

Promoting Environmental Protection GEULIS: Gerakan Peduli Sampah Plastik PT PLN (Persero) UP3 Cikokol

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Abstract

The current government has been vociferously calling on the public to raise awareness in the management and dangers of plastic waste. PLN participated through several corporate policies to reduce the use of plastic waste. By combining the background of environmental issues in the form of plastic waste and environmental issues greening mangrove forests, as well as the potential of households that still allow to be optimized in connection with financial limitations, the above issues are combined with a program of Promoting Environmental Protection GEULIS: Gerakan Peduli Sampah Plastik namely new connection DP 0% by mandating an active role in the environment, namely by bringing used plastic bottles as donations that are then the proceeds of sale. used for mangrove forest greening in Banten. The focus of the problem in this research: How does PT PLN (Persero) Customer Service Unit (UP3) Cikokol promote the Plastic Waste Care Movement (GEULIS) program. The research method used in this research is a qualitative method with two instruments, namely: document review and interview. The findings of the researcher's research were reviewed from the musty personal selling and aspects of mass selling.

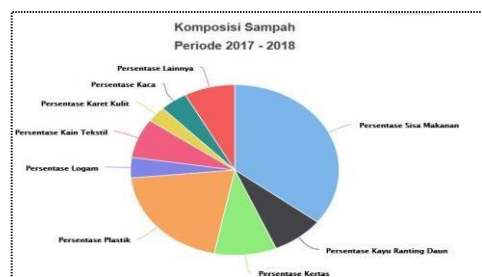
From the results of the research that has been done, the advice that can be given is as follows:

- 1. Add 3 (three) customer service counters*
- 2. Add job desk security to be able to serve customers*
- 3. Promote through cooperation with regional leaders / chairmen, communities, to rt / RW environment*
- 4. Conducting promotions focused on the targeted area of customer operations with 720 hours of electric flame 720 hours or maximum flash hours.*

Keywords: Plastic Waste, BP Installment DP Zero, Promotion, Customer

INTRODUCTION

The latest BPS survey data recorded the population of Banten in 2017 reached 12.4 million people. As for the graph of the composition of waste in Banten:



Graph of Waste Composition in Banten

**Source: Innovation Study Promoting Environmental
 Protection GEULIS: Gerakan Peduli Sampah Plastik PT
 PLN (Persero) UP3 Cikokol**

Based on the information in the Figure and Table above, it can be known that plastic waste is still one of the environmental problems in Banten. Every person, government, or institution must respect the meaning of human life globally, be responsible for the next generation and protect the environment (Martoyo et al., 2023). The existence of plastic waste pollution affects the destruction of mangrove forests in Banten province up to 60%. Improper disposal of e-waste also not only poses risks to human health and the environment, but also results in the loss of valuable resources (Adi Suryanto et al., 2023). PT PLN (Persero) corporately participated through several corporate policies to reduce the use of plastic waste also took part in the re-greening of mangrove forests as a form of CSR Program of PT PLN (Persero). Organisational climate is properties of the business environment in a workplace observed by staff that strongly influence their actions and jobs (Karunia, 2020). The organization is expected to be able to innovate, improve the quality and relevance of better services according to the needs of the community (Asropi et al., 2022).

In addition to the above conditions based on market research in 2019 there are still many potential household customers who want New Installs and Power Changes but with financial limitations, this is evidenced by the 2019 program related to The Discount on Added Power and Installation of Free Electricity, Lisdes ESDM, OMOH, Discount 3T which received a great reception from the community.

