, demonstrating coherence in information delivery. Interactions from followers, although

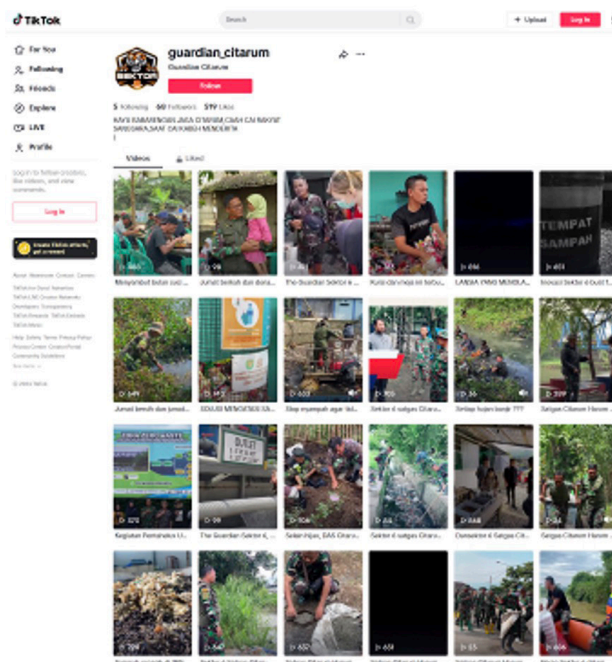


FIGURE 8. Official TikTok Account of The Sector 6 Task Force: guardian_citarum
Source: (Sektor 6, 2023)

still limited in number, indicate positive responses to the content presented, signaling success in capturing attention and building engagement with the audience.

Wireframe Design for The Sector 6 Task Force Website

To achieve effective and comprehensive communication regarding the mission and activities of The Sector 6 Task Force, we endeavored to design a wireframe for a website named “Guardian The Sector 6.” The name “Guardian The Sector 6” aligns with the name the Task Force members chose and applied across all their social media accounts. The philosophy behind this name stems from the efforts of The Sector 6 Task Force in protecting and overseeing the environment surrounding the Citarum River in the Baleendah area. As “guardians,” the Sector 6 Task Force is responsible for preserving nature and monitoring activities that may potentially harm the environment. By aligning the website name with other social media accounts, such as YouTube and TikTok, that use similar names, we aim to strengthen the brand identity and message consistency to convey information to the public.

In line with The Sector 6 Task Force’s motto, “Environmental

Conservation Organization,” this website design aims to provide an informative and inspirational platform for the community about environmental conservation efforts around the Citarum River. Some main menus we structured in this wireframe include Home, Profile, Programs, News, Products, and Contact. Here is an explanation of each:

1. Home

In designing the wireframe for the “Guardian The Sector 6” website for The Sector 6 Task Force, the main focus is on conveying the message about environmental preservation with its motto “Environmental Conservation Organization.” In the homepage menu, several points highlight the vision and mission of the Task Force, such as restoration, conservation, revitalization, and cleaning. Specifically, the restoration point emphasizes efforts to restore the natural condition of the Citarum River and its surroundings, including the restoration of disrupted ecosystems. Conservation emphasizes preserving nature and natural resources around the Citarum River. Conservation is carried out with the main objective of maintaining vital ecological processes and life support systems, ensuring genetic diversity, and preserving the use of species and ecosystems (Christanto, 2014). Revitalization focuses

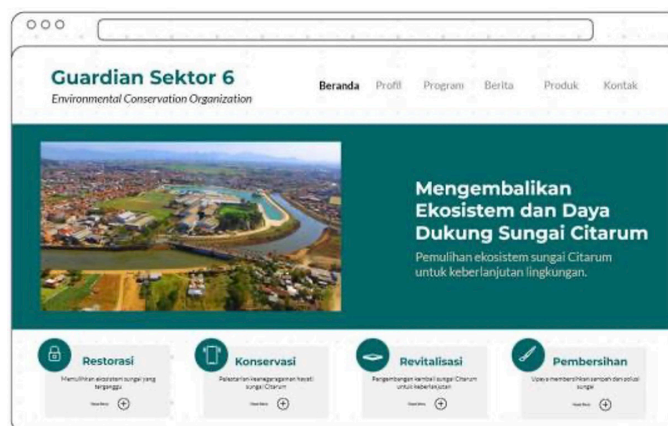


FIGURE 9. Homepage Website Design
Source: (Pertiwi, 2024)

on efforts to rejuvenate the environment around the river that has been neglected or polluted. The revitalization will impact the river border and is one of the efforts to increase Green Open Space (Santoso et al., 2022). Meanwhile, the cleaning point refers to activities to clean up the waste and debris around the river and surrounding areas.

Additionally, this website wireframe features photos of the Citarum River and bridges located in the Baleendah District, the primary focus area of The Sector 6 Task Force. These photos aim to provide visual insight to visitors about the actual environmental conditions around that area. Thus, visitors can better understand the context and urgency of the environmental preservation efforts undertaken by The Sector 6 Task Force.

