

Social campaign strategies of the environmental agency of Yogyakarta City in the Mas Jos Program 2025

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Abstract

Urban waste generation continues to rise in Yogyakarta, while household waste-sorting behavior remains low. The Environmental Agency (DLH) introduced the Mas Jos Program in July 2025, integrating environmental education, community participation, and service innovation most notably through the Rapid Response Team (TRC) Mas Jos. This study aims to analyze the social campaign strategies implemented by DLH in promoting sustainable household waste behavior. Using a qualitative case study approach, data were collected through in-depth interviews, field observations at Bank Sampah Pelangi (Pelangi Waste Bank), and documentation of campaign materials. Guided by Kotler and Roberto's Social Marketing Framework, findings reveal that DLH applies a multi-channel, community-based strategy that includes interpersonal communication, social media, and direct public services. The Five Mas Jos Steps function as the core behavioral message, supported by a collaborative implementation involving DLH, Forum Waste Bank, SinJogja, and Mataram Content Creator. Despite behavioral barriers such as habit resistance and limited household space, the program demonstrates significant progress in mobilizing community participation. The study concludes that integrating communication with service provision is essential for public environmental campaigns.

Keywords

Social campaign, Waste management, Social marketing, Mas Jos Program, Environmental behavior

Introduction

Urban waste management has become an increasingly urgent issue in developing cities, particularly in Indonesia where household waste generation continues to rise each year. According to UNEP, rapid urbanization and shifting consumption patterns have significantly increased the volume of municipal solid waste, while behavioral compliance with sustainable waste practices remains low in many urban communities [1]. Yogyakarta City faces similar challenges, marked by high daily waste accumulation,

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limited processing capacity, and persistent public habits such as disposing bulky waste in rivers or sending unsorted waste to temporary collection points.

In many Indonesian urban areas, waste-management programs often struggle not because of a lack of awareness, but due to practical behavioral barriers. Residents may experience limited household space for sorting waste, lack of access to nearby processing facilities, and inconvenience in handling bulky waste. Previous community-based waste initiatives have frequently emphasized education and participation, yet the adoption of daily waste-sorting behavior remains inconsistent. These challenges highlight the need for strategies that go beyond informational campaigns and instead provide concrete support that reduces the cost of behavioral change.

Recognizing that sustainable waste management requires not only infrastructure but also behavioral change, scholars have emphasized the importance of social campaigns in influencing public awareness, attitudes, and practices [2]. Social campaigns are particularly effective when messages are simple, repeated, supported by community engagement, and reinforced with accessible public services.

In response to these challenges, the Environmental Agency of Yogyakarta City launched the Mas Jos (Masyarakat Jogja Sehat – Olah Sampah) Program as a city-wide behavioral initiative aimed at encouraging residents to adopt waste-sorting and processing practices. The program introduces Five Mas Jos Steps, supported by direct socialization, digital media campaigns, and a service innovation known as the TRC Mas Jos, a rapid-response unit that collects bulky household waste. This integrated approach represents a shift from information-based communication toward a facilitative, service-supported behavioral campaign.

However, despite the growing visibility of Mas Jos in public spaces and community forums, academic studies analyzing its communication strategies remain limited. Previous research on waste-management campaigns in Indonesia has largely focused on community participation or local waste-bank empowerment, with little attention to how government agencies design multi-channel behavioral campaigns. This gap highlights the need to examine how the Environmental Agency structures its social campaign strategies, develops messages, segments audiences, and integrates public services to influence household behavior.

Therefore, this study aims to analyze the social campaign strategy employed in the Mas Jos Program, focusing on message development, media usage, audience targeting, and service-based behavioral support. By exploring these components, the study contributes to a deeper understanding of how local governments implement integrated communication strategies to promote environmental behavior change.

Method

This study employed a qualitative descriptive case-study design to explore the communication strategies embedded in the Mas Jos Program, implemented by the

Environmental Agency (DLH) of Yogyakarta City. A case-study approach is well-suited to analyze campaign dynamics within their real-world institutional context, allowing for an in-depth understanding of processes, actor roles, and message delivery patterns.

