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EVENT MANAGEMENT STRATEGIES FOR HOUSEHOLD WASTE MANAGEMENT OUTREACH BY PKK CADRES

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ABSTRACT

Household waste education at the neighbourhood level is often organised without adequate event planning, which makes it hard to sustain. This community service program introduced event management strategies to PKK (Family Welfare Movement) women in Bahagia Village, Babelan District, Bekasi Regency, using waste management as the outreach theme. The training was held on 20 June 2026 through a presentation, group discussion, poster making, and group presentations. The material covered needs analysis, program design, implementation, strategies to increase participation, and evaluation and sustainability. Baseline understanding of outreach procedures among 19 participants was measured with five pre-test items, yielding 90 correct answers out of 95 (94.7%). Participants mastered goal setting, written invitations, and involving community leaders, but four participants misjudged the appropriate meeting length. The group poster "Healthy Living Without Plastic" presented a coherent message but did not include event information such as time, venue, and organiser. These findings indicate that participants know the basic steps of outreach, while applying them in a complete event plan requires further mentoring.

Keywords: *event management; PKK empowerment; environmental outreach; household waste management; community participation*

INTRODUCTION

Bahagia Village, Babelan District, Bekasi Regency is a densely populated residential area whose household activities generate waste every day. Handling waste at this level cannot be solved with sorting facilities alone. Residents need to be continually encouraged, reminded, and involved through planned activities. PKK women are in a strategic position to play this role because they are active in routine meetings, family education, and environmental development down to the neighbourhood (RT/RW) level (Utami & Godjali, 2020).

Various community service activities have introduced waste sorting, processing, and reduction to housewives and PKK groups (Prihtanti et al., 2024; Pujiana et al., 2024; Winarti & Azizah, 2016). Such technical knowledge only has an impact when it is delivered through activities capable of attracting and sustaining residents' participation. This is where event management plays a role. Getz and Page (2019) view planned events as activities deliberately designed to achieve specific goals. Bowdin et al. (2023) outline their cycle from planning, organising, and implementation through to evaluation. The authors' community service experience in Bahagia Village shows that community training

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can be designed through presentation of material, practice, and product presentations so that the knowledge gained can be applied in the local context (Murtadho et al., 2022; Eriyani et al., 2023). That experience serves as supporting context for this training, which specifically emphasises the planning and management of outreach events.

Initial observations and discussions with the partners showed that environmental education activities in this area still depend on the initiative of a few members. Roles have not been divided in writing, event rundowns are not standardised, and evaluation is rarely carried out, so the experience of one activity is not documented for the next. The partners' needs therefore lie not only in material about waste but also in the ability to organise outreach activities.

Management training for community groups has been reported, including time management and work procedures for PKK groups (Junianingrum et al., 2025) and event management for community sports activists (Fithroni et al., 2026). However, training that positions event management as a framework for household waste management outreach by PKK cadres is still rarely reported.

This article aims to (1) describe the event management strategy material introduced to PKK women, (2) map participants' initial understanding of outreach management, and (3) examine the group posters as outreach media from an event management perspective.

METHOD

Partners, participants, and time

The training took place on Saturday, 20 June 2026 at the Bahagia Village Hall. The Bahagia Village Office facilitated permits, venue, and participant coordination. The participants were PKK women of Bahagia Village, and 19 of them completed the *pre-test*. The implementation team consisted of four lecturers and three students of the Indonesian Language and Literature Education Study Program, Universitas Negeri Jakarta.

This training was jointly organised by three community service programs with the same participants and *pre-test*. The participant data are therefore not treated as separate samples. Each manuscript analyses a different part of the data; this article analyses five *pre-test* items on outreach management, the event management material, and the Group 2 poster.

Series of activities

The training schedule is presented in Table 1. This schedule is also a concrete example of applying event management: each session has a clear duration, activity, and person in charge.

Session	Time	Activity	Person in charge
1	08.30–09.45	Registration, *pre-test*, opening, and welcoming remarks	Implementation team leader and the Village Head
2	09.45–10.45	Presentation of the material “Empowered PKK, Protected Environment”	Implementation team leader and students
3	10.45–11.15	Discussion and poster making in three groups	Participants, accompanied by the team
4	11.15–11.45	Group presentations and examples of application	Group representatives
5	11.45–12.00	Conclusions, brief evaluation, and closing	Implementation team leader

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Instruments and analysis

Initial understanding was measured with a multiple-choice *pre-test*. This article analyses items 6–10, which test outreach management, namely the first step, duration, invitations, involving parties in the committee, and follow-up on residents' commitment. Answers were analysed descriptively as the number and percentage of correct answers.

