

# Communication Strategy in Assisting Surabaya Hero Cadres (KSH) in Gunung Sari Village, Dukuh Pakis Subdistrict, Surabaya City

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**Abstract:** This study discusses the communication strategy in assisting the Surabaya Hero Cadres through plastic waste management in RW 01, Gunung Sari Village, Dukuh Pakis Subdistrict, Surabaya City. The research focuses on two crucial aspects: the communication strategy in the empowerment assistance provided to the Surabaya Hero Community and the social changes resulting from the post-assistance empowerment. The research approach used is ABCD (Asset-Based Community Development), based on the principles, stages, and procedures of 5D: Discovery, Dream, Design, Define, and Destiny. The results show that the communication strategy developed by the researchers is an active participatory communication model. This communication strategy successfully motivated and developed the creativity of the Surabaya Hero Cadres (KSH) in RW 01, Gunung Sari Village, Dukuh Pakis Subdistrict, Surabaya City in managing their assets. The social changes resulting from the empowerment assistance show that KSH has managed to create a clean environment and transform plastic waste into various handicrafts with economic value, thereby increasing economic income.

**Keywords:** Communication Strategy, Assistance, Surabaya Hero Cadres

**Abstrak:** Penelitian ini membahas tentang strategi komunikasi dalam pendampingan Kader Pahlawan Surabaya melalui pengelolaan sampah plastik di RW 01, Kelurahan Gunung Sari, Kecamatan Dukuh Pakis, Kota Surabaya. Penelitian ini berfokus pada dua aspek krusial, yaitu strategi komunikasi dalam pendampingan pemberdayaan yang diberikan kepada Komunitas Pahlawan Surabaya dan perubahan sosial yang terjadi pasca pendampingan. Pendekatan penelitian yang digunakan adalah ABCD (Asset-Based Community Development), berdasarkan prinsip, tahapan, dan prosedur 5D: Discovery, Dream, Design, Define, dan Destiny. Hasil penelitian menunjukkan bahwa strategi komunikasi yang dikembangkan oleh peneliti adalah model komunikasi partisipatif aktif. Strategi komunikasi ini berhasil memotivasi dan mengembangkan kreativitas Kader Surabaya Hero (KSH) di RW 01, Kelurahan Gunung Sari, Kecamatan Dukuh Pakis, Kota Surabaya dalam mengelola aset yang dimiliki. Perubahan sosial yang dihasilkan dari pendampingan pemberdayaan tersebut menunjukkan bahwa KSH berhasil menciptakan lingkungan yang bersih dan mengolah sampah plastik menjadi berbagai kerajinan tangan yang bernilai ekonomis, sehingga meningkatkan pendapatan ekonomi.

**Kata kunci:** Strategi Komunikasi, Pendampingan, Kader Surabaya Hebat

## A. Introduction

A clean and healthy environment is a desire for every community member. A comfortable and beautiful atmosphere is achieved through a clean environment. An environment free from waste creates clean and fresh air. To realize a clean and healthy environment, we face a common

problem around us: waste.<sup>1</sup> Indonesia is one of the largest waste contributors in the world. With a population of 137.2 million people, Indonesia produces a total of 21.2 million tons of waste per year, serving a population of 80.8 million.<sup>2</sup>

Among the many types of waste, plastic waste is a serious problem because it is very difficult to decompose naturally. The Surabaya City Government has taken various approaches to reduce waste, as outlined in Law No. 18 of 2008 on Waste Management, which requires everyone to manage household waste properly.<sup>3</sup> The law aims to improve the quality of life and use waste as a resource. It is hoped that all community layers can help minimize waste through the 3R program: Reuse, Reduce, and Recycle. Surabaya City faces a high waste problem due to the increasing population, leading to higher waste production. Waste can cause various problems, including health issues, air pollution, and land required for waste disposal. One such area experiencing these issues is RW 01, Gunung Sari Village, Dukuh Pakis Subdistrict, Surabaya City. The researchers act as facilitators, assisting the Surabaya Hero Cadres (KSH) in RW 01 to implement changes and manage their environment and assets independently.

