Regional Case Study

The Effect of the Makassar Tidak Rantasa (MTR) Policy on Environmental Cleanliness in Makassar City

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Abstract

This study aims to prove the research hypothesis regarding the Effect of Makassar Tidak Rantasa (MTR) Policy on Environmental Cleanliness in Makassar City. Measurement of Environmental Hygiene Variables is Communication, Resources, Bureaucratic Structure and Implementation. In this study researchers used quantitative descriptive methods with data sources from questionnaires through google form with 100 respondents, and data processing was carried out using SEM-PLS. The results showed that the R-Square value was 0.902. it can be concluded that the interpretation of Environmental Hygiene is 0.902%, where the R-Square structural model is identified in the strong / good category. Variables to measure the MTR Policy on Environmental Cleanliness are Implementation, Communication, Bureaucratic Sources, Resources. The four variables have a positive and significant effect on the MTR Policy on Environmental Cleanliness, which means that it is accepted with a P value of 0.000, 0.000, 0.039 and 0.035.

Keywords: Policy; MTR; environmental cleanliness.

1.   Introduction

Big cities are symbols of progress and success in the development of various economic activities, trade, and education, thus giving the consequence that most human activities are in urban areas; even more and more immigrants are adding to the city's problems so that it becomes more complex. One of them is the problem of cleanliness due to a lack of public awareness; the Mayor of Makassar, for the period 2014-2019, created various policies or program programs to overcome the problem of cleanliness and beauty with the term Makassar Tidak Rantasa (MTR) (Latang, 2019). This policy was introduced in front of the residents of Makassar City on June 15, 2014. The MTR Policy is a policy that regulates the cleanliness of the City, starting from the awareness of all residents of Makassar City to prioritize aspects of cleanliness in daily life (Ibrahim and Syarifuddin, 2017). The MTR policy is a program proclaiming a love of cleanliness. The Makassar Not Rantasa policy is a moral movement expected to reconstruct people's thinking about cleanliness and a healthy lifestyle. This program is expected to change the mindset of people who throw garbage often anywhere to live a clean life, and the city environment can be free from waste problems (Jusman et al., 2017). This policy is a tangible manifestation, commitment, and deep concern of the Makassar City government to make Makassar a comfortable and uncluttered world city. This movement is very much expected as a joint effort of Makassar City to enforce Siri "or

shame as Makassar citizens who are not ragged" or, in other words, citizens who are not dirty (Hamsyah et al., 2017). Makassar City is one of the big cities both in terms of economy, and the volume of its population is increasing both from the original Makassar City residents to people who migrate, such as looking for work or studying in a city known as Daeng City. This development has made many people think that Makassar has become a metropolitan city and has become one of the trade centers in Eastern Indonesia (Muh Khaedir, 2016).

The problem of cleanliness is not over in almost every city in Indonesia. This problem appears every year and continues without a proper solution in its implementation. Urban conditions that are still far from being a clean city are things that are still popular information raised by many media every day (Ibsik, 2018). When garbage is still scattered everywhere, it is often considered not to follow the city's vision, which mostly emphasizes the aspects of cleanliness, beauty, and tidiness of the city or what we know as 3K (Idrus and Zakiyah, 2017). The ineffective management of urban waste illustrates this situation. Garbage which is part of the rest of human activities needs to be managed effectively so as not to cause various problems to human life and environmental disturbances (Haerul, Haedar Akib, 2016). Garbage is a consequence of human activities because every human activity must produce waste or garbage. The current pattern of waste management still adheres to the old paradigm in which waste is considered useless, has no economic value, and is disposed of at a final disposal site (Tahupiah, Rares and Ogotan, 2015).

