Journal of Humanity Studies
Volume 4 (1), 2025, 17 - 25

The Effectiveness of the Socialization of Regional Regulation Number 1 of 2024 on Waste Retribution in Gunung Pangilun Subdistrict, Padang City

Nilda Elfemi*, Atika Febriani, Arpes Syafrinandes, Bimo Siputra, Randi Nasution, Rosi Putri Diani, Zelwa Misdagita Putri

Universitas PGRI Sumatera Barat, Padang, West Sumatera, Indonesia
Email: nildaelfemi@upgrisba.ac.id*

ABSTRACT

This study evaluates the effectiveness of the socialization of Regional Regulation (Perda) Number 1 of 2024 concerning Waste Retribution in Gunung Pangilun Subdistrict, Padang City. The research employed a qualitative approach with data collection techniques including interviews, observations, and document analysis. The findings indicate that the socialization has improved public understanding; however, resistance to retribution fees and the lack of involvement of community leaders remain issues. The study recommends more inclusive communication strategies and the active engagement of community figures to enhance public acceptance and compliance with this policy.

Keywords: Socialization, Regional Regulation No. 1 of 2024, waste retribution

INTRODUCTION

Waste management in urban areas is a significant challenge in ensuring environmental sustainability and improving the quality of life for communities. In Padang City, the volume of waste reaches 650 tons per day, with a significant increase during Ramadan (Pasbana.com, 2025). Improper waste disposal in rivers, beaches, and public spaces exacerbates flooding and environmental pollution, as reported by local media in March and April 2024 (Harian Haluan, 2024; Harian Singgalang, 2024). Low environmental awareness and minimal recycling rates remain major obstacles (Asteria & Herumurti, 2020). Therefore, effective regulations accompanied by proper socialization are necessary to enhance public participation.

The Padang City Government has responded to this issue through Regional Regulation (Perda) Number 1 of 2024 on Waste Retribution, which introduces a payment system based on household electricity capacity. This regulation integrates retribution fees with PDAM water bills and provides direct waste collection services, aiming to improve efficiency and fairness (Padang.go.id, 2024). The system calculates fees based on electrical power in Volt Amperes (VA), ensuring that contributions align with each household's economic capacity. However, the success of this regulation depends on public acceptance, which requires inclusive and well-targeted socialization efforts.

Public policy socialization plays a crucial role in shaping public understanding and support for new regulations. Social Marketing Theory emphasizes that effective communication must be relevant, clear, and tailored to the needs of the target audience (Kotler & Lee, 2008). Meanwhile, the Diffusion of Innovations Theory highlights the role of change agents, such as community leaders, in accelerating the adoption of regulations (Rogers, 2003). In the context of Regional Regulation No. 1 of 2024, socialization efforts must clearly convey the long-term benefits, payment mechanisms, and environmental impacts to minimize public resistance.

Gunung Pangilun Subdistrict was selected as the research location due to its diverse population, which reflects the challenges of implementing regulations in urban areas. This area is home to residents with varying income levels, including both PDAM customers and non-customers, which affects their access to the retribution payment system. Moreover, local media reports have highlighted varying levels of compliance with retribution fees in this region (Sumbarpost.com, 2025). The subdistrict government serves as the frontline in disseminating regulatory information to the community.

Although socialization efforts have been carried out, several challenges have emerged in the implementation of Regional Regulation No. 1 of 2024. Resistance to retribution fees—perceived as burdensome by low-income households—has become a major issue (Metropadang.com, 2024). Non-PDAM customers face difficulties in understanding the payment mechanism, leading to an information gap (Sumbarpost.com, 2025). The limited involvement of community leaders in the socialization process has also hindered public acceptance of the regulation, as reflected in the low participation in waste management activities. These obstacles highlight the need to evaluate the current communication strategies.

This study aims to evaluate the effectiveness of the socialization of Regional Regulation No. 1 of 2024 in Gunung Pangilun Subdistrict, focusing on: (1) communication strategies, (2) public perceptions of fees and payment methods, (3) barriers to socialization, (4) community participation in waste management, and (5) key success factors such as media, frequency, and the role of community leaders. The research adopts the theoretical frameworks of Social Marketing (Kotler & Lee, 2008), Diffusion of Innovations (Rogers, 2003), and the Transtheoretical Model (Prochaska & DiClemente, 1983) to analyze the dynamics of regulation adoption.