2. Profile

The “Profile” menu contains information covering the vision, mission, and duties of The Sector 6 Task Force. These vision and mission statements depict the Task Force’s commitment to preserving the environment, particularly the Citarum River. The organizational structure is also presented clearly to provide an overview of the hierarchy and responsibilities of each team member. Additionally, there are photos of the

Task Force team and the commander as a form of transparency and rapport with the community. A summary of the Task Force’s duties outlines their activities and roles in maintaining the cleanliness and preservation of the river, including restoration, conservation, revitalization, and river cleaning efforts. This aims to provide visitors with a deeper understanding of the contributions and significant roles of The Sector 6 Task Force in environmental conservation.

3. Program

In the “Program” menu, users will find a summary of all activities and initiatives carried out by the Task Force in preserving the environment, particularly around the Citarum River. A list of programs covers various activities such as river restoration, tree planting, community outreach, river cleaning, and more. These programs are organized systematically and presented concisely, allowing visitors to gain a comprehensive overview of the efforts made by the Task Force. Additionally, newly implemented programs are highlighted as featured content, enabling visitors to learn about the latest ongoing initiatives. A search menu is also available to facilitate visitors in finding specific programs they are looking for.



FIGURE 10. Profile Website Design
Source: (Pertiwi, 2024)

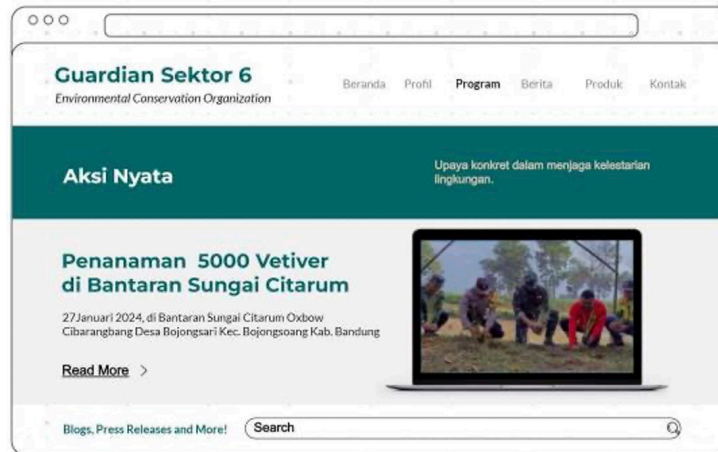


FIGURE 11. Website Program Design
Source: (Pertiwi, 2024)

4. News

In the “News” section, users will receive the latest information about all activities and events related to The Sector 6 Task Force. These news items include coverage of river cleaning activities, tree planting programs, socialization events, collaborations with other parties, and all other aspects of environmental conservation efforts around the Citarum River. Previously, the Task Force had posted some news on majalahceo.com to expand the information reach. However, with the “News” menu on the official website, users can easily access all information related to The Sector 6 Task Force without having to search on other platforms. This ensures centralized and

consistent information and strengthens the Task Force’s branding as a credible and trustworthy environmental conservation stakeholder.

5. Products

In the “Products” menu, users will be introduced to various products resulting from waste recycling efforts by The Sector 6 Task Force. These products include paving blocks made from residual waste, maggots derived from organic waste and utilized as animal feed such as fish, and various crafts made from plastic waste such as chairs, tables, and other products. Through this menu, users can learn about the diverse products produced by The Sector 6 Task Force as tangible

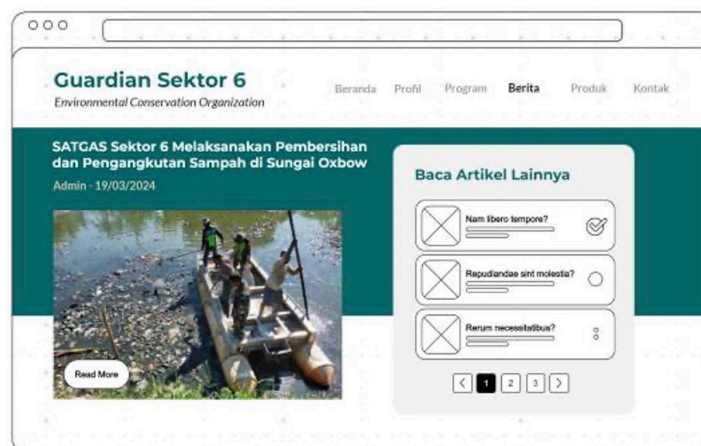


FIGURE 12. Website News Design
Source: (Pertiwi, 2024)