## B. Theoretical Review

### 1. Communication Strategy

Communication strategy encompasses all aspects related to the plans and tactics used to facilitate communication by presenting the sender, message, and recipient in the communication process to achieve desired goals.<sup>4</sup> It can be defined as the planning and management of communication aimed at reaching established targets. Communication involves carefully designed planning to achieve specific objectives, where the communication strategy must demonstrate its operational techniques tactically. This means that the approach or strategy used can change according to the existing situation and conditions. A communication strategy can cause changes in knowledge, attitudes, opinions, or behaviors of the target audience.<sup>5</sup> Essentially, the goals of communication strategy are to announce, motivate, educate, and disseminate information.<sup>6</sup> The theoretical study of communication strategy includes various approaches and models that help design and implement effective communication. Often, several theories about communication strategy are used simultaneously and complement each other to create an effective communication process.

Communication strategies can be identified in two forms: macro (planned multimedia strategy) and micro (single communication medium strategy). These two forms serve dual functions: first, to disseminate informative, persuasive, and instructive communication messages systematically to achieve maximum results; second, to bridge cultural gaps, preventing media's powerful yet potentially destructive influence on established values.<sup>7</sup> The success of communication heavily depends on understanding the function of communication strategies at both macro and micro levels. A macro approach views the organization as a global structure interacting with its environment, while a micro approach focuses on communication

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<sup>1</sup> Sujarwo, dkk., *Pengolahan Sampah Organik & Anorganik*. (Yogyakarta: Universitas Negeri Yogyakarta, 2014), hal. 1

<sup>2</sup> Hendra, Y. "Perbandingan Sistem Pengelolaan Sampah di Indonesia dan Korea Selatan: Kajian 5 Aspek Pengelolaan Sampah". *Jurnal Aspirasi* Vol 7 No 1 Tahun 2016 : , hal. 77-91.

<sup>3</sup> Undang-Undang Nomor 18 Tahun 2008 Tentang Pengelolaan Sampah

<sup>4</sup> Muhammad Ami, *Komunikasi Organisasi* (Jakarta: Bumi Aksara, 2004), hal. 65

<sup>5</sup> Ulfa Fauzia Argesty dan Anisa Rohmah Afiati, *Strategi Komunikasi Komunitas Pusat Kajian Perempuan Solo (PUKAPS) dalam Menyuarakan Isu Gender dan Kekerasan Seksual*, *Academic Journal of Da'wa and Communication*, Vol. 3, No. 02, Juli-Desember 2022, hal. 242

<sup>6</sup> Ulfa Fauzia Argesty dan Anisa Rohmah Afiati, *Strategi Komunikasi Komunitas...*, hal. 243

<sup>7</sup> Onong Uchjana Effendy, *Ilmu Komunikasi Teori dan Praktek*. (Bandung : PT. Remaja Rosda Karya, 2000), hal. 36

within units and subunits of an organization. This involves group member communication, orientation and training communication, maintaining the climate, job direction communication, and understanding work satisfaction.

## 2. Assistance Theory

The term "assistance" frequently appears in discussions about community development. This is because an assistant acts as a facilitator to help communities undergo social changes towards better conditions. Assistance involves working as a facilitator or community companion in various programs. Facilitators, or Community Facilitators (CF), are encouragers, drivers, catalysts, and motivators of the community. Meanwhile, the activities' actors and managers are the community members themselves. A facilitator can be understood as someone who encourages and strengthens the community in developing their capacity to achieve desired changes through multi-directional participatory communication techniques.<sup>8</sup>

One key factor in successful community engagement is the facilitator's ability to facilitate effectively. A facilitator helps the community develop its capacity to achieve the desired changes. Therefore, a facilitator needs to have various competencies and a strong commitment to community empowerment. These skills include facilitation management, gender sensitivity, inclusiveness, and the ability to encourage the community to recognize their potential. Through multi-directional participatory communication techniques, the facilitation process is expected to be effective and achieve optimal results.<sup>9</sup>

Assistance in the context of empowerment focuses on four functional areas known as the 4Ps: Enabling, Empowering, Protecting, and Supporting.<sup>10</sup> Assistance is a common technique used in both governmental and non-governmental processes of empowerment to help communities. Achieving success in community empowerment or assistance requires several approaches,<sup>11</sup> including: Awareness (raising awareness among the community or group about their potential); Organization (strengthening institutions); and Politicization (enhancing competitiveness by understanding external political actions).