No	Program Pemasaran 2019	Jumlah Pelanggan yang mengikuti
1	Promo Tambah Daya Diskon 50%	9.397
2	Promo Diskon 50% BDT dan 3T	56.452
2	Penyambungan Gratis Lisdes ESDM Provinsi	7.968
3	BP cicil Rumah Tangga DP bukan Nol	3.382
4	OMOH	300
5	CSR	5.450
Total		82.949

Source: Innovation Study Promoting Environmental Protection GEULIS: Gerakan Peduli Sampah Plastik PT PLN (Persero) UP3 Cikokol

By combining the background of environmental issues in the form of plastic waste and environmental issues greening mangrove forests, as well as the potential of households that still allow to be optimized in connection with financial limitations, a program was formed by the Movement to Care for Plastic Waste (Geulis) which is the Cost of Connecting (BP) Installment DP Nol by mandating an active role in the environment, namely by bringing used plastic bottles as donations which are then the proceeds of sale dig unakan for the greening of mangrove forests in Banten Region. One of the missions of the city of Tangerang is creating a beautiful and sustainable environment (Asropi, 2020).

METODE RESEARCH

Type Of Research

Type of research used it is descriptive-qualitative because The author wants to describe, record and interpret implementation of Geulis program promotion. According to Nana Syaodih Sukmadinata (2011: 73), qualitative descriptive research is aimed at describing and describing existing phenomena, both natural and human engineering,

which pay more attention to characteristics, qualities, interrelationships between activities.

Data Sources and Collection Techniques The data processing procedures used in this study can be presented as follows:

1. Data Collection
2. Data Classification
3. Data Analysis
4. Conclusion

Analysis of Theory

Sari (2010: 2), The elements included in the promotion variables include:

a. Personal Selling

It is a form of direct communication (face-to-face) between sellers and prospective customers to introduce a product to prospective customers and form a customer's understanding of the product, so that they will then try and buy it. The type of personal selling can be divided into three parts, including Summary (2009: 97):

- (1) Retail Selling, where the salesperson makes a sale by serving consumers who come to the store or company.
- (2) Field Selling, where salespeople make sales outside the company, namely by going to consumers to homes, companies, offices and others.
- (3) Executive Selling, in which the company's leadership acts as a salesperson who makes sales.

b. Mass Selling

That is an approach that uses communication media to convey information to the public at a certain time. This method is not as flexible as personal selling but is a cheaper alternative to convey information to a very large and widespread audience (target market). There are two main forms of mass selling, namely advertising and publicity.

Previous Research

Here is a previous study in the form of several journals related to research conducted by the author.

Nama peneliti	Judul penelitian	Hasil penelitian
Putri Oktavia	Strategi Promosi Produk Listrik Prabayar pada PT. PLN (Persero) Distribusi Jawa Timur Area Pelayanan dan Jaringan Malang UP. Kebonagung Malang	Strategi Promosi adalah elemen kunci dalam sebuah perusahaan. Strategi promosi diawali dengan (1) Perencanaan strategi promosi Listrik Pra Bayar, adapun tahapan rencana promosi ada tujuh diantaranya (a) Menentukan tujuan, (b) Mengidentifikasi sasaran yang dituju, (c) Menyusun anggaran, (d) Menentukan <i>promotional mix</i> , (e) Memilih media <i>Mix</i> , (f) Mengukur efektifitas, (g) Mengendalikan dan memodifikasi kampanye promosi. (2) Penerapan strategi promosi Listrik Prabayar guna meningkatkan jumlah pelanggan yang terdiri dari (a) Periklanan, (b) Hubungan Masyarakat, (c) Penjualan Pribadi, (d) <i>Word Of Mouth</i> /informasi dari mulut ke mulut, (e) Sosialisasi kepada masyarakat umum. (3) Faktor pendukung dan penghambat dalam penerapan strategi promosi Listrik Pra Bayar untuk meningkatkan jumlah pelanggan. Faktor Pendukung diantaranya, (a) Citra dan nama besar PT. PLN sudah dikenal masyarakat luas sehingga membantu dalam pelaksanaan promosi, (b) PT. PLN. (Persero) UP. Kebonagung Malang mempunyai relasi kerja yang sangat banyak (c) PT. PLN. (Persero) UP. Kebonagung Malang menjual tokennya di berbagai macam bank dan tentunya masyarakat mudah untuk mendapatkan token listrik pra bayar. (d) Sesuai sifat pra bayar, maka konsumen listrik pra bayar tidak perlu uang jaminan pelanggan (UJL). (e) PT PLN merupakan perusahaan monopoli sehingga masyarakat mau tidak mau pasti menggunakan jasa PLN karena penerangan dibutuhkan oleh semua orang. Faktor Penghambat antara lain, (a) Masyarakat yang awam tentang listrik pra bayar, (b) Karena sifatnya pra bayar, tentu hal ini tidak berpihak pada target pasar kelas bawah. (c) Pelanggan listrik pra bayar tidak diperkenankan berubah menjadi pelanggan pascabayar. (d) Walaupun PT. PLN sudah menerbitkan berbagai macam produk layanan tetapi tidak semua pelanggan dapat menikmatinya. (e) Membutuhkan biaya yang besar jika pemasangan jauh dari gardu utama. (f) Proses yang dilalui dalam pemasangan sambung baru sangat lama dan rumit sehingga ini bisa menimbulkan kesan yang negatif.
Perbedaan: penelitian yang dilakukan Putri Oktavia Menggunakan variabel X produk listrik dan variabel Y prabayar sedangkan variabel yang diteliti penulis adalah program (X) dan gerakan lingkungan sampah plastik (Y).		