This study is different from several previous studies conducted by (Jusmawandi, 2022) which discussed the community's lack of concern for their environmental conditions, such as littering, neglected canals, and limited clean water. This condition then gave birth to unhealthy behavior, such as eating with dirty hands, doing activities without wearing sandals and other unhealthy behaviors. In comparison, the research conducted by the author focuses on evaluating the extent to which the MTR policy has been successful in improving environmental cleanliness in Makassar City. You can conduct surveys, data collection, or statistical analysis to measure the concrete impact of this policy (Alam et al., 2021).

The Makassar policy was not made Rantasa because of the dirty environmental conditions of Makassar City and the people who were less concerned with cleanliness (Akbar, Fatmawati and Haq, 2017). The implementation of the MTR Movement program for the city of Makassar, which regulates city cleanliness, starts from the awareness of all Makassar residents to prioritize aspects of cleanliness in everyday life, both in terms of cleaning the surrounding environment and clean behavior (Ibrahim and Syarifuddin, 2017). The supporting jargon for the Makassar Ta Tidak Rantasa movement used is LISA (Lihat Sampah Ambil), MABELO (Makassar Bersih Lorong), MABASA (Makassar Bebas Sampah), and Aku Dan Sekolahku Tidak Rantasa. The Makassar City Government uses these four jargons to change people's mindsets to love cleanliness (Fatmala, 2019).

This research aims to see how community participation is in realizing the success of a program policy. Therefore, it is necessary to study implementing of the MTR program policy, namely the Effect of the MTR Policy on Environmental Hygiene in Makassar City.

2.   Methods

The type of research conducted by the author is quantitative research, namely a methodology that emphasizes numerical data (numbers) in which the data is obtained using statistical methods. This type of research tests the theory that will be presented by describing a statistic. The source of research data, namely primary data in this data, can be obtained from the results of questionnaires distributed to respondents, namely the people of Makassar City, regarding the Influence of MTR Policy on Environmental Cleanliness in Makassar City. Secondary data, data sources from online media, literature reviews, journals, print media, books, and others.

The data collection technique was carried out by distributing questionnaires through google forms; the respondents in this study were the people of Makassar City, with a total of 50-100 respondents. The data management uses SEMpls software to test the existence of a correlation between research

variables or to prove the hypothesis made by researchers regarding the influence of the MTR on Environmental Cleanliness in Makassar City and regression test to obtain valid data, for indicator values The questionnaire uses a Likert scale approach (1. Strongly Disagree, 2. Disagree, 3. Disagree, 4. Agree, and 5. Strongly Agree).

2.1   Communication

Communication is a form of activity that can make individuals interpret ideas through a system that can be in the form of signals, symbols, verbal or behaviour. Communication is very influential in the implementation of public policy. Communication can have a good and bad impact on policy implementation. If information is conveyed clearly to the public, it will reduce the risk of resistance within the community and vice versa; if the information is not clear, it may cause turmoil within the community group (Desrinelti, Afifah and Gistituati, 2021).

2.2   Resource

Resources are needed to support the implementation of policies, such as people, materials and implementation methods. The process of implementing the policy must be carried out carefully and directed; if the implementation of the policy needs more resources, the activity will be carried out optimally. Without the support of resources, policies will only be documents that are not realised to provide solutions to existing problems in the community or efforts to provide services to the community. Thus, resources are an important factor in implementing public policy. Resources in implementing public policies include adequate staff, information, funding, authority, and other supporting facilities (Ramdhani and Ramdhani, 2017).

2.3   Bureaucratic Structure

Authority is defined as authority and legitimacy for those who implement policies that are determined politically. This authority relates to the position of individuals and institutions in the policy implementation process (Ramdhani and Ramdhani, 2017). Bureaucracy is one of the institutions that most often even as a whole becomes the implementer of activities. The existence of bureaucracy is not only in government structures, but also in private organizations, educational institutions and so on. Even in certain cases the bureaucracy is created only to carry out a certain policy (Mursalim, 2017).