## 3. Waste Management

Waste management involves recycling, transporting, collecting, processing, or creating materials from waste generated by community activities to reduce health impacts. Environmental issues related to waste must be addressed to minimize waste presence by implementing waste management principles, namely the 4R system: Reduce, Reuse, Recycle, and Replace.<sup>12</sup>

## 4. Concept of *Dakwah bil Hal*

Islam inherently promotes empowerment. From an Islamic perspective, empowerment is a continuous movement aligned with the paradigm of religion as a driver of change. The term "empowerment" in foreign terminology is "empowerment," while lexically, it means strengthening. Technically, empowerment can be equated or synchronized with development.<sup>13</sup>

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<sup>8</sup> Moh.Ansori, dkk. *Pendekatan-Pendekatan Dalam University-Community Engagement* (Surabaya: UIN Sunan Ampel Press, 2021), hal. 84

<sup>9</sup> Moh.Ansori, dkk. *Pendekatan-Pendekatan Dalam University-Community ...* hal. 95

<sup>10</sup>Arika Diyah Siswanti, Sholih Muadi, dkk. "Peran Pendampingan Dalam Program Pemberdayaan Masyarakat (Studi Pada Program Pendampingan Keluarga Balita Gizi Buruk di Kecamatan Semampir Kota Surabaya)", *Wacana*, Vol. 19 No. 3, 135-136.

<sup>11</sup> Masrul Efendi, *Metode Pemberdayaan Fakultas Dakwah dan Ilmu Komunikasi dalam Membentuk Persepsi Masyarakat Kota Padangsidempuan*, *Jurnal At-taghyir*, vol. 04 No. 02, 2022, hal. 338.

<sup>12</sup> Sujarwo, dkk., *Pengolahan Sampah Organik...*, hal. 125

<sup>13</sup> Nanih Manchendarwaty dan Agus Ahmad Safei, *Pengembangan Masyarakat Islam*, (Bandung: Remaja Rosdakarya 2001), hal.41.

Dakwah fundamentally means an invitation or call to awareness or changing a less favorable situation to a better and perfect one, both for individuals and society.<sup>14</sup> Therefore, the orientation of dakwah essentially refers to improving the quality of life towards better conditions in various aspects of life, to achieve happiness in this world and the hereafter. This aligns with the purpose of dakwah as defined by Syekh Ali Mahfud, which is to motivate people to do good, follow guidance, command good, and prevent wrongdoing so that they achieve happiness in this world and the hereafter.<sup>15</sup>

### C. Methods

The research approach used in this study is the Asset-Based Community Development (ABCD) approach. This approach is an action research methodology that leverages the assets, strengths, and potentials of the community. In this method, the community is positioned as the subject of development or social change. The community development-oriented approach focuses on individual strengths, abilities, talents, and assets to inspire actions towards change.<sup>16</sup>

The research approach employed is ABCD, based on the principles, stages, and procedures of the 5D framework: Discovery, Dream, Design, Define, and Destiny.<sup>17</sup> As a method, ABCD involves a series of steps designed to inspire and mobilize the community to achieve shared plans and goals. These steps include:

- (a) Collecting success stories from the past and identifying all forms of community capacities that contributed to shared success.
- (b) Organizing a core group to carry out subsequent processes.
- (c) Comprehensively mapping the capacities and assets of individuals, associations, and local institutions.
- (d) Building connections between mapped local assets to generate various alternative programs that benefit the community.
- (e) Mobilizing community assets fully for economic development and information sharing purposes.
- (f) Building a broad group to develop a community vision and plan.
- (g) Developing activities, investments, and external resources to support asset-based and locally-based development.<sup>18</sup>

The subjects of this research are the Surabaya Hero Cadres (KSH) mothers in RW 01, Gunung Sari Village, Dukuh Pakis Subdistrict, Surabaya City. By making them the research subjects, the aim is to foster independence and focus in running the program.

Data collection techniques used in this research are several techniques introduced in Participatory Rural Appraisal (PRA), including: Focus Group Discussion (FGD), Community Mapping, Semi-Structured Interviews, Transect Walks.<sup>19</sup>

The data analysis techniques aim to seek data authenticity and ensure that the data matches the reality in RW 01. The benefits of the data analysis techniques are for researchers and the community to understand the conditions faced by the assistants and the community. The technique used is the Priority Scale (Low Hanging Fruit), in which the researchers and KSH mothers determine the easiest dreams to achieve and implement first using the available assets and potentials. Additionally, to analyze financial circulation, the researchers use the Leaky

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<sup>14</sup> M. Quraish Shihab, *Membumikan Al-Qur'an*, (Bandung: Mizan, 1992), hal. 199.

