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Waste banks as social movements: a case study of Morse Indah waste bank in Banjarmasin

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ABSTRACT

Waste banks have commonly been examined as tools for environmental education, community empowerment, and urban waste management programs. However, their role as social movements that mobilize collective action and shape everyday environmental practices at the community level remains underexplored. This study addresses this gap by analyzing the Morse Indah Waste Bank in Banjarmasin through the perspectives of Resource Mobilization Theory (RMT) and New Social Movement (NSM). This research employs a descriptive qualitative approach with a single case study design. Data were collected through a semi-structured interview with the key actors of the Morse Indah Waste Bank, non-participant observation of routine activities, and document analysis of relevant policy and institutional materials. The data were analyzed using qualitative content analysis through inductive and deductive coding, supported by triangulation across interviews, observations, and documents. The findings indicate that the Morse Indah Waste Bank functions as a community-based cultural social movement rather than a contentious political movement. Resource mobilization occurs through active commitment, recyclable materials, limited financial incentives, and cross-sector networks involving local governments and corporate social responsibility programs. From the NSM perspective, the initiative emphasizes collective identity formation and cultural change, reflected in routine practices such as waste sorting, regular waste deposits, and environmentally oriented lifestyles. Nevertheless, the sustainability of the movement remains constrained by fluctuating community participation and strong dependence on a small number of key actors. This study contributes to the social movement and community-based environmental governance literature by demonstrating how waste banks can operate as cultural social movements at the neighborhood level while also revealing organizational vulnerabilities that shape their long-term sustainability.

Keywords: Banjarmasin; community empowerment; social movement; sustainable waste management; waste bank

1. INTRODUCTION

The waste problem has become one of the most pressing issues in urban areas across Indonesia. Rapid population growth and high consumption patterns have resulted in an ever-increasing accumulation of waste. For example, the city of Banjarmasin generates approximately 600 metric tons of waste per day, comprising 52% organic waste and 12% non-organic waste, such as plastic and other materials (Sukarli & Hanafi, 2024). Conventional waste management faces challenges related to the limited availability of landfill sites and the persistence of unsustainable open-dumping practices. These issues were further aggravated by the temporary closure of the Basirih landfill in Banjarmasin due to overcapacity and poor operational management (Susanto, 2025). This situation may lead to a waste management emergency, which would necessitate active community involvement in addressing and mitigating the problem.

To address the waste problem in Banjarmasin, the city government has undertaken various efforts, including the implementation of Mayor Regulation No. 18 of 2016, which prohibits the use of plastic bags in modern retail establishments. This policy successfully reduced the proportion of plastic waste in Banjarmasin from 15% to approximately 12.7% (banjarhits, 2019). Although this policy appears effective on the surface in reducing the share of plastic waste in the city, the broader challenge of comprehensive waste management still requires active community participation.

One of the rapidly growing community-based innovations in recent decades is the bank sampah (waste bank) program. The waste bank concept was introduced as a strategy to promote the 3Rs (reduce, reuse, and recycle) by engaging communities through a system that resembles banking practices, in which residents “deposit” inorganic waste that can later be exchanged for economic value or money (Miftahorrozi, Khan, & Bhatti, 2022). The Indonesian Ministry of Environment has supported this concept through the issuance of Ministerial Regulation No. 13/2012, which defines a waste bank as an institution where communities can deposit sorted waste to be recorded and processed into useful, value-added products (Sasmito, 2017).

In Indonesia, waste bank programs represent a community-based collective movement (bottom-up) that focuses on behavioral change and community empowerment. This innovation shifts public perception of waste from being viewed merely as rubbish to being recognized as a resource with economic value. Through waste banks, communities actively contribute to sustainable waste management efforts, making the initiative a vital solution to urban environmental challenges (Nurikah & Furqon, 2022).

In Banjarmasin, the waste bank movement has expanded rapidly, in line with government support and active community participation. The city government established a central waste bank, or Bank Sampah Induk (BSI), as the hub of the waste bank network, along with unit-level waste banks at the community and sub-district levels. In 2019, the Mayor of Banjarmasin inaugurated several new waste bank units, increasing the total number of unit-level waste banks in the city to approximately 243, including the Morse Indah Waste Bank (Media Center Kota Banjarmasin, 2019).

