

**FINAL REPORT COMMUNITY INVOLVEMENT PROJECT
BANK SAMPAH RAWAJATI: STRENGTHENING OPERATIONAL
AND COMMUNICATION STRATEGY**



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Communication Strategy**

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A CIP (Community Involvement Project)

**Submitted in partial fulfillment of the requirement for the degree of
Bachelor of Business Administration**

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Bank Sampah Rawajati: Strengthening Operational and Communication Strategy

We hereby declare that this Thesis is from student's own work, has been read and presented to Institut IPMI Board of Examiners, and has been accepted as part of the requirements needed to obtain a Bachelor of Business Administration Degree and has been found to be satisfactory.

Jakarta, 31 July 2026

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NON-PLAGIARISM DECLARATION FORM

This Thesis is a presentation of our original research work. Wherever contributions of others are involved, every effort is made to indicate this clearly, with due reference to the literature, and acknowledgement of collaborative research and discussions.

Also, this work is being submitted in partial fulfillment of the requirements for the Master of Business Administration degree and has not previously been accepted in substance for any degree and is not being concurrently submitted in candidature for any degree.

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ABSTRACT

This Community Involvement Project (CIP) was conducted to support Bank Sampah Rawajati, which is a waste management organization based in South Jakarta. Three key issues were addressed by the project: inactive digital presence, insufficient operations, and underutilization of educational facilities, specifically in the TOGA (Taman Obat Keluarga) greenhouse. To overcome these issues, key programs were implemented, which are Digital Marketing & Communication Strengthening and Operational Optimization & Management. The first program involved reactivating the bank's Instagram account, designing consistent visual content templates, developing a one-month content calendar, and preparing the #TrashForGood campaign to increase public engagement. The second program introduced a digital bookkeeping system via Google Sheets, printed customer savings books, and created educational media, including TOGA identification cards and pocketbooks. Although the development of standard operating procedures (SOPs) was not completed due to time limitations, the program successfully delivered practical tools and fostered sustainable community engagement. This effort not only raised the profile and operational efficiency of Bank Sampah Rawajati but also provided valuable experience for social innovation and stakeholder engagement among students as well. Our outcomes highlight the potential of educational methodologies and digital technologies to make valuable contributions to environmental sustainability and community empowerment.

Keywords: Waste Management, TOGA, Sustainability

CHAPTER I

INTRODUCTION

Indonesia has major issues when it comes to waste management. In 2024, the country recorded around 33.7 million tons of waste being generated. It is concerning to note that 40.16% of it did not receive any type of management whatsoever and indicated very big gaps in waste management within the country. However, to tackle waste management, Indonesia has set a very ambitious waste management coverage target and aims to have 100% waste management coverage by 2029. This target should encourage systemic reforms and encourage the development of sustainable waste management .

This work aligns with Bank Sampah Rawajati's objectives: a decentralized, public-based approach that treats waste as an education and economic resource. Despite this promising concept, Bank Sampah Rawajati's sustainability rests on precarious ground, limited by internal capacity and external visibility. The waste bank serves an important environmental purpose, but it has not built a strong digital presence or an independent operational system.

To address these gaps, our group designed the Community Involvement Project (CIP) to bring targeted interventions that empower local communities through applied strategies in digital communication and operational management.

1.1 Problem Statement

Through a combination of field observations and in-depth interviews with local stakeholders, several core challenges were identified that hinder the effectiveness and sustainability of Bank Sampah Rawajati's community operations. These challenges are outlined as follows:

1. **Digital Presence Deficiency:** Social media platforms they use such as Instagram were inactive, leading to limited outreach, weak engagement from younger demographics because the content is less attractive, and low public awareness.
2. **Operational Fragmentation:** The bookkeeping processes were performed manually, resulting in inefficiencies and a lack of transparency.
3. **Underutilization of Educational Potential:** The TOGA garden was not supported with clear educational media or visual guides, reducing its potential to educate the community.

1.2 Scope and Objectives

In response to the identified challenges, the scope of this project was carefully designed to address both the digital and operational aspects of the waste bank, as well as to enhance its educational role. The scope and objectives are described as follows:

1. Strengthening online visibility through social media strategy and engaging content creation.
2. Streamlining waste management operations with SOPs and digital tools.
3. Producing community education materials, particularly related to TOGA (Tumbuhan Obat Keluarga).

Objectives:

1. Revive and optimize digital platforms to improve public outreach and open the possibility of building partnerships with potential CSR.
2. Develop a transparent operational system that enhances internal efficiency.
3. Educate the community on the benefits of local medicinal plants.