<sup>15</sup> Syekh Ali Mahfud. *Hidayatul Mursyidin*. ((Kairo: Darul Mishri, 1975), hal. 5.

<sup>16</sup> Moh.Ansori, dkk. Pendekatan-Pendekatan Dalam University-Community ... hal. 95

<sup>17</sup> Moh.Ansori, dkk. Pendekatan-Pendekatan Dalam University-Community ... hal. 344-351

<sup>18</sup> Alison Mathie, Dan Gord Cunningham, *From Clients to Citizens: Asset-Based Community Development as A Strategy for Community-Driven Development* (Antigonish: Coady International Institute, 2002), hal. 3

<sup>19</sup> N. Narayanasamy, *Participatory Rural Appraisal; Principles, Methods and Application* (New Delhi: Sage Publication India Pvt. Ltd., 2009)

Bucket technique, which visualizes the concept with holes representing expenditures and the top tap representing income.

## **D. Result and Discussion**

### **1. Dynamics of the Assistance Process**

In implementing asset-based assistance, facilitators must follow several stages to streamline the assistance process. Before conducting community assistance, the researchers first obtained permission from the authorities in Gunung Sari Village. On December 22, 2023, the researchers submitted a research permit from the Department and Faculty to the Secretary of Gunung Sari Village. The researchers explained their intent and purpose to the Village Secretary for conducting asset-based action research in RW 01, Gunung Sari Village. The Village Secretary welcomed the researchers and allowed them to conduct research in RW 01 and would disseminate this information to the concerned parties.

### **2. Building Social Communication**

After the initial process, the next stage is the approach process. This is done to gather the necessary information and data for the research. The initial approach involved engaging with the RW officials to gain a deeper understanding of the assistance location, including its geographical, demographic, natural, physical, social-cultural, and social assets. After interacting with the village officials, the researchers approached residents through casual conversations. The researchers visited RW 01 every morning to gather data. Engaging in dialogues with residents allowed the researchers to gather extensive information and data relevant to the research topic.

### **3. Forming a Research Group**

The researchers cannot carry out community assistance activities independently. Direct support from the local community is essential for the assistance process. Therefore, forming a research group is crucial in the assistance process. The research group formed in this assistance process involved collaborating with the Surabaya Hero Cadres (KSH) mothers. This group focused on environmental issues in RW 01, Gunung Sari Village, particularly waste management. Improper waste management results in a cluttered and unsightly environment. The research group for this assistance process consisted of eight women, led by Mrs. Umiyati. The objective of this research is to maintain cleanliness in RW 01 by managing waste and transforming it into useful products. This process includes waste sorting to creating eco-friendly products that reduce waste in RW 01, Gunung Sari Village.

### **4. Identifying Community Assets**

After the discovery phase, the researchers and several KSH members and residents discussed the assets in RW 01, Gunung Sari Village. In this stage, the researchers explored local assets in RW 01. The researchers revisited the previously failed plastic waste management activity intended to create handicrafts in 2020, which was halted due to the pandemic. During this stage, the researchers, KSH members, and several community members met with Mr. Agus Tafari, the RW head, to discuss the previously postponed activities. The researchers facilitated the meeting between KSH representatives and community members with the RW head. Mrs. Yuni, representing KSH, conveyed the purpose of the meeting and discussed the plan to resume the plastic waste management program. Mr. Agus responded positively, noting that the activity had always been intended to continue but lacked community participation. Reviving this activity is expected to raise environmental awareness and enhance the creativity of KSH members and residents.

The researchers also explained the ABCD theory used in the action research. The assets possessed by the community are crucial for achieving positive change. The most important part of this stage is the asset-based approach initiated by the community to determine members, locations, and the processes of change to be implemented.

## 5. Building Future Dreams

In the ABCD method, dreams are referred to as the Dream technique. This technique emphasizes that the ABCD method starts from the community's dreams that can be achieved. The KSH mothers in RW 01 have dreams or aspirations that serve as motivation for change. Creating future changes begins with dreaming or aspiring for something not yet achieved. The ABCD method is an asset-based assistance method owned by the community. Through the dream process, positive strengths can be built, inspiring the community to make real changes. This process is based on the community's aspirations and must be carried out collectively.

