
Installation of Waste Education Signage to Raise Environmental Awareness in the Nepo Village Tourism Area

Muhlis¹, Nurcaya^{2*}, Darmawan³, Ahmad Ghazali⁴, Sitti Aminah⁵, Besse Sulfiani⁶, Indra Pratama Ali Aman⁷, Hikmah Nurfadillah⁸, Erviana Abdullah⁹, Dwi Ahmadi Ahsari¹⁰

¹Indonesian Language Education Department, Faculty of Education, Puangrimaggalatung University

²Department of Educational Administration, Graduate School, Puangrimaggalatung University

Email: nurcaya.aydin17@gmail.com

³Department of Public Administration, Graduate School of Puangrimaggalatung University

⁴Indonesian Language Education Department, Faculty of Education, Puangrimaggalatung University

⁵Department of Public Administration, Graduate School of Puangrimaggalatung University

⁶Department of Educational Administration, Faculty of Educational Sciences, Puangrimaggalatung University

⁷Department of Television and Film, Makassar Institute of the Arts

⁸Department of Television and Film, Makassar Institute of the Arts

⁹Department of Educational Administration, Faculty of Educational Sciences, Puangrimaggalatung University

¹⁰Department of Television and Film, Makassar Institute of the Arts

Artikel info

Abstract. *The main problem in the Gelora Wisata area of Nepo Village is the low level of visitor awareness regarding cleanliness, despite the availability of trash bins. This leads to a buildup of trash, which disrupts the aesthetics and health of the environment. This community service activity aims to raise visitor awareness by installing educational boards on proper waste management. The methods used included field observation, identifying critical points of waste accumulation, and installing informative visual educational materials about waste decomposition times. The results of this activity demonstrated a change in visitor behavior, with visitors beginning to heed the instructions on the boards and utilizing the available trash bins. In conclusion, strengthening visual education has proven effective in stimulating behavioral change in the tourism area.*

Abstrak. Masalah utama di area Gelora Wisata Desa Nepo adalah rendahnya kesadaran pengunjung dalam menjaga kebersihan, meskipun fasilitas tempat sampah telah tersedia. Hal ini menyebabkan penumpukan sampah yang mengganggu estetika dan kesehatan lingkungan. Kegiatan pengabdian ini bertujuan untuk meningkatkan kesadaran pengunjung melalui pemasangan papan edukasi mengenai pengelolaan sampah yang tepat. Metode yang digunakan meliputi observasi lapangan, identifikasi titik krusial penumpukan sampah, dan pemasangan media edukasi visual yang informatif mengenai waktu urai sampah. Hasil dari kegiatan ini menunjukkan adanya

perubahan perilaku pengunjung yang mulai memperhatikan instruksi pada papan edukasi dan memanfaatkan tempat sampah yang tersedia. Kesimpulannya, penguatan aspek edukasi visual terbukti efektif sebagai stimulus perubahan perilaku masyarakat di kawasan wisata.

Keywords:

*Waste Education
; Environmental
Awareness;
Community
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Corresponden author:

Email: nurcaya.aydin17@gmail.com



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INTRODUCTION

The Gelora Wisata Desa Nepo area is a vital village asset, serving as both a recreational hub and a driver of the local economy. However, this potential is threatened by waste-related issues. Preliminary observations reveal that village staff and residents are concerned about the lack of cleanliness in the area, despite the provision of trash receptacles. This situation highlights a gap between the availability of physical facilities and public understanding. Febria et al. (2022) state that the effectiveness of waste management in public spaces relies heavily on public environmental literacy, which is fostered through persuasive information media. Furthermore, a major challenge in managing waste in open areas is the lack of information regarding the latent dangers of inorganic waste. Rinny Meidiyustiani et al. (2025) emphasize that understanding waste decomposition times is a decisive factor that can influence visitors' intentions to avoid littering. Additionally, the use of outdoor media that combines aesthetic appeal with factual information can significantly enhance visitor awareness. A lack of persuasive information or visual reminders often leads to visitor negligence. To address these issues, the proposed solution involves strengthening educational efforts by installing engaging and informative waste-education signage, thereby fostering a shared sense of responsibility for maintaining the cleanliness of the tourist area (Yani et al., 2019). Consequently, this community service program aims to implement a visual intervention by installing educational boards in strategic locations within Gelora Wisata Desa Nepo, thereby reinforcing visitors' environmental awareness in a sustainable manner.