Data were collected through three primary methods: (1) In-depth interviews with four key informants representing the core campaign actors, a DLH staff member (PSDLH Division), a TRC officer, an environmental cadre, and a participating resident; (2) Field observation at Bank Sampah Pelangi (Pelangi Waste Bank), focusing on household waste-sorting practices and citizen interactions; and (3) Document analysis of campaign materials, including social media posts, banners, posters, and photos from public engagement events.

The informants were selected purposively because they represented the key stakeholder groups directly involved in the Mas Jos Program implementation. Although the number of informants was limited, the interviews produced recurring patterns and consistent explanations across stakeholder categories, indicating that thematic saturation had been reached. To strengthen credibility, interview data were triangulated with field observations and documentation of campaign materials.

The data were analyzed thematically using the Miles and Huberman framework, comprising data reduction, data display, and conclusion drawing [3]. The analysis was guided by Kotler and Roberto's Four P Framework in Social Marketing Product, Price, Place, and Promotion to interpret how each campaign component contributes to shaping waste-management behavior among residents [4].

Results and discussion

Results

The implementation of the Mas Jos Program demonstrates a structured application of social marketing principles in addressing household waste behavior in Yogyakarta. Drawing from interview data, field observations, and campaign documents, several interrelated components emerged: strategic problem identification, segmented audience targeting, message framing, multi-channel delivery, and service innovation. These elements reflect a comprehensive attempt to operationalize the Four P's of Social Marketing, Product, Price, Place, and Promotion (Kotler & Roberto, 1989) in an urban Indonesian context. Figure 1 shows Campaign Strategy Flow of the Mas Jos Program

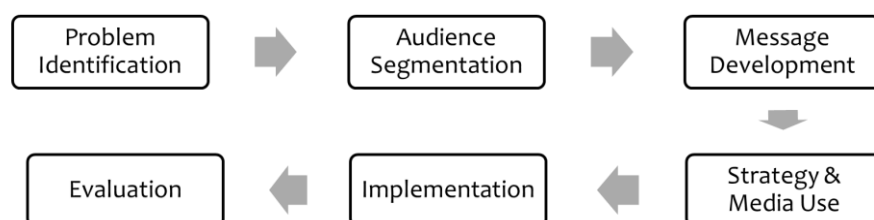


Figure 1. Campaign Strategy Flow of the Mas Jos Program

1. Problem Identification and Behavioral Targeting

The campaign was developed in response to several urgent environmental challenges identified by the Agency. These included high daily waste generation at the household level, low sorting habits, limited processing capacity of urban waste facilities, and persistent illegal disposal of bulky waste in river areas. These problems became the foundation for designing a behavior-change-oriented campaign targeting household waste management practices.

2. Audience Segmentation

The Environmental Agency employed a multi-layered segmentation strategy. The primary target consisted of household mothers who are active in RT/RW and PKK structures, as they play a central role in daily waste management. The secondary audience included youth and other digitally active residents, while the broader community, neighborhood and kelurahan residents, including households generating large or specific waste items formed the tertiary segment. This segmentation allowed the campaign to tailor both message framing and communication channels to audience characteristics.

3. Message Development

The core behavioral message of the campaign was organized around the Five Mas Jos Steps, which serve as the program's main behavioral framework:

- a. Sorting household waste by type,
- b. Delivering recyclable waste to waste bank,
- c. Processing organic waste at home,
- d. Reducing food waste through mindful consumption, and
- e. Using reusable containers to minimize single-use plastics.

These messages were designed to be simple, actionable, and directly related to daily household practices. Their clarity made them suitable for both interpersonal and mass communication channels.

4. Strategy and Media Channel

A combination of interpersonal, community-based, digital, outdoor, and service-based communication was implemented. Interpersonal approaches involved kelurahan-level meetings, RT/RW forums, and PKK education sessions. Community-based activities included Temu Kader Mas Jos and door-to-door counseling, enabling direct behavioral guidance.