Positive questions in this process can raise community awareness about their potential and how it can be developed and mobilized together to achieve shared dreams. Reflecting on the failure of the program in RW 01, the next step is to dream of the future. The assisted group, having dreams from past failures, automatically desires to achieve hopes and impact change. In this stage, the Surabaya Hero Cadres unite their hopes and goals to initiate change. The researchers strive to raise awareness among residents and KSH members and jointly manage inorganic waste into crafts by following these steps:

- (a) Starting with self-awareness: Initiating activities as an example to create community awareness.
- (b) Instilling a doctrine in KSH and the community: Emphasizing that proper waste management can create a green and clean environment.
- (c) Engaging in waste reduction activities: Fostering social worship, strengthening human-to-human and human-to-nature relationships, and contributing to lasting positive deeds.
- (d) Receiving suggestions from residents: Proposing waste management and utilization as the starting point for positive environmental and community changes in RW 01, Gunung Sari Village.

In discussions with KSH, they have outlined several hopes, including: for priority hopes or dreams in RW 01, the focus is on creating handicrafts from plastic waste. One KSH member suggested that the creativity of residents and KSH is essential to tackling plastic waste, and identifying activities to transform plastic waste into useful products.

## 6. Action Planning

Waste management is also regulated in Law No. 18 of 2008, which states that waste management is a systematic, continuous activity that includes waste handling aimed at improving public health and turning waste into a resource.

Based on the initial data, it can be seen that the results from the FGD with the community began by motivating the community, followed by craft training, and building cooperation for marketing the products created during the training. It is hoped that all activities will proceed smoothly, resulting in positive changes in community welfare and environmental cleanliness.

The planned strategy includes training and practicing making hats from plastic bags. This strategy helps KSH mothers learn the process of creating handicrafts from plastic waste. The training incurs minimal costs because materials and tools are readily available, and one KSH member has the skills and has previously made products for personal home decor. Their hope is to introduce these products to the public.

## 7. Action Implementation

At this stage, the focus is on the commitment and forward direction of individuals and the community, ensuring that the program will be implemented by those committed to realizing

their dreams as outlined in the work plan table. Without cooperation, the program planned by the KSH mothers will not run according to plan.

#### **a) Training in Making Handicrafts from Plastic Waste**

The assistance process requires a long-term effort to ensure smooth implementation. This process is conducted in stages to facilitate the achievement of the planned program and strategy. The key elements are willingness and ability. There are five benefits to becoming an entrepreneur: self-esteem, income, ideas, motivation, and the future. Entrepreneurship enhances self-esteem because one can work independently and engage others in entrepreneurial activities. Income varies depending on the business operator's effort and does not follow a fixed pattern. The process of making handicrafts from plastic waste includes making flower decorations and hats from plastic bags. Creating a hat from plastic bags can take about a week due to the detailed steps and limited time the mothers can dedicate to the task. The KSH mothers agreed to price the flower decorations at Rp.20,000 and the plastic bag hats at Rp.50,000.

#### **b) Awarding Certificates of Appreciation**

During the handicraft training from plastic waste, the researchers also awarded certificates of appreciation to the trainers as a token of gratitude. As shown in the images, the researchers presented certificates to the trainers for their contributions to the handicraft training for the KSH mothers in RW 01, Gunung Sari Village. The knowledge imparted is hoped to be beneficial in the future, and KSH RW 01 is expected to remain united and serve as a role model for other KSH groups.

#### **c) Product Marketing Through Social Media**

Social media marketing is considered efficient and easy in the digital era. It can widely disseminate information about the products to the public. The Instagram application is one of the digital platforms used to help market the products they create. Orders can be received via DM (Direct Message), and they will post photos of the products to showcase them. The researchers held discussions with the KSH mothers about creating a logo using a logo editing application that can be downloaded on their phones.

#### **d) Partnering with Handicraft Sellers**

After completing the plastic waste handicraft training, it's time to market the products and collaborate with other handicraft stores. Product quality must be maintained before marketing because consumer satisfaction is crucial for sales. High-quality products ensure consumer satisfaction, making it easier to sell the products and build customer loyalty. Loyalty is the customer's commitment to repeatedly purchase the offered products, significantly boosting sales.