The Morse Indah Waste Bank is one of the many active waste banks in the city of Banjarmasin and plays a substantial role in the waste bank movement. Collectively, the presence of waste banks across Banjarmasin, including the Morse Indah Waste Bank and TPS3R facilities, has contributed to the processing and recycling of approximately 28% of the city’s waste (Hamdani, 2023). Based on these data, waste banks significantly reduce the burden on landfills, extend the operational lifespan of waste disposal sites, and improve the overall performance of municipal sanitation services. Banjarmasin is also recognized as one of the cities that has received the Adipura Award for its innovative participatory waste management initiatives.

The emergence of waste banks is not only viewed as an environmental initiative but can also be analyzed as a community-level social movement. Sociologists define social movements as organized collective efforts aimed at driving social change. According to Charles Tilly and Alberto Melucci, prominent sociologists, modern social movements often arise from social innovations that engage citizen participation to achieve shared goals oriented toward sustainable transformation (Hermansyah, 2025).

Within the context of new social movements, environmental issues, such as waste management, constitute an important arena in which citizens collaborate outside formal structures to improve their quality of life and the environment (Suharko, 2006). The waste bank program aligns with the characteristics of new social movements: it centers on environmental concerns, relies on voluntary citizen participation, and aims to foster cultural and behavioral changes toward more sustainable everyday practices.

Therefore, this study addresses an existing research gap. Although a considerable body of literature has examined the operational effectiveness of waste banks, the determinants of individual participation (such as knowledge and motivation), and their institutional implementation, few studies have analyzed this initiative from a political sociology perspective as a New Social Movement (NSM) at the grassroots level. The novelty of this research lies in its use of the social movement theoretical framework to comprehensively explore the internal dynamics, actor networks, resource mobilization strategies, and critical issues related to organizational sustainability and leadership regeneration within the Morse Indah Waste Bank.

This article, titled “Waste Banks as a Social Movement: A Case Study of the Morse Indah Waste Bank in Banjarmasin,” provides an in-depth analysis of how the Morse Indah Waste Bank functions as a community-based social movement. The discussion focuses on the following: (1) the actors involved and the networks formed within this waste bank movement; (2) the resource mobilization strategies employed to sustain participation and program continuity; (3) the generated social and environmental impacts; and (4) the challenges encountered in maintaining the long-term sustainability of the movement. This study is expected to offer insights into the dynamics of environmentally oriented social movements at the local level and provide lessons for similar initiatives elsewhere.

2. LITERATURE REVIEW

2.1. Social Movements and New Environmental Movements

A social movement is an organized collective action aimed at advocating for social change or preserving certain values. Contemporary studies of social movements have developed through two major theoretical frameworks. Resource Mobilization Theory (RMT) emphasizes that the success of a movement is determined by its ability to gather and utilize various resources, such as volunteers, funding, and networks, through effective organizational structures (McCarthy & Zald, 1977).

New Social Movement (NSM) theory, which emerged as a critique of RMT, highlights a shift toward non-material issues such as environmental concerns and identity. These movements focus on the transformation of values and culture through grassroots participation (Buechler 1995; Melucci 1985). Environmental movements fall within the category of New Social Movements, as they involve citizens across social classes in efforts to promote environmental sustainability and foster changes in lifestyle practices.

2.2. Analysis of Waste Banks as Environmental Social Movements

Waste banks are a community-based social innovation that integrates environmental objectives (waste reduction and recycling) with economic empowerment. This initiative reflects key characteristics of New Social Movements (NSM) because it relies on voluntary participation, promotes environmental values, and fosters behavioral change at the grassroots level. At the same time, the Resource Mobilization Theory (RMT) framework is also relevant. The success of waste banks is strongly influenced by the ability of their organizers to mobilize resources, such as community participation, material support, and partnership networks (Halid, Yulianto, & Saleh, 2022). Through the principles of social entrepreneurship, waste banks are able to transform limited resources into a sustainable movement through innovation and collaboration (Sukmana 2016).

2.3. Participatory Waste Management and the Waste Bank Concept

In Indonesia, waste management is regulated under Law No. 18 of 2008, which emphasizes the 3R concept (reduce, reuse, and recycle). Waste banks serve as an implementation of the 3R approach by promoting behavioral change through economic incentives that encourage residents to sort waste at the household level. This concept mirrors the operations of conventional banking, wherein waste is exchanged for savings (Hidayatuloh & Pratami, 2021). Regulations, such as the Ministry of Environment and Forestry Regulation No. 13 of 2012, further support the establishment of waste banks.