1.3 Goals

To ensure the project's impact is measurable and sustained over time, its goals were categorized into three distinct phases short-term, medium-term, and long-term , each with clear focus areas:

1. **Short-term:** Deliver tools and systems that Bank Sampah Rawajati can immediately apply, such as an Instagram content plan and templates, a digital bookkeeping template, and educational materials.
2. **Medium-term:** Improve community interaction and awareness through consistent digital presence and learning activities.
3. **Long-term:** Contribute to the sustainable growth of the waste bank as a model for other urban areas.

1.4 Benefits

The implementation of this project is expected to generate significant value for all key stakeholders involved. The benefits are summarized below:

1. For the community: easy access to information, increased participation in waste management, and better health awareness through TOGA education.
2. For the partner (Bank Sampah Rawajati): operational improvement, professional presentation, and tools to attract some CSR or external collaboration.
3. For students: real-world experience in project management, stakeholder engagement, and social innovation.

1.5 Literature Review

Community-based waste management addresses waste disposal and recycling problems in urban areas. Sembiring and Nitivattananon (2010) found that waste banks reduce domestic waste volume and empower communities, building sustainable habits through structured participation and localized systems. Bank Sampah Rawajati follows this model: a decentralized, people-driven effort that turns waste into economic and educational value.

Communication sustains these initiatives in the digital era. Selwyn (2004) identified digital literacy and online engagement as key factors in inclusive participation, particularly among youth and marginalized groups. Without a digital presence, a community project loses visibility, attracts fewer partners, and reaches a smaller audience. Reactivating and optimizing social media channels does more than build a brand; it drives community development and outreach.

Additionally, the integration of traditional knowledge, such as the use of Tanaman Obat Keluarga (TOGA), into modern community education is supported by the World Health Organization (WHO, 2003), which advocates for the preservation and promotion of traditional health practices at the local level. TOGA plants not only offer health benefits but also serve as entry points for community learning and ecological awareness. When combined with visual and textual educational tools, such gardens can become valuable assets for community engagement, especially in promoting preventive health.

CHAPTER 2

METHODS

2.1 Framework and Approach

The PDCA (Plan-Do-Check-Act) cycle structured this project, allowing feedback and adjustment throughout implementation (Deming, 1986). The project also drew on Sustainable Development Goal 11: Sustainable Cities and Communities, targeting urban waste reduction and inclusive public participation (UNDP, 2020). Our group used participatory planning: we interviewed stakeholders at Bank Sampah Rawajati and conducted on-site observations, so the proposed solutions fit the community's actual needs and could survive beyond the program's end.

2.2 Program Methodology

Based on the main objective of the project to strengthen digital communication capacities and enhance operational efficiency within the community, the program was divided into two complementary tracks. Each track involved specific tools, activities, and evaluation mechanisms tailored to meet its goals. These program tracks are detailed below:

1. Digital Marketing & Communication Strengthening

- Tools Used: Canva Pro for design templates; spreadsheet content plan and scheduling Instagram posts as main platforms.
- Activities: Social media account reactivation, content calendar development, and production of 15 educational and promotional videos.
- Evaluation: Tracked through Instagram insights (follower growth, engagement rate), with a KPI of 30% increase in followers within 2 weeks.

2. Operational Optimization & Management

This track focused on enhancing the operational processes, particularly in terms of waste transaction recording and educational content dissemination.

- Tools Used: Excel template for digital deposit tracking and Canva Pro for TOGA card and booklet design.

- Activities: Creation of a digital template for recording waste transactions, TOGA signage cards, and TOGA pocket books.
- Evaluation: Checked through testing accuracy of digital inputs, field feedback on card readability, and manual tracking for completeness of records.

2.3 Monitoring and Evaluation Method

To ensure the program's effectiveness and relevance to community needs, a comprehensive monitoring and evaluation (M&E) strategy was employed. This strategy combined both quantitative and qualitative approaches, allowing for a holistic assessment of outcomes from both numerical and experiential perspectives. The methods are outlined below:

1. Quantitative Indicators:

- a. Social media metrics: follower count, engagement rate (likes/comments/shares).
- b. Community feedback on TOGA materials: how many percent of users who reported improved understanding.
- c. Recordkeeping accuracy: error rates in digital forms (goal: 0%).

2. Qualitative Indicators:

- a. Interviews with bank coordinators regarding usability of tools.
- b. Observations of participant behavior before and after implementation.

2.4 Suitability of Method

The PDCA framework ensures flexible iteration in real time. Digital tools like Google Sheets and Canva are low-cost, user-friendly, and sustainable for long-term use by the community. The mixed-method evaluation (quantitative and qualitative) offers a balanced perspective on both functional outcomes and human impact. These characteristics make the methods highly appropriate for community-based initiatives like Bank Sampah Rawajati.