## **8. Program Evaluation**

Program evaluation is essential to assess the success of a program in the community. The researchers conducted an evaluation to gauge the effectiveness of the assistance process in the community.

Table 1. Comparison Before and After Assistance

ASPECT	BEFORE	AFTER
<b>Plastic waste management</b>	The community lacked knowledge about plastic waste management	The community started recognizing handicrafts from plastic waste
<b>Community</b>	The community saw waste as having	The community began sorting

ASPECT	BEFORE	AFTER
perception of waste	no value	plastic waste to create handicrafts

**Source:** Processed based on the assistance process.

During the assistance process, the community demonstrated the ability to absorb the knowledge provided. They showed a willingness and enthusiasm for continuing the activities, particularly in managing plastic waste into handicrafts. The researchers hope that this activity will not stop here but will continue to grow, given the high creativity of the RW 01 residents.

## 9. Analysis

### a) Assistance Strategy for Surabaya Hero Cadres (KSH) in RW 01, Gunung Sari Village

The assistance provided by the researchers in RW 01, Gunung Sari Village, using the ABCD method, is deemed highly suitable for the community, especially the KSH mothers. This assistance aimed to empower the assets owned by KSH and the RW 01 community. The researchers engaged the KSH mothers to identify their assets through FGD. After discussing their abilities, the researchers collaborated with KSH to determine program plans to achieve their desired goals. This led to the training program for making handicrafts from plastic waste in RW 01, Gunung Sari Village, followed by forming a creative economy group to continue their entrepreneurial efforts. The program was conducted participatively, allowing all members to express their opinions in the designated discussion forums, ensuring comfort and avoiding any burdens on discussion members.

### b) Participatory Communication Strategy

The researcher in RW 01, Gunung Sari Village used the participatory communication between the researcher and the Surabaya Hero Cadres (KSH). The participatory communication involves an interactive and collaborative process where both researcher and the Surabaya Hero Cadres (KSH) actively engage in dialogue, share knowledge, and work together to achieve common goals. The analysis of participatory communication between the researcher and the Surabaya Hero Cadres (KSH) provides a comprehensive understanding of how interactive dialogue and collaboration have been established and maintained. This report details the findings from various aspects of the communication process. The methods and channels used for communication between the researcher and KSH were evaluated to determine their effectiveness. This included analyzing the frequency of interactions, the clarity of messages exchanged, and the overall effectiveness of these communication methods. The evaluation highlighted the strengths and weaknesses in the communication processes, ensuring that both parties could understand and act on the information shared effectively.

Also, The level of engagement and active participation of KSH members in the communication process was highly actualized. The extent to which KSH members felt their voices were heard and their contributions valued was measured. This analysis revealed the degree of inclusivity in the communication process and identified areas where engagement could be further enhanced.