Research has demonstrated the effectiveness of waste banks in reducing waste and empowering communities. A study in Surakarta highlights that strategies such as education and community engagement align with the NSM framework, as they emphasize collective participation (Hidayatunnisa & Trinugraha, 2025). Sekarningrum et al. (2017) in her article Development of Waste Banks in Communities Along the Cikapundung River also notes an increase in community participation and a decline in harmful waste-disposal habits following the establishment of waste banks. Waste banks are viewed as a form of social engineering that facilitates social change by teaching communities proper waste management practices (Suryani, 2014).

3. RESEARCH METHOD

This study employs a descriptive qualitative approach with a single-case study design. This method aims to provide a systematic, factual, and in-depth depiction of the Morse Indah Waste Bank phenomenon as a social movement (Kusumastuti & Khoiron 2019; Waruwu 2023). Research data were collected using three methods.

3.1. Interviews

In-depth semi-structured interviews were conducted to obtain detailed information regarding the internal dynamics of the movement, resource mobilization strategies, and personal perspectives on sustainability challenges. This technique enables the researcher to explore the interpretations, values, and motivations of the actors involved. The interview subjects comprised the key actor of the Morse Indah Waste Bank (Atim Susanto) and one partner of the waste bank who was present at the site during data collection (Yulianus, 2019).

3.2. Observation

Direct, non-participant observation was conducted at the Morse Indah Waste Bank throughout the data collection period. The primary purpose of this technique was to verify and enrich the interview findings by capturing the real-life context in which the waste bank operates as a social movement. The observation focused on collective dynamics that are difficult to capture through interviews alone, such as patterns of interaction, the atmosphere of activities, and visible forms of resource mobilization strategies.

3.3. Documents

Document analysis was conducted to strengthen the field findings with relevant supporting secondary data. The reviewed documents included government regulations related to waste management and waste banks as well as scholarly publications and media reports. These documents serve to contextualize the movement within the broader framework of municipal policy and environmental performance.

4. RESULTS AND DISCUSSION

4.1. Profile of the Morse Indah Waste Bank

The Morse Indah Waste Bank, located in Gang Moro Seneng, Pekauman Subdistrict, South Banjarmasin, was established as an alternative solution proposed by a local resident in 2012 and began operating in October of the same year. The name Morse Indah derives from the location of the waste bank Gang Moroseneng with the addition of the word Indah (beautiful). Atim Susanto is regarded as the principal driving force behind the Morse Indah Waste Bank. Under his coordination, several male and female volunteers actively participate in daily operations, including educating residents on waste sorting, recording savings transactions, and processing recyclable materials into items of economic value (Yulianus, 2019).

The operational activities of the Morse Indah Waste Bank are conducted routinely every weekend (Saturday and Sunday). This schedule was likely chosen to avoid interfering with residents' daily routines, allowing them to deposit their waste and exchange it for monetary value during their free time. In terms of community participation, the number of customer households that regularly deposit recyclable waste is relatively substantial for a neighborhood-level initiative. Data from the Banjarmasin City Environmental Agency indicate that, as of 2024, the Morse Indah Waste Bank has 82 active customers (Satu Data Kota Banjarmasin, 2025). This figure suggests a strong interest among local households in participating in the program. Moreover, the customers are organized similarly to formal banking clients, complete with savings books and other administrative arrangements.

As a community-level unit, the Morse Indah Waste Bank operates under the Banjarmasin Central Waste Bank (Bank Sampah Induk/B. S. I). The City of Banjarmasin has a single central waste bank (BSI Baiman), which functions as a coordinating hub and the final collection point before recyclable materials are sold to large-scale collectors or recycling factories. Morse Indah is registered as one of the waste bank units within a network of more than 50 unit-level waste banks operating across Banjarmasin (Diskominfotik Kota Banjarmasin, 2021).

This status provides Morse Indah with access to city-level guidance and development programs. For example, in 2021, the Morse Indah Waste Bank was among the recipients of a CSR assistance package from Bank BNI, which included a waste-press machine and basic food packages for its customers (Diskominfotik Kota Banjarmasin, 2021). The assistance was delivered at the Central Waste Bank and attended by the mayor and BNI leadership as part of the city's "Ayo Menabung dengan Sampah" (Let's Save Through Waste) initiative. This indicates that Morse Indah does not operate in isolation but is embedded within a broader network linking community groups, local governments, and private-sector actors.