CHAPTER 3

RESULT AND DISCUSSION

3.1 Digital Marketing and Communication Strengthening

This program optimizes Bank Sampah Rawajati's use of digital platforms, especially Instagram, to widen public reach and strengthen its image. Social media builds environmental awareness and draws in the younger generation, who spend much of their time online.

The team took this step after discovering that Bank Sampah's old social media account had gone inactive: the previous manager had lost the username and password. Without access to that account, Bank Sampah cannot use social media to teach environmental education or expand collaboration with the community. The team needs a new, systematic, and creative approach: a new account, managed with a clearer and more consistent strategy.

Activities carried out:

- Creating a new Instagram account, @bs_rawajati, and uploading 6 pieces of content (3 reels, 2 carousels, and 1 single post) within two weeks of the program.
- Creating a content calendar containing 15 upload plans, with 5 contents uploaded during the program and 10 contents prepared as stock for sustainability.
- Designing more than 10 content templates with a consistent visual identity (recycling logo, light green, and light orange colors).
- Creating and planning the #TrashForGood campaign with a target of 500+ hashtag usages and 50+ user-generated content, although it has not been launched during the program.



Figure 1: Instagram Account



Figure 2: Instagram content



Figure 3: Insight of show
Instagram

This digital communication program solved the main problem: Bank Sampah Rawajati's old social media accounts were inaccessible. The team created a new Instagram account, designed a consistent and relevant content strategy, and rebuilt the community's digital identity from scratch. The account's follower count is still small, but it shows steady growth, a promising start toward sustainable social media management.

The content calendar and professional visual templates let the community team continue digital communication on their own after the program ends. With the right planning, social media can once again spread environmental education and expand community reach.

3.2 Operational Optimization and Management

Efficient and systematic management is essential for the sustainability of Bank Sampah Rawajati. Previously, transaction recording was still done manually, making tracking difficult and prone to data errors. On the other hand, the TOGA greenhouse has educational potential that has not been maximized. This program focuses on digitizing the recording system and improving the educational function of the greenhouse through visual media and informative pocket books.

Activities carried out:

- a. Printing and installing 11 medicinal plant identification cards in the TOGA greenhouse.
- b. Compiling and printing 6 TOGA pocket books containing information on the health benefits of medicinal plants, complete with a digital version.
- c. Creating customer savings books in digital format using Google Sheets as a more transparent recording system.
- d. The plan to re-draft the SOP has not been implemented due to time constraints and the community's readiness.



Figure 4: TOGA Book



Figure 5: TOGA Identification Card

BUKU TANGUNGAN NASABAH						
Bank Sampah Percontohan Rawajati						
No.	Tanggal	Kode Sampah (Kg)	Debit (Rp)	Kredit (Rp)	Saldo (Rp)	Paraf / Keterangan
1						
2						
3						
4						
5						
6						
7						
8						

Figure 6: Digital Customer Savings Book

Optimizing operations through TOGA educational media and digitizing financial records has succeeded in strengthening the community's internal capacity. Identification cards and pocket books not only enrich community knowledge, but also increase the added value of the greenhouse as a means of education. Although the preparation of the SOP was delayed, other results.

3.3 Budgeting

Budget Summary		
Type of spending	Total Funds Needed	Funding Partner
Printing TOGA books 6 x 17.000	Rp. 102.000	Personal Funding
Printing TOGA cards for greenhouse	Rp 64.000	Personal Funding
Rope for TOGA cards 1 x 6.000	Rp. 6.000	Personal Funding
Poster A1	Rp. 60.000	Personal Funding
Total	Rp. 232.000	

Figure 7: Budgeting Summary

The activity proposal had no detailed budget plan for funding needs during implementation. It covered objectives, benefits, and the flow of activities, but left out financing.

During implementation, the team needed relevant information and educational media to support the activity's effectiveness, so team members funded these costs personally. The expenses: 6 copies of the TOGA book at IDR 102,000, TOGA cards for the greenhouse at IDR 64,000, card lanyards at IDR 6,000, and A1 posters at IDR 60,000, totaling IDR 232,000. This spending helped deliver information the target audience could understand more easily.

3.4 Reflection and Impact of the Program

This program not only provides direct benefits to the community but also becomes a meaningful learning experience for the students involved. In this collaboration, there is an exchange of knowledge and mutually reinforcing enthusiasm between students and the community.

Activities that occur:

- Students apply theories from lectures to real activities in the field.
- The community receives support in the form of digital content, TOGA educational media, and a transaction recording system.
- There is an active, creative, and adaptive joint learning process in responding to challenges in the field.

This CIP program shows that collaboration between universities and communities can produce real impacts, both in the form of increasing community capacity and developing student skills. The success of this program is proof that an approach based on collaboration, technology, and education can drive positive, sustainable change.