Group posters were examined qualitatively as outreach media. The review criteria were drawn from the elements of event publicity, namely clarity of theme, coherence of message, concreteness of the call to action, and completeness of event information. The review was carried out by the team on posters documented in the activity report. The training did not use a *post-test* or a scored rubric.

RESULTS AND DISCUSSION

Event management strategy material

The material for the second session was organised following the event implementation cycle. Table 2 summarises the content of each section as it appears in the slides.

Material section	Main content
Rationale for event management	Residents show little concern, programs are lively only at the start, resident coordination is weak, outreach has not reached all residents, and there is no platform for collaboration
Needs analysis	Identifying the types of waste produced most, observing residents' waste management habits, and determining the potential for waste utilisation
Program design	Setting goals, preparing materials, determining resource persons, preparing schedules, and preparing outreach media
Implementation	Communication training, waste organisation training, strengthening of PKK leadership, and household waste management outreach
Participation strategies	Environmental campaigns, establishing a waste bank, community work days, use of social media, and recognition of active residents
Evaluation	Participant attendance, level of resident participation, and participants' understanding after the activity
Sustainability	Environmental cadres, a PKK communication group, periodic mentoring, and monitoring of the waste bank program

This material translates the event management cycle (Bowdin et al., 2023) into the PKK context. Planning begins from the real needs of the environment, not from the form of events that are usually held. Participation strategies also do not stop at counselling but include joint action and appreciation for residents. The evaluation and sustainability elements address the partners' problem that activities are often lively at first and then stop.

Initial understanding of outreach management

The five outreach management items obtained 90 correct answers out of 95 answers, or 94.7% (Table 3).

Item	Aspect tested	Correct	Percentage
1	First step: determining goals and targets	19	100%
2	Effective duration of one residents' meeting (60–90 minutes)	15	78.9%
3	Written invitation or notification	19	100%
4	Involving the RT head and community leaders in the committee	19	100%
5	Follow-up through groups and periodic reminders	18	94.7%

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All participants knew that outreach begins by determining goals and targets, that residents need to be invited in writing, and that the RT head and community leaders need to be involved. Eighteen participants chose forming groups and periodic reminders to maintain residents' commitment, while one participant chose repeating the material every day.

The weakness lies in duration. Three participants chose 30 minutes and one participant chose three hours. Duration determines how much content can be delivered and how long residents are willing to attend. This error shows that participants are not yet accustomed to preparing event rundowns with time allocated per segment, even though scheduling is one of the program design steps in the material.

This pattern shows that participants' procedural knowledge is already good. The simplicity of the environmental education activities carried out so far does not seem to be caused by ignorance of these steps. The gap more likely lies in the habit of putting those steps into written plans, such as event rundowns, role lists, and evaluation sheets.

Posters as outreach media

Group 2 produced the poster “Healthy Living Without Plastic” with the slogan “Without Plastic, the Environment Becomes Beautiful”. The poster contains four numbered ways, namely bringing a tumbler to every activity, bringing a cloth bag when shopping, using environmentally friendly straws, and getting used to bringing packed meals in a food container. The review of the poster is presented in Table 4.

Criterion	Findings
Clarity of theme	The theme of reducing single-use plastic is evident from the title and illustration
Coherence of message	The four ways are arranged in numbered form with one action per item
Concreteness of call to action	Each way is an everyday action that residents can do right away; the slogan is easy to remember
Event information	Does not yet include the organiser's name, time, venue, or event contact

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[Figure 1. Poster "Healthy Living Without Plastic" by Group 2]

This poster is effective as an educational medium because its message is short and can be put into practice immediately. If used as event publicity, the poster needs to be completed with event information so that residents know when, where, and who to approach to join. The use of posters and leaflets as supporting media for waste sorting education was also reported by Pujiana et al. (2024). Completeness of event information can be made a checklist item in the guide for organising PKK outreach.

Group presentations

In the fourth session, each group presented its poster and described examples of application in their neighbourhood. This session positioned participants as event hosts and resource persons for other groups. One participant said, "So far we have often been invited to attend counselling sessions, but this is the first time we have been taught how to design an event and speak in front of many people with confidence." This statement shows a shift in perspective from counselling participant to prospective event organiser.

CONCLUSION

The training introduced the event management cycle to PKK women of Bahagia Village, from needs analysis, program design, implementation, and participation strategies to evaluation and sustainability. Participants' initial understanding of outreach management was high (94.7%), with a weakness in estimating meeting duration. The

poster "Healthy Living Without Plastic" shows the ability to compose an educational message that is coherent and concrete, but it does not yet include event organisation information.

The suggested follow-up is mentoring PKK in preparing and carrying out one real outreach event, accompanied by a simple guide containing a 60–90 minute event rundown template, a list of role assignments, a checklist for publicity media, and an evaluation sheet. The event design prepared by participants can serve as a basis for assessing event management ability at the next stage.

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