Digital outreach was conducted through the official Instagram accounts of the City Government, the Mayor, and the Environmental Agency, expanding the campaign's reach to broader audiences. Outdoor communication, particularly billboards coordinated through Diskominfo, contributed to visibility in public spaces. A distinctive feature of the strategy was the integration of TRC Mas Jos, a public service

based mechanism for bulky waste collection, which simultaneously acted as a behavioral trigger and a tangible demonstration of government responsiveness.

5. Campaign Execution

Execution of the campaign relied on a four-pillar collaboration involving the Environmental Agency (DLH), Forum Waste Bank, SinJogja (an environmental NGO), and Mataram Content Creator. This partnership enabled synchronized educational efforts across households, schools, and local community structures. The TRC Mas Jos operated with a commitment to a maximum response time of two times twenty-four hours, ensuring accessibility of waste-collection services and strengthening trust between communities and the Agency.

6. Evaluation Indicators

Campaign evaluation was conducted through several measurable indicators:

- a. The growth of “Keluarga Mas Jos” households, identified through field reporting by kader and RT/RW structures;
- b. An increase in recyclable-waste deposits at Waste Bank;
- c. The amount of organic waste processed or collected, including through DLH’s organic-waste pick-up service;
- d. The number of TRC service requests received through the hotline; and
- e. Feedback from environmental cadres and community members regarding barriers, participation levels, and perceived campaign effectiveness.

Collectively, these findings show that the Mas Jos Program integrates communication strategies with practical waste-service innovations, enabling both awareness building and behavioral adoption at the household level.

Discussion

The Mas Jos Program exemplifies a contemporary model of social marketing for environmental behavior change in an urban Southeast Asian context. Using Kotler and Roberto’s [4] 4P framework, Product, Price, Place, and Promotion this section critically analyses the strategies adopted by the Yogyakarta Environmental Agency (DLH) in designing and executing the campaign, while integrating findings from regional literature on environmental communication and behavior-based waste management. The discussion also emphasizes the theoretical underpinnings of social marketing in facilitating public behavioral adoption in the face of structural and cultural barriers.

1. Product: Constructing a Tangible Social Offering

The “product” in the Mas Jos Program consists of the Five Mas Jos Steps, which define the core behavioral expectations of sorting, recycling, organic processing, food-waste reduction, and minimizing single-use plastics. These behaviors are intentionally framed as simple, repetitive household practices that align with cultural values of kebersihan and gotong royong, making them socially acceptable and easy to internalize. This reflects Kotler and Roberto’s argument that social products must be both

understandable and feasible for adoption [4]. The augmented product is strengthened through the TRC Mas Jos, whose quick response for bulky-waste collection provides visible benefits that reinforce the value of participation. Similar evidence from Adinata [5] suggests that service visibility and responsiveness increase community trust and lower psychological resistance toward behavior change.

Evidence of behavioral change was also found at the household level. One participating resident explained, “I only started sorting waste since this program existed. Before that, I didn’t sort it at all, everything was mixed together.” (Resident, interview, 30 November 2025).

2. Price: Reducing the Cost of Behavioral Change

The “price” of adopting new waste-management behaviors includes time, effort, habit disruption, and the inconvenience often associated with sorting or composting. Pang et al. [6] highlight that such inconvenience is a dominant obstacle in behavior-change campaigns. This barrier was also acknowledged by the Environmental Agency, as one DLH staff member stated, “Many people think that sorting and processing waste is complicated. They are used to simply collecting waste and waiting for officers to pick it up without sorting.” (DLH staff, interview, 25 November 2025). In the Mas Jos Program, these perceived costs are reduced through TRC services, cadre assistance, and routine community-based coaching that help households transition gradually. Embedding campaign messaging within RT/RW and PKK structures also lowers the social cost of participation, consistent with Vantamay’s [7] findings that collectivist norms especially peer support and shared identity play a major role in encouraging sustainable practices.