2.4   Implementation

Implementation is integral to policy formation (Sari, Rifki and Karmila, 2020). Implementation relates to various activities directed at realising the program, where in this position, the executive regulates how to organise, interpret and implement the selected policies (Cristianingsih, 2018). Policy implementation is a very important stage in the policy structure because, through this procedure, an overall policy process can affect the success or failure of achieving goals (Sutmasa, 2021).

The selection of these four hypotheses is based on the understanding that good communication, availability of adequate resources, effective bureaucratic structure, and good implementation are very important in achieving the success of the MTR policy and maintaining environmental cleanliness in Makassar City. By including these four variables in the study, it is expected to provide more comprehensive insight and understanding of the factors that influence the policy and its impact on environmental cleanliness.
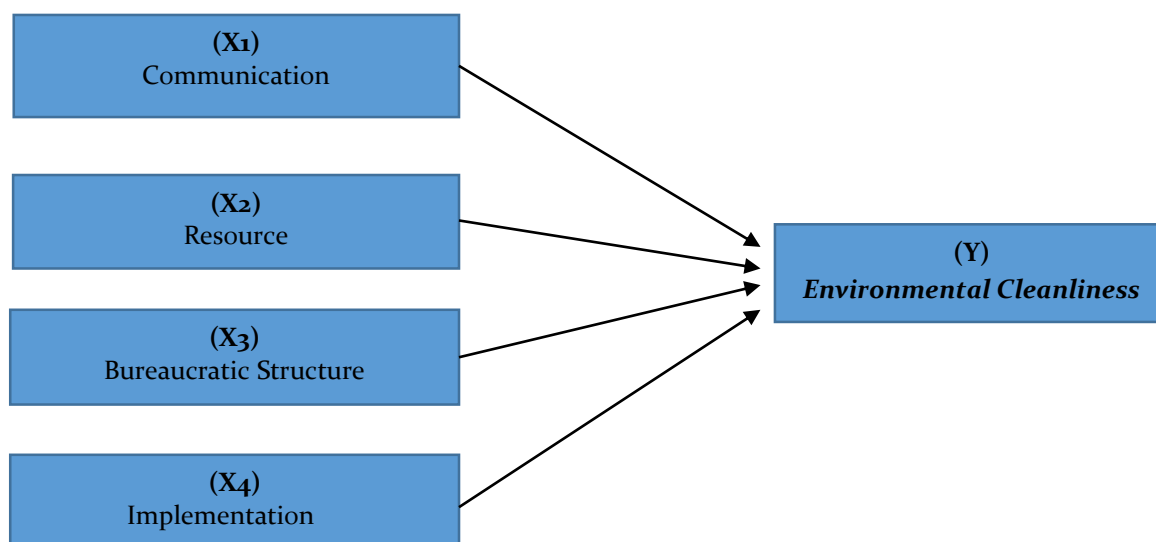
Figure 1. Theoretical Framework

Hypothesis

H1: Communication (X1) positively and significantly affects Environmental Cleanliness (Y).

H2: Resources (X2) positively and significantly affect environmental cleanliness (Y).

H3: Bureaucratic Structure (X3) positively and significantly influences Environmental Cleanliness (Y).

H4: Implementation (X4) positively and significantly affects environmental cleanliness (Y).

Community participation is community involvement in realizing the success of a program policy. The community is required to actively participate in carrying out a policy carried out by the government, including the MTR policy (Aprilya, 2020). However, the policies and regulations that have been made in such a way will not be perfect without the encouragement, participation, and awareness of all parties to continue to be committed to making Makassar a city free of waste or with the slogan MTR.

3. Result and Discussion

3.1 Respondents' Demographic Profile (n=88)

The demographic profile of the respondents in this study were the people of Makassar City, both male and female with ages from 15 years to 55 years from various kinds of education, namely junior high school level to Strata 2 level with a length of stay in Makassar City, which is less than one year to more than 3 years.