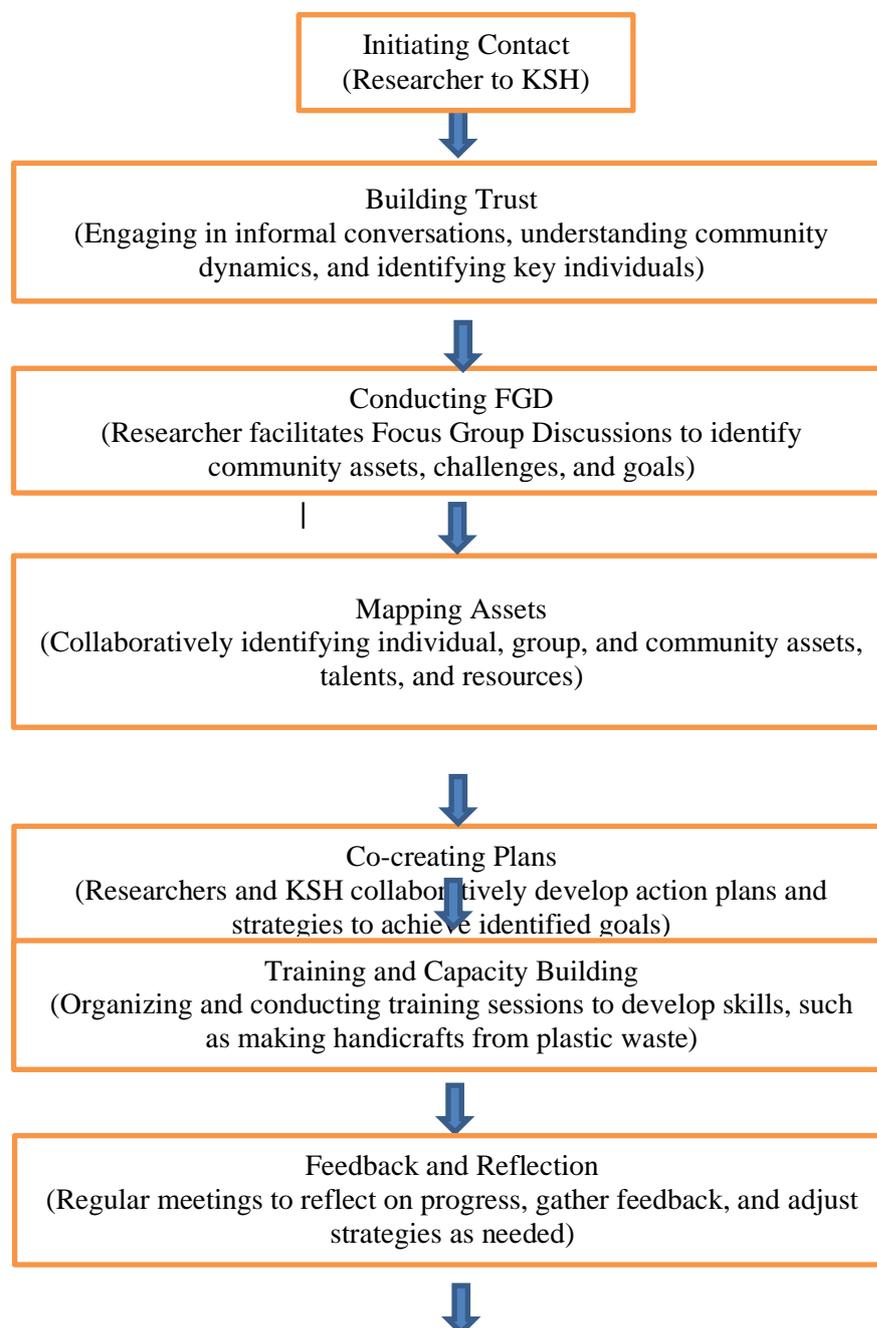
The exchange of information and knowledge between the researcher and KSH have already done effectively. Barriers to effective knowledge sharing were well identified, and solutions to overcome these barriers were implemented. This section of the analysis provided insights into how knowledge was disseminated and utilized by both parties.

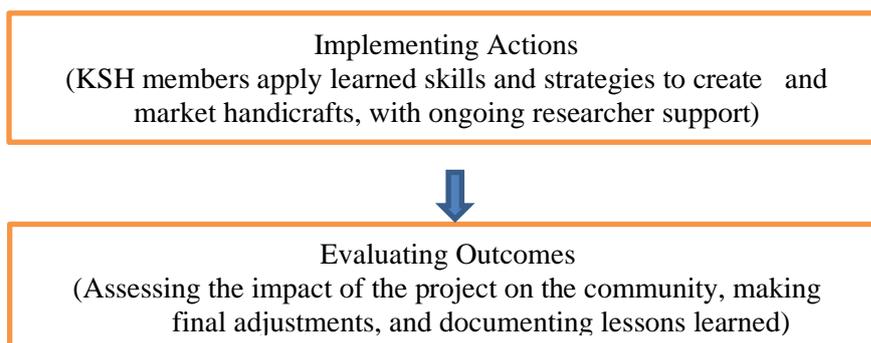
The degree of collaboration and cooperation highly implemented through participatory communication. The impact of this collaboration on the planning and implementation of community initiatives was evaluated. The analysis showed how well the researcher and KSH worked together and the tangible outcomes of their cooperative efforts in community projects.

The mutual learning experiences of both the researcher and KSH members were done. This included understanding how participatory communication contributed to the personal and professional development of both parties. The analysis highlighted the reciprocal benefits gained from the communication process, fostering a culture of continuous learning and improvement.