This study holds both academic and practical relevance. Academically, it contributes to the development of participatory models for public policy socialization. Practically, the research findings are expected to provide strategic recommendations for local governments to optimize the socialization and implementation of waste retribution policies. By addressing information gaps and enhancing community engagement, this study supports the creation of a cleaner and more sustainable environment in Padang City and may serve as a reference for other regions.

METHODS

This study employs a qualitative approach to gain an in-depth understanding of the effectiveness of the socialization of Regional Regulation No. 1 of 2024 in Gunung Pangilun Subdistrict, Padang City. The qualitative approach was chosen for its ability to explore community perspectives,

socialization barriers, and social dynamics in detail, as recommended by Creswell (2014). The research was conducted in Gunung Pangilun Subdistrict, selected for its role as the frontline in policy socialization and the socio-economic diversity of its residents. Participants were selected using purposive sampling to ensure relevant representation, including residents affected by the waste retribution policy as well as two influential community figures, such as neighborhood leaders (RT heads) or religious leaders.

Data collection was carried out using three main methods. First, semi-structured interviews were conducted in person using an interview guide to capture participants' perceptions and experiences. Example questions included: "What do you know about the waste retribution regulation?" and "What are the challenges in understanding information from the subdistrict office?" Each interview lasted between 10 and 30 minutes per participant. Second, observation was employed to monitor socialization activities, such as community meetings or brochure distribution, with a focus on delivery methods, community responses, and interactions between subdistrict officials and residents. Third, document analysis was conducted to examine the text of Regional Regulation No. 1 of 2024, subdistrict reports, and socialization materials such as brochures and posters.

Data analysis was conducted using thematic analysis based on Braun and Clarke (2006). The process involved re-reading interview transcripts and observation notes to identify patterns, coding the data into categories such as "policy understanding," "socialization barriers," or "community participation," organizing key themes such as "communication media effectiveness" or "the role of community leaders," and interpreting the findings by comparing them to the theoretical frameworks of Social Marketing (Kotler & Lee, 2008) and Diffusion of Innovations (Rogers, 2003). To ensure data validity, triangulation was applied by comparing the results from interviews, observations, and document analysis to verify the findings.

RESULT AND DISCUSSION

This study aims to analyze the effectiveness of the socialization and implementation of Regional Regulation No. 1 of 2024 on Waste Retribution in Gunung Pangilun Subdistrict. Data were collected through interviews with community leaders and residents, field observations, and policy document reviews. The findings are discussed using the frameworks of Diffusion of Innovations (Rogers, 2003) and Social Marketing (Kotler & Lee, 2008).

Socialization of Regional Regulation No. 1 of 2024

The research findings indicate that the socialization of the waste retribution policy was conducted by the subdistrict office prior to the establishment of the Waste Management Institution (LPS). During an interview on May 15, 2024, the Head of RW 1 stated, "The subdistrict office conducted a socialization session before the formation of the Waste Management Institution (LPS). The explanations provided during the session were fairly well understood by the residents." Nevertheless, residents' understanding remains uneven, particularly regarding the technical aspects of the policy. Non-PDAM customers, for instance, have not received clear information about the

payment mechanism. In the interview, the Head of RW 1 further stated, "After referring to electricity usage, we also base it on volume, or weight, or depending on how much residents want to give—voluntarily, depending on their situation."

This statement clearly contradicts Regional Regulation No. 1 of 2024, which explicitly sets retribution rates based on household electricity capacity measured in Volt-Amperes (VA). This inconsistency highlights a weakness in conveying the technical details of the policy during the socialization process.

Public Understanding and Perceptions

The level of public understanding of the retribution policy varies greatly. Some residents who are PDAM customers stated that the integration of waste retribution fees with the water bill made the payment process easier. A resident of RT 01 said, "This is good because if the waste retribution fee wasn't combined with the PDAM bill, we would just throw our trash on the street or to the temporary disposal site. We also don't really feel it because the fee is directly deducted along with the water payment.". Conversely, some residents expressed concern over the amount of the fee. A resident of RW 1 RT 4 stated, "I used to only pay Rp 30,000 for water, now I have to pay Rp 54,000 per month for water and waste. That means Rp 24,000 per month is for waste—nearly 50 percent of the water bill. So, it feels burdensome."

Beyond the fees, the quality of sanitation services also influenced residents' perceptions. Although waste collection was conducted once every two days, a resident of RW 1 RT 1 stated, "The garbage collected is not all of it. The remaining trash often gets scattered by animals because the subdistrict workers aren't doing their job properly—they only collect household waste, but fallen leaves and branches are left behind." Residents complained that workers only took household waste, while organic waste like leaves and wood was left behind.