CHAPTER 4

CONCLUSION AND RECOMMENDATION

4.1. Conclusion

The Community Engagement Project at Bank Sampah Rawajati addressed three challenges: low public engagement from underused social media, operational inefficiency from manual transaction recording, and limited education about family medicinal plants (TOGA).

The team created and managed a new Instagram account, developed a content calendar and visual templates, distributed TOGA identity cards, and prepared an educational pocket book. Together, these initiatives rebuilt the relationship between the waste bank and the surrounding community. The team also activated a digital recording system on Google Sheets, a first step toward greater transparency and efficiency in daily operations.

Although limited time prevented the full implementation of standard operating procedures (SOPs), the project still demonstrated that a technology-based and educational approach can increase community participation and support sustainable development initiatives. This success also reflects the importance of collaboration between students and the community in creating positive and sustainable social impacts. In addition to providing concrete solutions to local problems, the project became a direct learning tool that enriched students' experiences in managing community-based programs professionally and oriented towards long-term impact.

4.2 Recommendations

a. Social Media & Digital Campaign

Bank Sampah can actively manage Instagram accounts with a consistent content calendar and visual design. Launch the #TrashForGood campaign to increase public awareness and participation, especially among the younger generation.

b. TOGA Education Development

The TOGA greenhouse, which currently comprises identification cards and a foundational pocketbook, presents a significant opportunity for further educational development. Building on the initial success, the team highly recommends developing a more comprehensive 'Toga Book.' This publication would expand upon the existing pocketbook, offering in-depth information, practical applications, and potentially even recipes or usage guides for various TOGA plants. Furthermore, exploring

opportunities to formally publish this 'Toga Book' as a resource with academic or community credits

c. Operational System & Digital Recording

Design and implement SOPs to improve work efficiency and standards. Develop a Google Sheets-based transaction recording system to be more transparent and mobile-friendly.

d. Further Studies

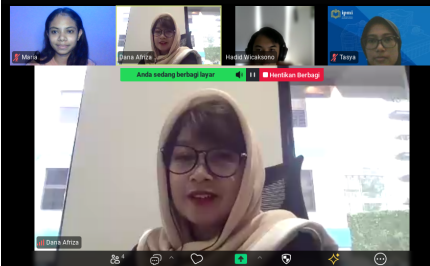
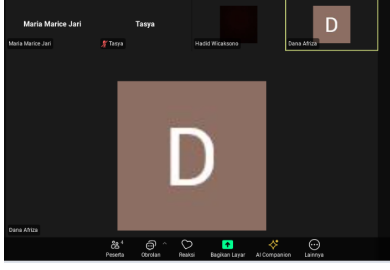
The next team in the CIP project can implement this program for a longer period of time in order to maximize the evaluation and partnership process.

APPENDIX

Project output

Bagikan catatan BANK SAMPAH RAWAJATI 6 23 1 postingan pengikut mengikuti Bank Sampah Rawajati Pilah sampah, rawat bumi Jemput/setor sampah Rawajati, Jakarta Selatan	 Prepared by: Rafid Wicaksono (22111016) Maria Marica Jari (22111022) Tasya Putri Samud Aul (22111024) Supervised by: Eka Sri Dana Afrida, S.Sos., M.M. Activity Video Problem - Bank Sampah Rawajati Community is engaged in waste management, environmental education, and TOGA cultivation through awareness. - The TOGA greenhouse is not yet optimal, with its educational potential and health benefits still unknown by the community. - Brand-building is still manual, making transaction tracking and customer data management inefficient. Our Program - Digital Marketing & Communication - Content writing and consistent Instagram content. - Developed a content calendar with 15 planned posts to be published during the project. - Operational Improvement - Introduced savings books for cleaner transaction records. - Used digital forms for digital transaction records. - Added TOGA to cards in the greenhouse for educational purposes. - Designed a TOGA pocket book to save health awareness. Output for Instagram - Increased Instagram content to boost public engagement. - A new introduction and educational TOGA greenhouse. - TOGA pocket book as a tool for learning and promoting healthy living. - New organized and inclusive transaction records. Output for Student - Hands-on experience in building real community changes. - Applied classroom knowledge to real-world situations. - Gained skills in digital communication, content creation, and community program development. - Built network and collaborative experiences with an enthusiastic local community.	 Eksplorasi TOGA (Tanaman Obat Keluarga) Jenis dan Khasiatnya untuk Kesehatan Alami 	Activity Video  
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CIP Activity Documentation



REFERENCE

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Previous CIP reports:

<https://drive.google.com/file/d/1V-AeFsYUfhrDa7vWmKohPjm9m8Oh-KZQ/view?usp=sharing>

Interview Results:

https://drive.google.com/file/d/1gfM5Xuj-A1mv_3tipWUyUqdpCXP2utLH/view?usp=sharing

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