Table 1. Respondents demographic profile

Characteristic	Makassar city	
	Freq	%
Gender		
Man	37	37%
Woman	63	63%
Age		
15-22 Year	25.9	25.9%
23-32 Year	70.4	70.4 %
33-45 Year	3.7	3.7%
>45 Year	1.9	1.9%
Level of education		
Elementary school	0	0%
Junior high school	0	0%
High school	14.8	14.8 %

Characteristic	Makassar city	
	Freq	%
S1	75.9	75.9 %
S2	9.3	9.3 %
Length of Stay in Makassar City		
< 1 Year	3.7	3.7 %
1 – 3 Year	11.1	11.1 %
4 – 6 Year	25.9	25.9 %
> 7 Year	59.3	59.3 %

Table 1 above regarding the respondent data in this study shows that for the age group, the majority of respondents consisted of respondents aged 23-32 years and with a Diploma/S1 (Bachelor) education level. Most female respondents have lived in Makassar City for more than seven years.

3.2 Research Variable Reliability

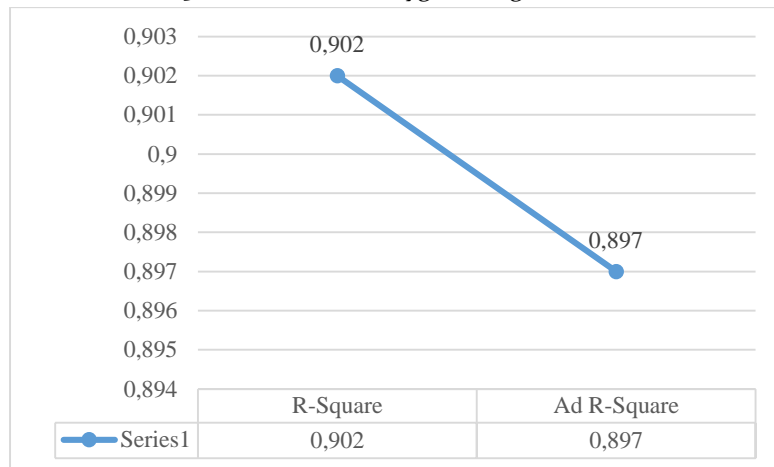**Table 2.** Composite reliability and Cronbach alpha examination results

Construction	Cronbach's Alpha	Rho_A	Composite Reliability	Average Variance Extracted (AVE)	
Bureaucracy Source	0.906	0.932	0.941	0.842	Reliable
Communication	0.758	0.853	0.861	0.676	Reliable
Environmental Cleanliness	0.921	0.928	0.950	0.864	Reliable
Implementation	0.768	0.776	0.866	0.683	Reliable
Resource	0.755	0.860	0.852	0.664	Reliable

Table 2 explains that the results of the reliability test (output Composite Reliability and Cronbach Alpha) show that the value of each variable reaches > 0.70 for Composite Reliability & Cronbach Alpha (Nurdini *et al.*, 2022). Variable Environmental Cleanliness has a Composite Reliability of 0.950, and Cronbach Alpha is 0.921. At the same time, the variable with the lowest value on Resources is 0.852 and 0.755. From the various explanations related to the reliability test results, which obtained the highest and lowest values of not less than 0.70, it can be concluded that each research in this test already has good reliability.

In previous research conducted by (Puspita et., 2023), the results of the reliability test of the variables also showed good reliability values, with Composite Reliability and Cronbach Alpha above 0.70. This shows consistency with the findings of previous studies, that each study in the reliability test has good reliability. However, it should be noted that the reliability value of the Resources variable in this study is slightly lower than that of previous studies, with a Composite Reliability value of 0.852 and a Cronbach Alpha of 0.755. This indicates the possibility of differences in measurement or characteristics of the sample used between this study and previous studies. These differences may provide additional insights into factors that may affect variable reliability in the context of this study. Nonetheless, overall, the reliability test results in this study indicate that all variables have good reliability and are reliable in the measurement of Environmental Hygiene and other factors.