There was also a reported information gap regarding sanitation facilities. A resident from RT 1 stated, "They no longer give us bags or plastic. In the past, they used to." However, based on observations and field confirmation, there is no official policy from the Waste Management Institution (LPS) that mandates the provision of trash bags. This misunderstanding reflects a lack of two-way communication and the absence of clear explanations to residents about their entitlements and the limits of the service.

These findings indicate that the socialization process has not included a comprehensive explanation of implementation procedures, facilities, or service limitations. In the context of Social Marketing, a mismatch between expectations and the actual services provided can decrease public acceptance of the policy.

Waste Retribution

The implementation of the waste retribution policy in Gunung Pangilun Subdistrict has shown suboptimal results, both in terms of regulatory compliance and technical practices in the field. For residents who are not PDAM customers, payment of retribution is still carried out flexibly or on a "pay-as-you-wish" basis, without reference to a standardized tariff. This practice is inconsistent

with Regional Regulation No. 1 of 2024, which clearly stipulates fees based on household electricity capacity in Volt-Amperes (VA). Such inconsistency has led to uneven policy enforcement and the potential for inequity among residents regarding their payment obligations. In some areas, such as RT 01, the policy has been implemented relatively smoothly and without major complaints. As stated by the RT 01 head, "Garbage is collected once every two days. Thankfully, there have been no complaints."

However, conditions differ in RW 1. Beyond the issue of tariffs, the quality of waste collection services also influences public perceptions of the policy's effectiveness. Although waste is collected every two days, some residents feel that the service does not cover all types of household waste. A resident of RW 1 RT 4 stated, "Not all of the garbage is picked up. The remaining waste is often scattered by animals because the workers from the subdistrict don't perform optimally. They only collect household waste, and leaves or fallen branches are left behind."

These complaints indicate that waste collection services remain incomplete—particularly regarding non-household organic waste such as leaves and twigs. Uncollected waste poses a risk to environmental hygiene and creates the perception that the service does not match the amount of retribution fees charged to residents. These findings suggest that the implementation of the waste retribution policy in Gunung Pangilun Subdistrict—both in terms of fee collection and technical waste management—still requires significant improvement. The mismatch between public expectations and actual services, combined with weak communication and policy socialization, are key factors hindering the effective implementation of Regional Regulation No. 1 of 2024 in this area.

Discussion

Effectiveness of Communication Strategies in the Socialization of the Regulation

The socialization of Regional Regulation (Perda) No. 1 of 2024 on Waste Retribution in Gunung Pangilun Subdistrict has improved residents' understanding of the policy. The Head of RW 1 stated, "The explanation during the socialization was fairly well understood by residents" (interview, May 15, 2024). However, understanding of technical aspects, such as the electricity-based (VA) payment mechanism, remains limited—particularly among non-PDAM customers. The practice of "voluntary" payments among this group, as mentioned by the Head of RW 1 (interview, May 15, 2024), contradicts the regulation, which explicitly sets tariffs based on electricity capacity (VA). This gap reflects a weakness in audience segmentation, as emphasized in Social Marketing theory, which highlights the importance of tailoring messages to specific audience needs (Kotler & Lee, 2008).

In Gunung Pangilun, the socialization efforts were conducted through community meetings and brochure distribution prior to the establishment of the Waste Management Agency (LPS). However, the limited use of digital communication channels, such as WhatsApp groups, restricted the reach of information—particularly for non-PDAM customers who require alternative payment guidance. Susanti and Santoso (2023) found that a combination of face-to-face outreach and digital media, such as social media platforms, facilitates direct interaction and improves public understanding. This approach is relevant for Gunung Pangilun, where the low frequency of

socialization events and the absence of digital media usage have hindered communication effectiveness.

To enhance communication strategies, the subdistrict government can: (1) create WhatsApp groups to share official guidelines and facilitate feedback; (2) increase the frequency of community meetings to explain technical aspects such as VA-based tariffs; and (3) distribute simple infographics that explain the provisions of the regulation. This approach aligns with the promotion principle in Social Marketing, which emphasizes the use of relevant and diverse communication channels (Kotler & Lee, 2008).

