

# BRI Peduli CSR Program "YOK KITA GAS" in Waste Management Efforts in Surabaya City, Indonesia

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## ABSTRACT

PT. BRI Tbk. is implementing the Corporate Social Responsibility (CSR) program under the theme BRI Peduli "YOK KITA GAS." The Waste Management Movement, which serves as the Environmental Social Responsibility Program (PTSL) umbrella, aims to address waste issues and promote environmental conservation in Kebonsari, Jambangan District, Surabaya, East Java. In Surabaya, the community generates approximately 1,800 tons of waste daily. This figure is derived from the assumption that each person produces an average of 0.6 kg of waste per day. With a population of around 3 million, the total waste production reaches 1,800 tons. The implementation of the BRI Peduli "YOK KITA GAS" CSR program coincides with National Waste Awareness Day (HPSN), observed on February 21, 2025, under the theme "Collaboration for a Clean Indonesia." This study employs a qualitative methodology with a case study approach. In Surabaya, East Java, the program has collected 73 sacks of waste, reducing organic waste by 20 kg and inorganic waste by 99.4 kg. Additionally, the initiative can potentially reduce carbon emissions by 112.1 kg CO<sub>2</sub>e and methane gas emissions by 98.6 kg CH<sub>4</sub>e.

**Keywords:** Corporate Social Responsibility, Waste Management.

## I. Introduction

In human life, waste is an inevitable byproduct of various activities. It is one of the factors that can pose risks to urban infrastructure, including health and environmental vulnerabilities. Waste has the potential to cause pollution and health hazards, as its decomposition can lead to air pollution, while leachate infiltration can contaminate water and soil. Accumulated waste can also result in environmental disturbances and further exacerbate pollution. Therefore, proper waste management is essential to prevent environmental contamination. Waste management remains a global and national challenge that continues to be addressed. According to the Global Waste Management Outlook 2024, 38% of global waste is still improperly managed, contributing to the Triple Planetary Crisis: climate change, biodiversity loss, and pollution.

In Indonesia, national waste generation in 2023 reached 56.63 million tons annually. Of this, 39.01% (22.09 million tons) was successfully managed, while 60.99% (34.54 million tons) remained unmanaged. Additionally, the condition of Final Processing Sites (TPA) across the country indicates that 306 regions, or 54.44%, still rely on open dumping methods. Furthermore, Oetami Dewi, Director of Dissemination and Utilization of Regional Research and Innovation at the Deputy for Regional Research and Innovation (RID) of the National Research and Innovation Agency (BRIN), stated during the webinar on Waste Management for Environmental and Economic Benefits that, according to data from the National Waste Processing Information System (SIPSN) of the Ministry of Environment and Forestry (KLHK) in 2023, as of July 24, 2024, input from 290

districts/cities across Indonesia recorded a national waste generation of 31.9 million tons. Of this total, 63.3% (20.5 million tons) was managed, while 35.67% (11.3 million tons) remained unmanaged.

She stated, "Not only in the present but also in the future, waste management remains a concern. Moreover, public awareness regarding proper and improper waste management varies, with some areas demonstrating even distribution while others lack it entirely. Efforts from both central and local governments are essential to formulate and implement effective policies." Furthermore, she emphasized, "Collaborative programs or partnerships among stakeholders in waste management must be properly implemented. It is crucial to uphold the principles of a circular economy, where waste is not seen as a burden but as a potential resource that generates economic benefits." She further explained, "We need to cultivate a shared awareness to involve the community in waste management actively. This engagement serves as a form of social capital in fostering a clean, healthy, and sustainable culture, which is an integral part of the identity and character of the Indonesian people."

Meanwhile, in the Surabaya area, Dedik Irianto, Head of the Environmental Agency (DLH) of Surabaya City, stated, "Theoretically, the amount of waste produced by the people of Surabaya is 1,800 tons per day. This figure is based on the assumption that one person generates approximately 0.6 kg of waste daily. With Surabaya's population of around 3 million, the total waste produced reaches 1,800 tons per day. However, this number can increase significantly when considering the daytime population, which can reach nearly 5 million due to the influx of residents from surrounding cities and districts who come to Surabaya for work." He further explained, "This means the waste could almost double. Logically, those who commute to Surabaya daily contribute to waste generation." As part of the efforts toward integrated waste management, comprehensive contributions and cooperation are required from the central government, local governments, business actors, non-governmental organizations, and all elements of society. As sources of waste generation, these stakeholders must also actively participate in implementing real solutions for waste management. One such approach is through Corporate Social Responsibility (CSR) programs.

CSR reflects an organization's (or company's) responsibility for the impact of its decisions and activities on society and the environment. This responsibility is demonstrated through transparent and ethical behavior that aligns with sustainable development and community well-being. It considers stakeholder expectations, complies with applicable laws and international behavioral norms, and is integrated into the organization's operations. As stated in the Law of the Republic of Indonesia Number 18 of 2008 on Waste Management, Chapter II on Principles and Objectives, Article 3 states:

"Waste management is based on responsibility, sustainability, benefit, justice, awareness, collaboration, safety, security, and economic value."