3.3   Regression Analysis

Table 3. Environmental hygiene regression results

	R-Square	Ad R-Square
Series1	0,902	0,897

Based on the 3 R-square diagram above, the output of Environmental Hygiene (KL) describes Communication (K), Resources (SD), Bureaucratic Resources (SB), Implementation (I), of 0.902. Which means that it can be concluded that the interpretation of Environmental Hygiene is 90.2%, in which the R-square structural model identifies that there are 3 scales, namely 19% - 33% (weak/moderate), 33% - 67% (moderate), and > 67% (strong/good/substantial). Looking at the interpretation results of the regression results and R-square on the Environmental Cleanliness variable, the scale obtained is in the Strong/Good category. Judging from the interpretation of the regression results and R-square on the Environmental Hygiene variable, the scale is obtained in the Strong / Good category. This indicates that the regression model built is quite capable of explaining the variations that occur in Environmental Hygiene. This means that the explanatory variables used in the regression model have a significant and strong relationship with the Environmental Hygiene variable, so they can be used to predict or measure Environmental Hygiene with relatively high accuracy. Therefore, it can be concluded from the results of this regression test that the independent variables have a very close influence on the dependent variable.
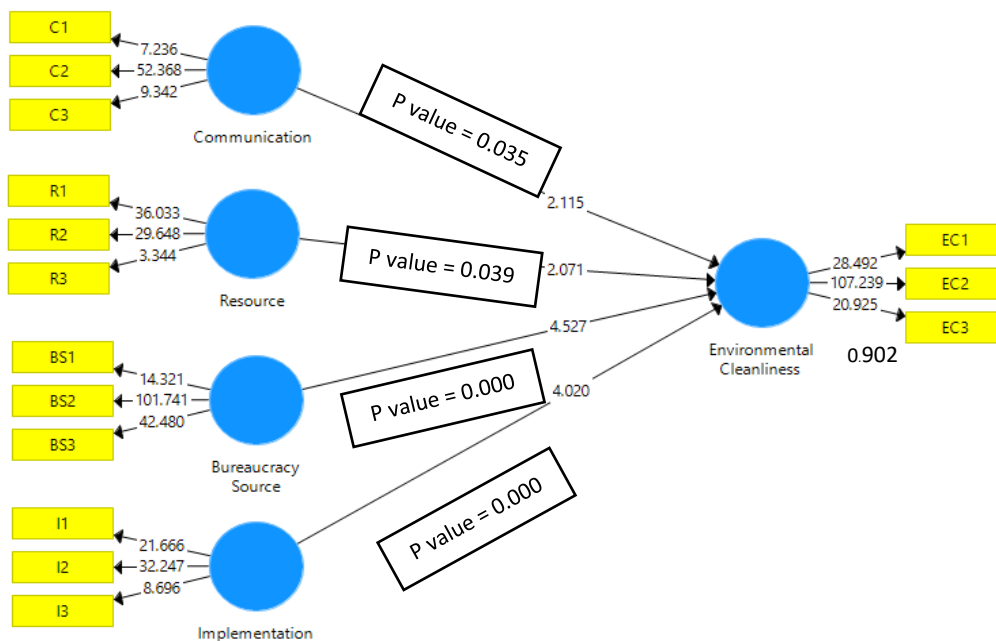
3.4   Hypothesis Testing

Figure 2. Bootstrapping output

In **Figure 2**, hypothesis testing is carried out between the independent and dependent variables using the bootstrapping method on SEMpls to determine the validity and reliability of the research data. This test uses T-statistics and P-values , which will later be presented as a t-table, to find valid research data, of course, for T-statistics values that are > 1.96 and P-values that are < 0.05 (Nawawi, 2021). The following table shows the results of the hypothesis test "The Influence of MTR Policy on Environmental Cleanliness in Makassar City".