RESEARCH RESULTS

The discussion of research results includes 2 (two) Aspects, namely Personal Selling Aspects and Mass Selling Aspects. Aspects of Personal Selling are divided into 3 sub-aspects namely Retail Selling, Field Selling, and Executive Selling and Aspects of Mass Selling are divided into 2 sub-Aspects namely Advertising and Publicity.

Personal Selling Aspects

Geulis marketing program (Movement to Care for Plastic Waste) is effective for the application of New Installs / Added Customer Power Group R1 to power 5,500 VA starting on January 13, 2020 and ending on September 30, 2020.

Based on the results of research interview activities with Marketing Manager of PT PLN (Persero) Unit Induk Distribusi Banten, Anton Teguh Suwartono on Thursday, October 22, 2020 (list of attached questions) mentioned that promotional activities conducted at PT PLN (Persero) Unit Induk Distribusi Banten are generally carried out online and offline.

Deciding together (deciding together), in the sense of providing support for ideas, ideas, choices and, developing opportunities needed for decision making (Suryanto & Nugroho, 2020). Promotional activities conducted online through social media, namely via instagram and facebook and offline, namely by conducting customer service (retail selling), opening stands at certain events / celebrations such as Car Free Day (CFD) and Cisadane Festival, and doing mobile marketing to the Target area of customer operations with 720 hours of flame (field selling) and executive selling which at the implementation of UP3 Manager of PT PLN (Persero) Cikokol also promoted with hope that if the UP3 Manager of PT PLN (Persero) Cikokol is better able to influence the interest of prospective customers to the product. The existence of a company is determined not only by the ability to manage its financial resources, but also by its capability of managing it's human resources (R. Luki Karunia, 2020, p. 165). In order to make a significant contribution to company performance. The target of personal selling is a Low Voltage Customer whose power is still below 5500 VA.



Manager of PT PLN (Persero) UP3 Cikokol Adi Fitriatmojo (First from Right) Conducted a Traveling Promotional Activity on February 21, 2020 around the Tangerang City Government Center

Source: instagram @pln.cikokol

As for the obstacles that occur when doing personal selling according to the results of research interview activities with customer service staff of PT PLN (Persero) UP3 Cikokol Ketty Helki Biang (list of attached questions) on Saturday, October 24, 2020 said that for customer service the number of customers who come around 20-30 customers and the length of customer service is 10-15 minutes (depending on customer requests) so that there is a buildup of customer queues at the service counter. It is not easy to change bureaucratic behaviour in order to make it effective, efficient, and innovative (Nugroho & Rahayu, 2020).