Community Resistance to Retribution Fees

Resistance to the waste retribution fee of Rp24,000 per month in Gunung Pangilun Subdistrict reflects a gap between residents' expectations and the perceived benefits of Regional Regulation No. 1 of 2024. A resident of RW 1 RT 4 stated, "The water bill used to be Rp30,000; now it's Rp54,000 with the retribution, and it feels burdensome" (interview, May 2024). This resistance is especially evident among low-income groups, who are still in the **precontemplation** stage of the Transtheoretical Model (TTM), where individuals are unaware of the long-term benefits, such as flood prevention (Prochaska & DiClemente, 1983).

Pratama (2023) found that resistance to retribution often occurs when fees are perceived as disproportionate to the services provided, particularly among low-income communities. Transparency in explaining how retribution funds are allocated and their environmental benefits, such as flood mitigation, can improve public acceptance. In Gunung Pangilun, the lack of communication about how retribution fees are used—such as for waste management infrastructure—has worsened negative perceptions. Moreover, the absence of information about the benefits of the policy, such as reducing flood risk caused by improper waste disposal (Fauzan, 2024), has also contributed to resistance.

To address this resistance, the subdistrict government can apply **Social Marketing strategies** by highlighting long-term benefits through accessible communication channels, such as WhatsApp groups or infographics. Financial incentives, such as subsidies for low-income households, as recommended by Pratama (2023), may also encourage compliance. Engaging community leaders to communicate the benefits of the policy in a local context—such as the link between retribution fees and environmental cleanliness—can accelerate residents' transition to the **preparation** and **action** stages in TTM.

The Role of Community Leaders in Regulation Adoption

The limited involvement of community leaders in Gunung Pangilun Subdistrict has hindered the effective socialization of Regional Regulation No. 1 of 2024. According to the **Diffusion of Innovations** theory, change agents such as RT heads or religious figures act as early adopters who influence policy acceptance through contextually relevant communication (Rogers, 2003). The Head of RW 1 stated that the socialization was "fairly well understood" (interview, May 15, 2024), but

community leaders' involvement was limited to relaying basic information without tailoring messages to specific groups, such as non-PDAM customers.

Susanti and Santoso (2023) found that training community leaders improves public understanding through culturally relevant communication. In Gunung Pangilun, the lack of training has made it difficult for leaders to explain technical aspects, such as VA-based tariffs, or respond to residents' complaints. To enhance their role, the subdistrict government could:

1. Conduct monthly training sessions on the regulation's provisions;
2. Establish regular communication forums with residents; and
3. Provide socialization materials, such as brochures, to support message delivery.

This approach can strengthen community leaders' function as communication bridges between the government and the public.

Service Quality and Public Perception

Waste management in Gunung Pangilun Subdistrict has not met residents' expectations, particularly because waste collection does not include non-household organic waste, such as leaves and branches. A resident of RW 1 RT 1 stated, "Only household waste is picked up; leaves and branches are left behind and often scattered by animals" (interview, May 2024). This mismatch, combined with the Rp24,000 monthly fee, has led to dissatisfaction. The **product** principle in Social Marketing emphasizes that services must meet the expectations of the target audience (Kotler & Lee, 2008).

Jagun et al. (2023) found that limited collection of organic waste contributes to environmental problems, such as pests—aligning with complaints from Gunung Pangilun residents. The absence of transparent communication about service limitations has worsened dissatisfaction. Observations in May 2024 revealed that there is no official policy regarding the provision of garbage bags, although residents expected them to be provided.

To address this, the subdistrict government could:

1. Provide a dedicated fleet for organic waste collection;
2. Distribute infographics explaining service limitations; and
3. Engage community leaders to communicate this information directly to residents.

Information Gaps and Their Implications

Information gaps in the socialization of Regional Regulation No. 1 of 2024 are evident in the lack of clarity regarding garbage bag provision and payment mechanisms for non-PDAM customers. A resident of RW 1 RT 4 said, "We don't know if garbage bags are provided or how non-PDAM customers are supposed to pay" (interview, May 2024). The ongoing practice of voluntary payment reflects the absence of official guidance, creating unfairness between PDAM and non-PDAM residents. According to **Diffusion of Innovations** theory, two-way communication is essential for consistent understanding (Rogers, 2003). Yang et al. (2023) found that digital platforms such as WhatsApp groups facilitate feedback and reduce miscommunication. To bridge this gap, the subdistrict government could:

1. Create WhatsApp groups to provide official guidance and receive feedback;
2. Distribute infographics explaining the regulation's key provisions; and
3. Train community leaders to hold Q&A sessions with residents.

This approach can enhance information clarity and encourage greater compliance among the community.