Table 4. Environmental hygiene hypothesis test

Variabel	Original Sample (O)	Sample Mean (M)	STDEV	T-Statistics (|O/STDEV|)	P value	Hipotesis
Bureaucracy Source	0.475	0.454	0.105	4.527	0.000	Received
Communication	0.078	0.079	0.037	2.115	0.035	Received
Implementation	0.346	0.364	0.086	4.020	0.000	Received
Resource	0.141	0.143	0.068	2.071	0.039	Received

In this study, hypothesis testing has been carried out. The hypothesis is accepted when the P-Values value is less than 0.05. Hypothesis 1 states that Bureaucratic Sources influence the MTR Policy on Environmental Cleanliness in a positive and significant manner, accepted. It can be interpreted that the Bureaucratic Source has a positive and significant influence on the MTR Policy on Environmental Hygiene. Therefore, Bureaucratic Sources influence the Makassar Not Rantasa (MTR) Policy on Environmental Hygiene, supporting and by the theory used. Hypothesis 2, which states that Communication affects the MTR Policy on Environmental Cleanliness positively and significantly, is accepted. It can be interpreted that communication has a positive and significant influence on the MTR Policy on Environmental Hygiene. Therefore, communication affects the MTR Policy on Environmental Hygiene and supports and is the theory used. Hypothesis 3, which states that Implementation affects the MTR Policy on Environmental Cleanliness positively and significantly, is accepted. It can be interpreted that the implementation has a positive and significant influence on the MTR Policy on Environmental Hygiene. Therefore, in this study, the implementation of the MTR Policy on Environmental Hygiene is supported by the theory used. Hypothesis 4 states that Bureaucratic Resources influence the MTR Policy on Environmental Cleanliness in a positive and significant way, accepted. It can be interpreted that Resources have a positive and significant influence on the MTR Policy on Environmental Hygiene. Therefore, the Resources influencing the MTR Policy on Environmental Hygiene support and is by the theory used.

This study analyzes the influence of four community factors on maintaining environmental cleanliness, with findings that emphasize the MTR Policy has a positive and significant influence on the community in maintaining Environmental Cleanliness. In this case, the government as a public sector department should promote the MTR Policy which is an attractive way to encourage citizens to participate in Environmental Hygiene.

This study uses the variables of Implementation, Communication, Bureaucratic Resources, and Dumber Resources to see the MTR Policy on Environmental Hygiene. Hypothesis 1 Implementation, as described by the author in the theoretical framework, positively influences the MTR Policy on Environmental Hygiene. Hypothesis 1 in this study was accepted. The implementation affects the MTR Policy on Environmental Cleanliness. So the MTR policy needs full support and participation from the community to maximize the MTR program because public awareness needs to be needed so that hygiene problems can be handled properly. One of the implementations of the MRT Policy is community service, where the community participates in the success of the Makassar mayor's program; community service can increase enthusiasm in dealing with scattered waste because it is done with many people there must

be a sense of pride. When you see the home environment is beautiful and clean when you look at it. The second, Garbage for rice exchange, is the content of the Makassar, a not random implementation that every citizen carries out to deal with the waste problem, which is always a problem for the residents and in implementing the Makassar program, it is not random. Namely, my school and I are not lucky; it needs attention. All school teachers must set a good example for students, especially in terms of cleanliness, because when cleanliness can be carried out properly, learning can be done well. After all, comfortable conditions are created. Implementation states that policy implementation is a very important stage in the policy structure because, through this procedure, an overall policy process can affect the success or failure of achieving goals (Sutmasa, 2021). This means that this study supports this theory.