**Customer Service Activities on October 12, 2020 at PT PLN (Persero) UP3
Cikokol Customer Service Counter
Source: UP3 Cikokol Customer Service**

Mass Selling Aspects

Based on the results of the document review activity on October 12, 2020 at PT PLN (Persero) UP3 Cikokol:



**Flyers, Banners and Banners
Source: Innovation Study Program "GEULIS" (MOVEMENT TO CARE
ABOUT PLASTIC WASTE)**

It can be known that the type of Mass Selling carried out by PT PLN (Persero) UP3 Cikokol is Publicity.

Furthermore, based on the results of research interview activities with Marketing Manager of PT PLN (Persero) Unit Induk Distribusi Banten, Anton Teguh Suwartono on Thursday, October 22, 2020 (list of attached questions) mentioned that promotional activities are not carried out advertising but publicity online through radio (talkshow), facebook, and instagram, or offline through brochure / flyer sharing. But the obstacle is because of the current pandemic conditions so that promotional activities are carried out online. These conditions influence social relations of both local public leaders and those who might potentially benefit from them (Silitonga et al., 2016).

The obstacles that occur when doing mass selling according to the results of researcher interviews with Marketing Assistant Analysts of PT PLN (Persero) Unit Induk Distribusi Banten, Aulia Hadin Salsabila on Thursday, October 22, 2020 (list of attached questions) due to the limited number of brochures / flyers of the Geulis program while prospective customers who are given brochures / flyers of the Geulis program are not necessarily interested in the program. By understanding these factors, strategies or programs can be developed that can increase the awareness of e-waste recycling behavior (Suryanto et al., 2023). So that the selection of potential customers who potentially need convenience in electricity services such as the Geulis program.

CONCLUSIONS AND RECOMMENDATION

Based on the presentation of data and discussions in the previous chapter, it can be drawn a general conclusion, that the promotion of the Geulis (Movement to Care about Plastic Waste) program conducted by PT PLN (Persero) UP3 Cikokol is good. The detailed conclusions of each aspect are as follows:

1. Personal Selling Aspects

In the personal selling aspect, the type of personal selling applied to PT PLN (Persero) UP3 Cikokol is retail selling, field selling and executive selling. Promotional activities are carried out by way of prospective customers coming to the customer service counter, distributing brochures / flyers to prospective customers, as well as up3 managers of PT PLN (Persero) UP3 Cikokol to promote certain events. But in the sub-aspect of retail selling found obstacles related to the limited customer service counter. Thus making it possible to lower the enthusiasm of prospective customers to apply. So it can be concluded that the implementation of promotions carried out by PT PLN (Persero) UP3 Cikokol from the personal selling aspect is good.

2. Aspects of Mass Selling

In the aspect of mass selling, the type of mass selling that is done is publicity. The promotional media used are banners, banners, and flyers. Promotional activities are carried out by sharing flyers to the public and promotions via social media, namely Instagram and Facebook. Then it can be concluded that the implementation of promotions carried out by PT PLN (Persero) UP3 Cikokol has been good from the aspect of mass selling is good.

Based on the conclusions mentioned above, researchers can submit the following suggestions.

1. Personal Selling Aspects

a. Retail Selling Aspects

PT PLN (Persero) UP3 Cikokol can add 3 (three) customer service counters because previously only 2 (two) customer service counters were available with a comparison of

the number of customers who came around 20-30 customers and customer service length of 10-15 minutes (depending on customer request). The author also suggested that PT PLN (Persero) UP3 Cikokol add job desk security to be able to serve customers in directing and guiding customers in submitting applications via the pln.co.id website and pln mobile application. So that there is no buildup of queues at customer service counters.

2. Aspects of Mass Selling

a.Publicity Aspect

PT PLN (Persero) UP3 Cikokol to conduct promotions is focused on areas targeted by customer operations with 720 hours of electric flame 720 hours or maximum flash hours because these types of customers need additional electricity.

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