Thus, the Law of the Republic of Indonesia Number 18 of 2008 on Waste Management also serves as a legal foundation for companies to engage in waste management through their Corporate Social Responsibility (CSR) initiatives. PT. BRI Tbk is one of the largest state-owned banks in Indonesia. Bank Rakyat Indonesia (BRI) was founded by Raden Bei Aria Wirjaatmadja in Purwokerto, Central Java, on December 16, 1895. Bank BRI plays a vital role in driving the national economy. As a State-Owned Enterprise (BUMN), Bank BRI also implements a Corporate Social Responsibility (CSR) program, particularly through the Environmental Development Program known as BRI Peduli. The BRI Peduli CSR program is structured around three main pillars: the Social, Economic, and Environmental Pillars. National Waste Care Day (HPSN), themed "Collaboration for a Clean Indonesia," will be commemorated on February 21, 2025. In support of this initiative, BRI is committed to addressing waste issues and promoting environmental sustainability through the BRI Peduli CSR Program, "YOK KITA GAS" (Waste Management Movement). This program serves as an umbrella for the Environmental Social Responsibility Program (TJSL) and is implemented at the BSF Maggot Palace in Kebonsari Village, Jambangan District, Surabaya, East Java.

Based on this description, the author formulates the research question: How is the implementation of the BRI Peduli "YOK KITA GAS" CSR Program in waste management efforts in Surabaya City, East Java?

## II. Literature Review and Hypothesis Development

### 2.1. Corporate Social Responsibility

It seems that some of the files you previously uploaded have expired. If you would like to load the files again, please upload them once more, and I will assist you with your request. Let me know if you would like to proceed with that. The World Business Council for Sustainable Development (WBCSD) defines Corporate Social Responsibility (CSR) as "the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families, as well as of the local community and society at large". CSR encompasses seven main components: The environment, social development, human rights, organizational governance, labor practices, Fair operating practices, and Consumer issues

### 2.2. Waste Management

Waste management is a systematic, comprehensive, continuous process that includes waste reduction and handling. A temporary storage site is where waste is stored before being transported to recycling, processing, or integrated waste processing facilities. Integrated waste processing facilities are where collection, sorting, reuse, recycling, and final waste processing are conducted. Waste management in Indonesia is categorized into two types: first, household waste management and similar types of household waste, and second, specific waste management. Specific waste management falls under the government's responsibility, while household waste management and similar types involve waste reduction and handling. Waste reduction includes limiting waste generation, recycling waste, and reusing waste. In this context, the central government, local governments, business actors, and the community each have distinct roles. Waste handling activities include the following: sorting waste based on type, quantity, and/or characteristics; collecting waste to be taken to residual processing sites; transporting waste from these sites to landfills (TPA); processing waste by altering its characteristics, composition, and quantity; and final processing, which involves safely returning waste and/or residues from previous processing back to the environmental media.

### 2.3. Related Research

The study demonstrated that implementing Corporate Social Responsibility in plastic recycling and women's empowerment in Jakarta yielded positive results. The research highlights that CSR activities, particularly in plastic recycling, have empowered mothers in Kampung Srengseng Sawah, improving their skills and knowledge and increasing their income. Turun Tangan Jakarta successfully provided benefits for the 3Ps: People, Planet, and Profit by raising environmental awareness and generating social and economic gains, especially in empowering women.

## III. Research Method

The methodology used in this study is qualitative, combined with a case study approach. The case study method uses various data sources to investigate, describe, and thoroughly explain different aspects of groups, programs, organizational systems, or individual events. According to Bogdan and Taylor, the qualitative method provides a comprehensive description. It assesses the writing techniques and behaviors observed by individuals, community groups, and organizations within a specific context. From this assessment and perspective, it is evident that "in qualitative research, conclusions are typically not presented as generalizations but as illustrations of actual explanations or phenomena, studied in-depth within a particular

context. The findings are generally limited to the cases observed. Therefore, inductive reasoning is more significant in concluding qualitative communication studies."

Furthermore, Bogdan and Taylor explain that the qualitative method can describe the words, writings, and behaviors observed from a group or several specific organizations within the context of evaluation instruments. Moleong and Lexy (2002) explain that description is one characteristic of qualitative research. In this approach, data is collected in the form of words and images, without predetermined formats. This is a result of applying qualitative methods. Additionally, everything collected is relevant to the specific focus of the study. Therefore, the research report will include specific data that presents a descriptive account of the findings. This research employs data collection techniques such as observation and documentation. Observation refers to the method of observing the behaviors, events, or activities of individuals or groups under study. The observations are recorded to capture what occurred, using tools such as lists, tally boards, school records, daily journals, electronic recording devices, and other formats.