4.2. Actors and Movement Networks

The establishment and continued operation of the Morse Indah Waste Bank cannot be separated from the roles of various actors, both internal and external. Internal actors include the founders and managers of the waste bank, such as Atim Susanto, who serves as the principal coordinator of the Morse Indah Waste Bank, as well as the broader Pekauman community that actively supports its activities.

These grassroots actors play a crucial role in educating local residents and serve as key drivers who encourage the community to begin sorting waste from their homes and sustain the day-to-day operations of the waste bank. They can be regarded as frontline agents of change. This role was also acknowledged by the Mayor of Banjarmasin, Ibnu Sina, during the inauguration of the waste bank in 2019, when he stated, "pian-pian semua adalah para pelakunya" ("you are all the actors"). His remark underscored the pride in recognizing that community members themselves constitute the primary driving force behind the city's waste management efforts (Media Center Kota Banjarmasin, 2019).

In addition to internal actors, external actors play a significant role. The Banjarmasin City Government, through the Environmental Agency (DLH) and local urban-village administration, functions as a facilitator and supervisor. Government support is evident, for example, in the provision of facilities such as three-wheeled waste-transport vehicles and handcarts for unit-level waste banks,

including Morse Indah, through partnership with a state-owned enterprise (BUMN) in 2019 ([Media Center Kota Banjarmasin, 2019](#)).

During his tenure as the Mayor of Banjarmasin, Ibnu Sina consistently demonstrated a strong commitment to the waste-bank movement. He frequently attended related events, inaugurated new units, and publicly expressed appreciation for the community members involved. At the grassroots level, the support of kelurahan officials and RT/RW leaders also plays a crucial role, particularly through community outreach and the integration of waste-bank initiatives into local environmental programs.

The private sector and supporting institutions are also integral components of this movement's network. The case of Morse Indah provides a clear example through its partnerships with state-owned enterprises (BUMN), such as Bank BNI and Pegadaian. In 2021, BNI provided corporate social responsibility (CSR) assistance in the form of a plastic and cardboard pressing machine, which significantly enhanced operational efficiency by allowing recyclable materials to be compacted into dense bales, thereby reducing transport volume and associated costs ([Diskominfotik Kota Banjarmasin, 2021](#)).

In addition, the network surrounding the bank sampah movement, particularly in the case of Morse Indah, extends to various environmental communities and organizations. Bank Sampah Morse Indah is part of the city-wide Bank Sampah Forum in Banjarmasin, which facilitates the exchange of experience, peer learning, and coordination among units. Through this forum, Morse Indah regularly participates in joint activities, such as ecobricks workshops, community clean-up events, and city-level waste management education programs ([Media Center Kota Banjarmasin, 2019](#)).

Overall, the social movement network of Bank Sampah Morse Indah encompasses multiple layers: local residents (both depositors and volunteer managers), government actors (from the municipal level to the kelurahan), state-owned and regional enterprises (through CSR programs), environmental communities and NGOs, and potentially even broader partnerships. This multi-stakeholder network functions as a support system that sustains the movement's continuity. External factors, such as institutional support, access to resources, and a favorable political environment, play a crucial role in determining the success and long-term viability of any social movement.

External factors, such as external support and a conducive political environment, are crucial for the success of any social movement ([Hasanuddin, 2013](#)). In this case, local political support is evident in the incorporation of bank sampah initiatives into the city's official agenda, while external resource support comes from partners such as BNI and Pegadaian. This networked configuration distinguishes contemporary waste-bank movements from earlier individual or isolated initiatives: their existence is recognized, reinforced, and sustained through cross-sector collaboration.

4.3. Resource Mobilization Strategies

As a form of social movement, the capacity of the Morse Indah Waste Bank to sustain its activities is highly dependent on its ability to mobilize the necessary resources. These resources include human resources, financial resources, material resources, as well as symbolic resources.

4.3.1. Human Resources

According to Atim Susanto, the key figure behind the waste bank, Morse Indah places strong emphasis on community mobilization as its primary source of strength. One of its core strategies is the continuous provision of education and public outreach. The management actively conducts socialization efforts within the neighborhood, inviting residents to become depositors, explaining the benefits of saving waste, and demonstrating proper waste-sorting practices. This approach aligns with the findings of [Hidayatunnisa and Trinugraha \(2025\)](#), who argue that education and awareness-building constitute essential strategies for encouraging community participation in waste-bank movements.