The impact of participatory communication are the success of community projects led by KSH. Feedback from the community was collected to evaluate the perceived effectiveness of these projects. This section provided an understanding of how participatory communication influenced the outcomes of community initiatives and the overall satisfaction of the community members.

Diagram of a participatory communication diagram between the researcher and the Surabaya Hero Cadres (KSH) as bellow:





This diagram represents the cyclical and collaborative nature of participatory communication between the researcher and the KSH members, emphasizing mutual trust, continuous feedback, and co-creation of plans and actions.

**c) Analysis of Community Changes**

Change is an unstable process and can vary. In a community system, nothing remains constant; everything changes. This change can be positive. During this assistance process, the community of RW 01, Gunung Sari Village, experienced significant changes. The following table compares the community's state before and after the assistance:

Table 2. Comparison Before and After Assistance

BEFORE	AFTER
RW 01 residents were unaware of their potential	RW 01 residents understand their potential
Residents believed plastic waste couldn't be managed into crafts and collected it in one bank for sale to collectors	Residents understand that plastic waste can be transformed into art crafts
KSH couldn't market products via social media	The community has social media for product marketing
KSH didn't have a logo for social media product sales	KSH has a new logo for social media product sales

Through the assistance process, the RW 01 community gained knowledge and skills, leading to increased awareness and capability in managing plastic waste into valuable crafts. The researchers hope that these activities will continue to grow, reflecting the high creativity and potential within the RW 01 community.

**d) Theoretical Reflection on Empowerment**

During this research process, many new lessons and discoveries have been made. This research process has significantly contributed to enhancing knowledge, insights, and skills. The assistance process began with an inculturation or approach to the community. The adage "tak kenal maka tak sayang" (you can't love what you don't know) was evident during the assistance process, fostering familiarity and strengthening bonds of brotherhood. Despite not being a member of RW 01, Gunung Sari Village, I, the researcher, was warmly welcomed and received positive responses from the community, particularly the Kader Surabaya Hebat (KSH) mothers.

The diverse characters of the community members also provided valuable lessons. With the community's open-mindedness, I gradually understood and began to adopt their way of thinking. Throughout the assistance process, I gained valuable life lessons not taught in formal education. These lessons include respecting one another, sincerity in earning a livelihood, maintaining polite manners, and not comparing one's income with others. This experience has

taught me that true happiness does not necessarily come from living a luxurious life. These positive lessons will remain unforgettable, even after completing this academic task.

#### **e) Methodological Reflection**

The ABCD approach, focusing on assets, was used in this research. This method aims to motivate, encourage, and raise community awareness to develop their assets. In empowerment, this concept is called enabling. The process also involves empowering, which strengthens existing assets within the community. his research used the 5D stages, encouraging the community to recognize their potential for positive change. The RW 01 community, especially the KSH mothers, realized their potential and innovatively organized training programs to create handicrafts from plastic waste.

#### **f) Reflection of Da'wa**

Efforts to empower assets and build enthusiasm for positive change are relevant to the concept of dakwah bil hal (preaching through actions) in community empowerment. The assistance also involved encouraging the RW 01 community, particularly the KSH mothers, to maintain a clean and comfortable environment. A clean environment promotes a healthy life. This assistance aimed to inspire the community to make positive changes, aligning with the teachings of dakwah as mentioned in Surah An-Nahl, verse 125. This verse teaches that every human being is obliged to do good. The assistance process aimed to encourage the community to make positive changes. This research also provided insights that Allah did not create anything in vain. The concept of dakwah bil hal involves preaching to the community through actions, promoting good deeds, and indirectly encouraging them to engage in worship according to Islamic teachings and other religions. Through activities such as creating handicrafts from plastic waste, the community learns that everything created by God has a purpose. This aligns with the community's continuous learning and knowledge-sharing, emphasizing that humans, as perfect beings created by God, should care for and love nature as a form of gratitude for God's blessings.

### **E. Conclusion**

The research results show that the communication strategy developed by the researchers is an active participatory communication model. This strategy successfully motivated and developed the creativity of the Kader Surabaya Hebat (KSH) in RW 01, Gunung Sari Village, Dukuh Pakis Subdistrict, Surabaya City, in managing their assets. The social changes resulting from the empowerment assistance show that KSH has managed to create a clean environment and transform plastic waste into various handicrafts with economic value, thereby increasing economic income.

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