#### IV. Results and Discussion

Since its launch in 2021, the "BRI Peduli 'YOK KITA GAS'" program has been implemented in 41 locations across Indonesia, comprising five traditional market sites and 35 community-based locations. This program is carried out in two formats: "YOK KITA GAS" in Traditional Markets and "YOK KITA GAS" in Stand-Alone Locations. It is distributed through Waste Banks or Integrated Waste Management Sites (TPST) managed by local communities in densely populated areas, both in urban and rural settings.

The Corporate Social Responsibility program BRI Peduli, themed "YOK KITA GAS," was held in conjunction with National Waste Care Day, commemorated on February 21, 2025. The BRI Peduli "YOK KITA GAS" initiative included educational sessions and waste management activities conducted at the BSF Maggot Palace in Kebonsari Village, Jambangan District, Surabaya City, East Java. The event was attended by 100 residents of Kebonsari Village and 50 students from SMP Negeri 36 Surabaya.

Various activities are carried out as part of the waste management program, including awareness sessions on waste sorting that educate participants on the importance of separating waste at the source to support recycling efforts and improve overall waste management. Additionally, workshop activities on waste processing are conducted, where participants learn about Black Soldier Fly (BSF) cultivation and ecoenzyme production. These workshops also include hands-on training in processing BSF maggots into finished products and producing ecoenzymes.

The Deputy President Director of BRI, Catur Budi Harto, stated, "BRI Peduli 'YOK KITA GAS' has had a positive impact on communities in various regions from social, economic, and environmental perspectives. This aligns with BRI's commitment to supporting the Sustainable Development Goals (SDGs), as reflected in the Social Development Pillar, Economic Development Pillar, and Environmental Development Pillar." From the perspective of the Social Development Pillar, the program provides the community with education on waste management as well as various training sessions, including report writing, bookkeeping, human resource management, and the use of waste processing tools. From the Economic Development Pillar, the program encourages a shift in the community's mindset, transforming waste into a source of income. Meanwhile, through the Environmental Development Pillar, the "YOK KITA GAS" program educates the public on sorting waste into organic and inorganic categories. As a result, waste is properly separated and processed into valuable products that hold economic value. Furthermore, Catur Budi Harto explained, "The processing of organic waste into fertilizer using Black Soldier Fly (BSF) maggots is one example of how organic waste management can increase community income. It also cultivates a mindset and habit of saving through participation in the waste bank program."

As part of the BRI Peduli CSR program "YOK KITA GAS," participants engaged in a variety of activities, including gaining an understanding of the Waste Bank system. Those who sorted and collected economically valuable waste could exchange it for food packages provided during the event. The program also included waste-processing workshops, offering knowledge about Black Soldier Fly (BSF) cultivation and ecoenzyme

production. These sessions were followed by hands-on practice converting BSF maggots into finished products. BRI Peduli also donated sorting bins to local villages and schools to promote early waste sorting habits.

The implementation of the BRI Peduli "YOK KITA GAS" CSR program in Kebonsari Village, Jambangan District, Surabaya City, East Java, has delivered remarkable outcomes. Seventy-three sacks of waste were collected, including a reduction of 20 kg of organic waste and 99.4 kg of inorganic waste. Furthermore, the program can potentially reduce greenhouse gas emissions by 112.1 kg of CO<sub>2</sub>e and methane emissions by 98.6 kg of CH<sub>4</sub>e. As of now, the BRI Peduli CSR program themed "YOK KITA GAS" has reached 38 Waste Banks, with total recorded savings amounting to IDR 1.79 billion. The program has successfully produced 155 sacks of compost fertilizer, 1,250 packages of liquid organic fertilizer, 6,921.5 BSF maggots, and 777 units of ecoenzymes. In addition, the program has processed 108,860 kg of organic waste and 88,449.4 kg of inorganic waste. These efforts can potentially reduce methane emissions by 5,442,000 kg CH<sub>4</sub>e, carbon dioxide emissions by 4,803,505,000 kg CO<sub>2</sub>e from organic waste, and an additional 221,123.5 kg CO<sub>2</sub>e from inorganic waste. "YOK KITA GAS" is an integrated waste management initiative that aims to optimize land use and sustainable resources. The program aspires to improve public health, support the transition to clean and affordable energy, and contribute meaningfully to the fight against climate change.



**Figure 1. BRI Peduli "Yok Kita Gas" Holds Socialization and Waste Management Workshop with Students on National Waste Care Day**

Source: BRI Document

## V. Conclusion

The implementation of the Corporate Social Responsibility program BRI Peduli "YOK KITA GAS" reflects PT. BRI Tbk's commitment to fulfilling its obligations under Law No. 18 of 2008 on Waste Management. This program represents an integrated approach to waste management, sustainably optimizing land and resources. The primary objective of the BRI Peduli "YOK KITA GAS" CSR initiative is to enhance public knowledge and awareness, particularly in densely populated urban areas across Indonesia. By educating communities on waste management, the program fosters environmental awareness and equips individuals with the skills to sort waste at home, enabling them to manage household waste more effectively. Through this initiative, the program contributes to realizing the Social, Economic, and Environmental Pillars by improving public health, promoting access to clean and affordable energy, and supporting efforts to mitigate climate change.

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