In addition, Morse Indah participates in various city-level environmental campaigns, such as the "Sort Waste, Exchange for Groceries" program organized by the Banjarmasin Environmental Agency during World Environment Day, as reflected in the waste bank's social media postings. Such events are designed to attract residents who may not regularly deposit waste by offering grocery packages as incentives, thereby serving as an entry point for environmental education. These efforts have proven

effective in fostering collective awareness that waste management is a shared responsibility that yields immediate, tangible benefits.

According to Atim Susanto, the involvement of volunteers who manage waste banks, including the Morse Indah Waste Bank, primarily originates from the social concern shared by its organizers. In the early stages, these volunteers did not receive any economic benefits from the initiatives they were trying to build. Their motivation rested almost entirely on a sense of civic responsibility and the desire to contribute to their community. Over time, as the waste bank continued to grow and its operations became more structured, the founding members gradually began to receive modest economic and non-economic returns from their work. These emerging benefits were not the initial driving force behind their participation but rather a consequence of the institution's expansion and the increasing sustainability of its activities.

4.3.2. Financial Resources

The sustainability and capacity development of the Morse Indah Waste Bank as a social movement depend greatly on its ability to engage in effective Resource Mobilization (RMT). While the day-to-day operations of a community-level waste bank can be maintained with modest means, such as volunteers, a weighing scale, and collection sacks, any effort to expand its capacity (such as acquiring machinery or constructing storage facilities) requires deliberate strategies for mobilizing external resources.

This strategy is reflected in the management team's ability to access and leverage outside support. One concrete example is their success in securing a plastic-press machine through the CSR program of Bank BNI, which provided a crucial form of material resource acquisition. Likewise, their collaboration with PT Pegadaian through the "waste-for-gold savings" program illustrates their capacity to secure financial and organizational resources, particularly incentives and institutional networks that effectively boosted public participation. This partnership strengthened community engagement and consolidated the movement's overall position.

Such achievements in accessing external resources are closely tied to the organization's organizational resources, especially the leadership's skills in lobbying, negotiating, and relationship-building with government agencies, state-owned enterprises, and private actors. Their proactive efforts to cultivate partnerships, an essential characteristic emphasized in RMT, ensure that the movement does not rely solely on member contributions. Instead, it is capable of attracting patrons and sponsorships from larger institutions. This demonstrates that the Morse Indah Waste Bank operates as a relatively mature organization, effectively utilizing political resources (access to formal institutions) to maintain its material stability.

At the same time, the movement's independence is strengthened by its ability to mobilize internal resources. These internal resources come from the sale of sorted waste and recycled products. In this regard, Atim Susanto, as the key manager, serves as a vital leadership and skills resource. His creativity in transforming waste into economically valuable ecobricks directly generates autonomous internal financial resources. The balanced combination of external resource mobilization for capacity expansion and internal resource mobilization rooted in skills, creativity, and routine recycling activities forms the foundation of the Morse Indah Waste Bank's long-term sustainability.

4.3.3. Material Resources

In this context, material resources primarily refer to waste. The waste bank transforms valuable inorganic waste into a resource that can be sold to generate funds for organizational development and member empowerment. Similar to most waste banks, Morse Indah applies strategies to maximize the value of its material inputs. This includes sorting plastics by type (e.g., PET, PP, and plastic bags) due to price differences, cutting or compacting materials to reduce volume, and developing recycled products. As previously mentioned, the managers of Morse Indah, particularly Atim Susanto, play a key role in this process through their creativity in repurposing waste into economically valuable items, such as chairs and tables.

Thus, low-value plastic waste is transformed into functional products that support community activities and have a higher economic value. This effort has also received public recognition. Marzuki, the head of the Sanitation Division at the Banjarmasin Environmental Agency, praised Atim Susanto's work in converting plastic waste into eco-bricks, referring to it as an example of creating value from what is often seen as worthless material (banjarhits, 2019). Such recognition from government officials should be encouraged more frequently, as it can provide much-needed motivation for community-based environmental movements.

4.3.4. Network and Informational Resources

Banjarmasin has demonstrated a strong commitment to addressing waste management challenges. This is evident from various initiatives introduced by the city's leadership, including the issuance of mayoral regulations on waste reduction, the active involvement of the mayor in promoting and supporting community waste bank programs, and the establishment of a coordinated network of community waste banks under the supervision of a central bank sampah induk. This network functions as an important platform for distributing essential information, such as updated prices for recyclable materials, allowing each waste bank, including Morse Indah, to set purchase prices for customers more accurately.