3. Place: Delivering Access through Community Infrastructure

The “place” component is reflected in the program’s multi-level distribution system, which operates through community cadres, waste banks, kelurahan meetings, schools, and digital platforms. The TRC Mas Jos serves as a physical access point that links intention with action by giving residents an immediate outlet for bulky waste. This aligns with Mathis et al. [8], who emphasize that sustainable behavior is strongly dependent on the availability and accessibility of supporting infrastructure.

4. Promotion: Communicating with Repetition and Relevance

Promotion perhaps the most visible of the 4Ps is handled through a multi-channel communication strategy combining mass media, community outreach, interpersonal communication, and digital engagement. DLH’s collaboration with the Mataram Content Creator expands message dissemination via Instagram, producing visually engaging, locally relevant content targeted at younger demographics.

This mirrors Briandana’s [9] emphasis on emotional resonance and cultural relevance in effective environmental communication. At the same time, cadres and community leaders function as trusted interpersonal messengers, a role that Aswad et al. [10] found highly influential in shaping waste-sorting behavior. Message repetition through the

Five Mas Jos Steps maintains clarity and recall, consistent with Kotler and Roberto's guidance that social-marketing messages must be simple, memorable, and tied to actionable steps.

5. Service Innovation via TRC Mas Jos

A key innovation in the campaign is the introduction of TRC Mas Jos, a rapid-response service offering free pickup for large or unmanaged waste within 48 hours. As explained by a TRC officer, "Many depots do not accept this type of waste, so TRC is designed as a 'jemput bola' solution." (TRC officer, interview, 26 November 2025). This element acts as a practical enabler, reducing the "price" of behavior change by offering convenience, reducing effort, and signaling government responsiveness.

Mathis et al. [8] underscore the importance of visible, low-friction public services in encouraging sustainable behavior. Interviews with residents revealed that TRC's reliability enhanced trust in the campaign and encouraged broader adoption of the Five Mas Jos Steps.

6. Challenges and Lessons Learned

Despite its strengths, the Mas Jos Program also faces operational challenges that are important for replication in other cities. High public demand may create delays in response time or increase workload pressure on TRC personnel. This issue was reflected by a TRC officer who stated, "There are a lot of requests. Even before the official launching, many residents had already contacted us." (TRC officer, interview, 26 November 2025).

In addition, sustaining community participation depends heavily on the availability and motivation of local cadres. These findings suggest that long-term campaign success requires not only strong communication strategies, but also continuous institutional support, service capacity development, and resource allocation to maintain program reliability and public trust.

7. Behavioral and System Indicators

Campaign progress is tracked through both qualitative and quantitative indicators:

- a. Growth of "Keluarga Mas Jos" households,
- b. Increased deposits at Waste Bank,
- c. Higher TRC service requests,
- d. Positive feedback loops between residents and cadres.

These metrics indicate alignment between campaign messaging, public behavior, and service usage. According to McKenzie-Mohr [11], measurable uptake combined with supportive infrastructure is a reliable predictor of long-term behavioral persistence.

Conclusion

The Mas Jos Program illustrates how a city-level environmental campaign can integrate social-marketing principles with practical service delivery to support household

behavioral change. By structuring the behavioral offering through the Five Mas Jos Steps, the program provides a clear and culturally appropriate framework that aligns with daily household routines. The reduction of behavioral “costs” through TRC services, cadre assistance, and community-based coaching helps minimize barriers commonly found in urban waste-management efforts. The combination of interpersonal communication, community networks, and digital channels ensures that campaign messages are repeated across spaces where residents actively engage. These findings demonstrate that communication strategies become more effective when reinforced by accessible infrastructure and visible government responsiveness.

The implementation approach used in Mas Jos highlights the importance of aligning behavioral messages with supportive systems that make change both achievable and meaningful for citizens. While challenges remain such as sustaining volunteer motivation, expanding TRC capacity, and strengthening engagement in densely populated areas the program offers a replicable model for local governments seeking to advance sustainable household behavior. Its emphasis on collaboration among government, civil society, and community actors reinforces the notion that environmental communication must move beyond information dissemination toward integrated, service-supported behavioral facilitation.

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