Hypothesis 2 Communication, as described by the author in the theoretical framework, positively influences the MTR Policy on Environmental Hygiene. The hypothesis in this study is accepted. Communication affects the MTR Policy on Environmental Cleanliness. To support the MTR Policy which has been generally carried out to maintain environmental cleanliness, namely by communicating about environmental cleanliness with the target community. Communication is very influential in the implementation of public policy. Communication can positively or negatively impact policy implementation if the information is conveyed clearly to the community. As is known, communication strategies in outreach are also used in government programs in Indonesia, one of which is currently affected by hygiene problems. For this reason, it is necessary to have an appropriate communication strategy to overcome this, such as a program from the government to socialize the Makassar program that is not random. To support the course of the communication strategy, one of the parts that play an essential role in public relations is one of the aspects needed by every organization, especially the government, which arises because of demands. The communication strategy for socializing the MTR program is through door-to-door MTR socialization and using brochures and other printed media regarding the MTR program carried out by the City Government of Makassar. In that case, it will reduce the community's resistance risk. On the contrary, if the information conveyed is not clear, it will allow for turmoil within the community group (Desrinelti et al., 2021). This means that this study supports this theory.

Hypothesis 3 Bureaucratic Sources, as described by the author in the theoretical framework, positively influence the MTR Policy on Environmental Hygiene. The hypothesis in this study is accepted. This means that Bureaucratic Sources influence the MTR Policy on Environmental Cleanliness. With the MTR Policy trying to explain program adjustments to environmental cleanliness, more specifically the relationship between each element that supports the implementation of the MTR Policy, there are several cooperative relationships in implementing the MTR Policy, namely the relationship between the Government and Community, Intergovernmental Cooperation (SKPD), Cooperation with Community Organizations with Government and Society, Government and Private Cooperation. Bureaucratic Structure, The organizational structure in charge of implementing policies significantly influences policy implementation. Aspects of the organizational structure are Standard Operating Procedure (SOP) and fragmentation (Haerul et al., 2016). This means that this study supports this theory.

Hypothesis 4 Resources, as described by the author in the theoretical framework, indeed has a very positive influence on the MTR Policy on Environmental Hygiene. The hypothesis in this study is accepted. Resources affect the MTR Policy on Environmental Cleanliness. With the MTR Policy gradually changing the habits of Makassar City residents, they began to educate people's behavior towards the surrounding environmental conditions, especially on the issue of waste which is usually dumped in random places or whether people began to wake up their awareness to pick up garbage if they got it. The existence of the MTR Policy makes people start to feel ashamed of themselves if they see garbage and then it is not collected. Residents began to compete with each other to provide for the environment. Although the contents of the policy have been communicated clearly and consistently, if the implementor lacks the resources to implement it, then the implementation will not be effective. These resources can

be human resources, such as implementor competencies and financial resources (Haerul et al., 2016). This means that this study supports this theory.

4.   Conclusions

The theoretical contribution of this research is as follows: in this study, four variables are used to measure the MTR Policy on Environmental Hygiene. These indicators include Implementation, Communication, Bureaucratic Resources, and Resources. The four variables positively and significantly influence the MTR Policy. This research aims to prove the researcher's hypothesis about the MTR Policy on Environmental Cleanliness in the city of Makassar. This study's results indicate that the R square value is 0.902. Therefore, it can be concluded that the interpretation of environmental Hygiene is as much as 90.2%. R-square identifies Environmental Cleanliness in the form of a solid/good category. All Variables in the MTR Policy positively and significantly influence the community in maintaining environmental Cleanliness. Implementation variables with a value of 0.000, Communication with a value of 0.035, Bureaucratic Resources with a value of 0.000, and Resources with a value of 0.039. The results of this study are expected to be useful as input to maintain environmental Cleanliness. This research is also expected to enrich knowledge about the MTR policy. The weakness of this study is that it was conducted in a limited time of six months. Recommendations for future research, Since the previous study was conducted over a limited period of time, future research can expand the duration of the study in order to see long-term changes related to environmental cleanliness after the implementation of the MTR policy. This will provide a more comprehensive understanding of the impact of this policy over a longer period of time.

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