Data and Methodology

This activity was carried out at the Gelora Wisata Desa Nepo site, involving Uniprima KKN-TB (Community Service Program) students from Batch VII and local village officials. The implementation stages included:

- a. Observation & Identification: Mapping the locations where visitors most frequently litter.
- b. Content Design: Drafting persuasive educational messages and technical information regarding waste decomposition times.
- c. Installation: Placing educational signs at eye level in the previously identified key locations.
- d. Monitoring & Evaluation: Observing visitor responses to the educational signs and comparing cleanliness conditions before and after the intervention.

Results and Discussion

An in-depth survey of the Gelora Wisata Desa Nepo area revealed a contradiction between the cleanliness issues present and the existing physical infrastructure. Although the Gelora area is equipped with wheeled trash bins, their placement is often suboptimal and lacks supporting visual cues to psychologically encourage visitors to dispose of waste properly. The area is dominated by single-use plastic waste—such as beverage bottles and snack packaging—which takes a very long time to decompose and detracts from the environment's aesthetic appeal. Based on these findings, the community service team implemented a non-physical preventive solution: the installation of visual educational boards designed to create a "shocking effect" regarding the decomposition times of various plastic waste types.

The educational boards feature a tiered information structure, beginning with the rhetorical question "Do You Know How Long Waste Takes to Decompose?" at the top to capture visitors' attention. Subsequent information is presented narratively to foster a deeper understanding; for instance, the "Does Not Decompose" category highlights materials like Styrofoam to illustrate the impact of permanent environmental damage. The boards also present the striking fact that plastic bottles take 450 years to break down—a duration far exceeding the human lifespan. Additionally, the display outlines decomposition periods ranging from 50 to 200 years for various plastic packaging and thick plastic bags, alongside a minimum of 20 years for thin plastics. The educational content is mounted on an aesthetically pleasing wooden structure and was installed collaboratively with local youth in a strategic green open space, ensuring the visual message is clearly visible to visitors engaging in activities or relaxing within the main area of Gelora Wisata.



Figure 1: Installation of Educational Signage at the Nepo Village Tourism Complex

Table 1. Comparison of Cleanliness Conditions in the Nepo Village Tourism Area Before and After the Program

NO	Observation Parameters	Pre-existing Condition (Initial Observation)	Post-Intervention Condition
1	Visual Clutter	Plastic waste is scattered across the grassy areas and tourist zones.	The tourist area looks cleaner and free of packaging waste.
2	Utilization of Facilities	Trash cans are often overlooked by visitors.	Visitors actively dispose of trash in the provided bins.
3	Environmental Literacy	Visitors are not sufficiently aware of the harmful effects of waste.	Visitors pause to read the time it takes for waste to decompose.
4	Area Aesthetics	The view is marred by plastic waste.	The tourist area is greener and organized in an educational manner.

Monitoring results indicate significant changes: the grassy areas previously littered with trash now appear much cleaner, and visitors are actively using the available red trash bins after reading the educational messages on the signage. This demonstrates that visual educational interventions effectively complement physical facilities in creating a pleasant and well-organized tourism environment (Pradani et al., 2025).

Conclusion

The community service initiative involving the installation of educational signage in Nepo Village successfully achieved its goal of raising environmental awareness among visitors. By employing an informative visual approach, the program addressed a long-standing shortcoming: the provision of physical facilities without accompanying behavioral education. The program's key conclusion is that changing public behavior in shared spaces requires more than just waste management infrastructure; it necessitates cognitive stimuli—specifically information on waste decomposition—capable of fostering long-term awareness. These educational boards now serve not only as sources of information but also as aesthetic elements that reinforce Nepo Village's identity as a community committed to environmental sustainability.

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