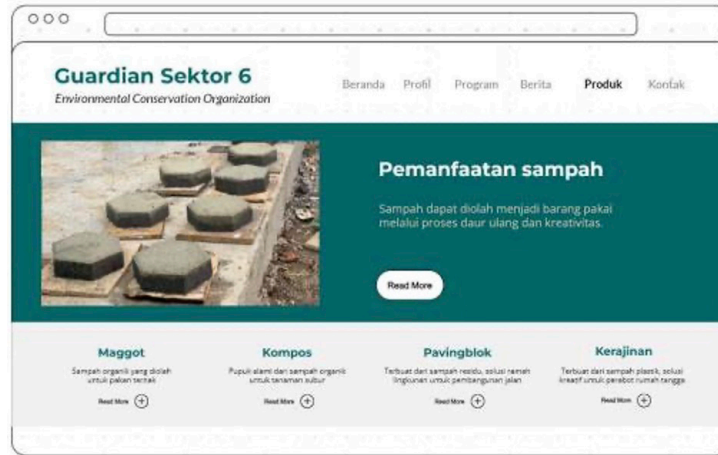


FIGURE 13. Website Product Design
Source: (Pertiwi, 2024)

evidence of their efforts in creatively and sustainably managing waste. The information will briefly describe each product, manufacturing methods, benefits, and how to obtain or order the products. Thus, the “Products” menu serves not only as a means to promote these products but also to raise awareness among the public about the potential of waste as a valuable source of material that can be processed into useful products.

6. Contact

In the “Contact” menu, users will find important information about The Sector 6 Task Force contacts, including office address, location, and linked social media accounts. Users can

also directly connect with The Sector 6 Task Force social media accounts through the provided links, facilitating access to current information and participation in activities. Additionally, an integrated location map provides a visual overview of the Sector 6 Task Force office location, making it easier for users to find or visit the office directly. By providing an informative “Contact” menu connected to social media and a location map, users can easily contact and interact with The Sector 6 Task Force, enhancing information accessibility and strengthening community engagement in waste management efforts in The Sector 6 area.

The analysis of the wireframe

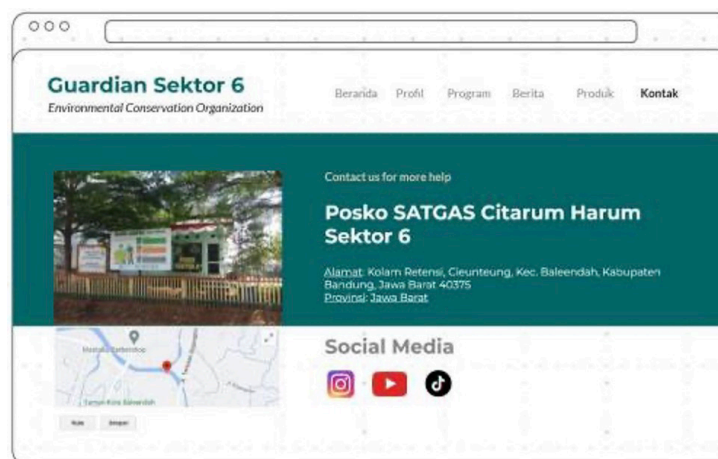


FIGURE 14. Website Contact Design
Source: (Pertiwi, 2024)

website design for The Sector 6 Task Force, named “Guardian The Sector 6,” with the motto “Environmental Conservation Organization,” demonstrates a design prioritizing information clarity, intuitive navigation, and appealing visuals. The Homepage menu displays the vision and mission of The Sector 6 Task Force, focusing on the restoration, conservation, revitalization, and cleaning of the Citarum River. The Profile provides information about the organizational structure and summarizes The Sector 6 Task Force duties. The Program menu presents a list of activities with emphasis on newly implemented programs. The News menu offers information about Sector 6 activities. At the same time, Our Products showcase various innovative products resulting from waste management, such as paving blocks from residual waste and maggots as animal feed. Lastly, the Contact menu provides information about the address, location, and links to The Sector 6 Task Force’s social media and a location map of the office, facilitating better interaction and collaboration between the Task Force and the community. With a design focused on readability, accessibility, and user engagement, this website is expected to become an effective platform for disseminating information and raising awareness about the importance of waste management in the Sector 6 area.

CONCLUSION

The findings of this research indicate that the current use of Instagram, YouTube, and TikTok by The Sector 6 Task Force Citarum has not been optimal due to inconsistencies and disorganization in message delivery. The need for a more effective and organized official website has been established through qualitative methods such as interviews, observations, and document analysis. This conclusion aligns with the concept of social

marketing, which involves strategies to alter specific social groups’ behaviors.

As Fauzi (Fahzaria et al., 2022) outlined in social marketing, three approaches can be employed to achieve goals: education, motivation, and advocacy. Education involves providing information, motivation entails persuasive techniques, and advocacy involves taking socio-political action. The current media platform usage by The Sector 6 Task Force reflects a lack of effective education and motivation, as messages are inconsistently delivered and lack organization.

Therefore, developing a wireframe design for the official website aligns with social marketing principles. By creating a more organized and centralized platform for information dissemination, the Sector 6 Task Force can enhance its ability to educate and motivate the community regarding waste management. This website design aims to provide clear and consistent messaging through designated menus such as Homepage, Profile, Programs, News, Products, and Contact, ultimately facilitating better communication and engagement with the target audience.

For future research, evaluating the effectiveness of the implemented website design in improving community engagement and waste management outcomes, alongside exploring the integration of social marketing principles into website design strategies for other environmental initiatives, could provide valuable insights for advancing environmental communication strategies.

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