CONCLUSION

Based on the findings of the study on the effectiveness of the socialization and implementation of Regional Regulation No. 1 of 2024 concerning Waste Retribution in Gunung Pangilun Subdistrict, it can be concluded that the policy implementation has not yet been fully optimal. Although the subdistrict's socialization efforts have reached part of the community—especially during the early phase of establishing the Waste Management Institution (LPS)—information gaps remain, particularly in technical aspects such as the payment mechanism for non-PDAM customers and the official tariff provisions based on household electricity capacity.

Public understanding of the policy is still uneven. While some residents found the integrated PDAM billing system helpful, others complained about the retribution fees being burdensome and not proportional to the quality of service. The waste collection service has yet to cover all types of waste, and the lack of clarity regarding supporting facilities such as garbage bags has further reduced the community's positive perception of the policy. Moreover, the absence of transparency in reporting the use of retribution funds has weakened public trust in waste management at the subdistrict level.

To improve the effectiveness of Regional Regulation No. 1 of 2024 in the future, a more comprehensive and continuous socialization strategy is required, involving community leaders, RT/RW heads, and other local stakeholders. Socialization should not be a one-time effort but carried out periodically using materials that are easy to understand for all levels of society. Additionally, technical information systems—particularly those related to retribution payment mechanisms for non-PDAM residents—need to be strengthened to prevent misinterpretation and ensure fairness. Information should be delivered in written form and include official tariff guidelines based on household electricity capacity.

Improving the quality of sanitation services must also be a priority, including the collection of all types of household waste and the provision of supporting facilities such as garbage bags. Digital media platforms such as residents' WhatsApp groups, subdistrict social media, or public service applications can be optimized to expand the reach of information and facilitate direct feedback from the community. With a more informative, equitable, and participatory policy implementation, waste retribution management in Gunung Pangilun Subdistrict is expected to become more effective, increase public compliance, and help achieve a cleaner and more sustainable environment.

REFERENCES

Asteria, D., & Herumurti, W. (2020). Pengelolaan sampah berbasis masyarakat: Studi kasus di perkotaan Indonesia. Jurnal Lingkungan Hidup, 15(2), 45–60.

Braun, V., & Clarke, V. (2006). Using thematic analysis in psychology. Qualitative Research in Psychology, 3(2), 77–101.
Creswell, J. W. (2014). Research design: Qualitative, quantitative, and mixed methods approaches (4th ed.). SAGE Publications.
Damanhuri, E., & Padmi, T. (2016). Pengelolaan sampah terpadu di Indonesia. ITB Press.
Kotler, P., & Lee, N. (2008). Social marketing: Influencing behaviors for good (3rd ed.). SAGE Publications.
Pratama, A. (2023). Transparansi dan penerimaan retribusi sampah di kota kecil. Jurnal Kebijakan Publik, 8(1), 12–25.
Prochaska, J. O., & DiClemente, C. C. (1983). Stages and processes of self-change of smoking: Toward an integrative model of change. Journal of Consulting and Clinical Psychology, 51(3), 390–395.
Rogers, E. M. (2003). Diffusion of innovations (5th ed.). Free Press.
Susanti, R., & Santoso, B. (2022). Edukasi berulang dan perubahan perilaku pengelolaan sampah. Jurnal Kesehatan Lingkungan, 10(3), 78–90.
Wulandari, S. (2021). Peran tokoh masyarakat dalam sosialisasi kebijakan lingkungan. Jurnal Komunikasi Publik, 6(2), 33–45.
Afrina, D. (2024). Pencemaran sampah di sungai dan pantai Kota Padang. Harian Haluan. Diakses dari http://www.harianhaluan.com
Fauzan, I. (2024). Banjir akibat sampah di ruang publik Padang. Harian Singgalang. Diakses dari http://www.singgalang.com
Rahmat, T. (2024). Sistem retribusi sampah berbasis PDAM di Kota Padang. Metropadang.com. Diakses dari http://www.metropadang.com
Padang.go.id. (2024). Perda No. 1 Tahun 2024 tentang Pajak Daerah dan Retribusi Daerah. Diakses dari http://www.padang.go.id
Nabila, A. (2025). Lonjakan volume sampah selama Ramadan di Padang. Pasbana.com. Diakses dari http://www.pasbana.com
BPK RI. (2024). Teks Peraturan Daerah No. 1 Tahun 2024 Kota Padang. Diakses dari http://www.peraturan.bpk.go.id
Oktavia, M. (2025). Resistensi masyarakat terhadap tarif retribusi sampah di Padang. Sumbarpost.com. Diakses dari http://www.sumbarpost.com