

FAILURE WASTE IMPLEMENTATION PROGRAMME IN BANDUNG AS A RESULT OF UNPREPAREDNESS LOW PARTICIPATION AND THE INFRASTRUCTURE

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ABSTRACT

The public sector has a high level of complexity as it involves many actors with different interests. Thus, in solving and policy implementation requires a comprehensive or holistic methods. Waste is one of the problems of the public in most cities in Indonesia, including Bandung city, which produced 1,500 tons of waste /day, 11.6 percent of the amount above is plastic waste (Sonjaya, 2013). This occurs as a result of waste management in the cities in Indonesia in general are still using simple technology, limited human resources, lifestyle and bad habits of the people and so forth. Including the application of local regulation No.11/2005 about execution of Program Hygiene, Beauty of, and Orderliness (*Ketertiban, Kebersihan, dan Keindahan/K3*) that are not optimal. So that, the waste problems in Bandung city became a complex public problems. Mayor of Bandung policy in terms of waste management by adopting Western models of waste, that is by separating organic and non-organic waste in plastic bags have failed in its implementation. The failure of policy implementation over the waste caused by various factors, among others, actor and impact analysis is not detailed and not objective, poor dissemination of new solid waste program models in the community as a target group, the lack of mechanisms to control the Department of Waste (*Perusahaan Daerah Kebersihan*) as implementor officers in the field. In addition, the public sector, there are problems that can not be predicted and the broad scope of the problem. However, the waste problem related to various aspects, among others, social, economic, educational, lifestyle and so forth. Thus, the policy and its implementation should be holistic, involving a variety of actors, especially considering the target group. The above program is top-down approach which lack of community participation under the main target group.

Keywords: Public sector, waste, Western waste models, holistic, top-down approach.