Viewing it through the lens of resource mobilization theory, Bank Sampah Morse Indah has successfully consolidated multiple types of resources: human resources (residents and volunteers), financial resources (revenue from sales and CSR assistance), material resources (recyclable waste and supporting equipment), and immaterial resources (knowledge and networks). The key strategies they employ, such as community education, cross-sector collaboration, and product innovation, are also widely adopted by similar movements in other regions. For instance, the Central Waste Bank of Surakarta implements strategies such as education, facility provision, and improving accessibility to encourage public participation, closely mirroring the practices of Morse Indah. This pattern indicates a broader trend: participatory and collaborative approaches are among the most effective methods for mobilizing resources in community-based social movements (Hidayatunnisa & Trinugraha, 2025).

4.4. Social and Environmental Impacts

As a community-based environmental movement, the Morse Indah Waste Bank has generated tangible social and ecological impacts within the Pekauman community. Its presence has encouraged residents to sort and actively deposit recyclable waste, as they perceive that waste holds economic value. This practice has contributed to a reduction in the volume of inorganic waste in the neighborhood. According to Atim Susanto, a key figure in the management of the waste bank, the program also provides supplemental income for residents and helps decrease plastic waste in Pekauman, thereby supporting broader environmental conservation efforts.

At the city level, waste banks have played a significant role in reducing waste accumulation in Banjarmasin. Data indicate that the 370 waste banks operating across the city collectively contribute to reducing approximately 7% of Banjarmasin's daily waste generation, which is 600 metric tons per day (Thohir, Prada, & Nastiti, 2024). This finding is further supported by the Banjarmasin Environmental Agency, which emphasizes that community participation through waste banks significantly helps prevent pollution, particularly plastic waste pollution.

Although the contribution of a single waste bank unit, including Morse Indah, may not appear substantial when viewed quantitatively, the aggregated contribution of the entire waste bank network is significant. The 7% reduction claimed has helped ease the burden on the city and its final disposal site (TPA), which has long faced the risk of overload. In practical terms, the presence of waste banks collectively prevents tens of tons of waste from entering and polluting the environment each day.

The environmental impact is accompanied by broader social benefits. Decreased waste accumulation and reduced practices, such as open burning or disposal into rivers, can mitigate air and water pollution. Moreover, there are indirect positive effects: as residents witness the commitment of waste bank managers, their environmental awareness increases, influencing behavioral changes such as

reducing single-use plastics and bringing reusable shopping bags. In this sense, the waste bank functions as an agent of change that helps transform community habits and fosters a stronger culture of environmental stewardship.

4.5. Socio-Economic Impacts

Waste banks serve as important community support mechanisms, particularly in the economic domain. The existence of waste banks provides modest financial assistance to members, enabling them to utilize the proceeds from deposited or exchanged waste to purchase essential goods. For instance, a housewife may accumulate several hundred thousand rupiahs over a few months by depositing recyclable waste, which she can later redeem when needed. According to [Hermansyah \(2025\)](#), at the Dahlia Waste Bank, members receive cash based on the weight and type of waste deposited, transforming previously valueless waste into an additional source of income ([Hermansyah, 2025](#)).

A similar phenomenon occurred at the Morse Indah Waste Bank. The 2021 program by BNI provided waste bank members with bank accounts, allowing them to deposit proceeds from waste directly into formal financial accounts. This demonstrates that waste banks can achieve financial integration with the support of conventional financial institutions ([Diskominfortik Kota Banjarmasin 2021](#)).

From an empowerment perspective, waste banks create opportunities for creative enterprises. The production of handicrafts using recycled waste materials, such as eco-bricks, is a common practice among waste banks, including Morse Indah. The eco-bricks produced by the community not only possess substantial economic value but are also marketed outside Banjarmasin, expanding local economic activity.

However, the most significant impact of waste banks as New Social Movements (NSM) lies in their cultural and social dimensions, extending beyond economic incentives. Socially, waste banks enhance collective awareness and community cohesion. Residents who were previously indifferent to waste issues now exhibit greater environmental responsibility. The shift in perspective from viewing waste as mere “discard” to recognizing it as a “resource” is central to NSMs, which emphasize post-materialist concerns and transform community cultural values.

Regular weekly interactions during waste deposit activities foster social engagement among residents. Active participation in these exchanges strengthens social ties, provides platforms for information sharing, and nurtures a sense of solidarity within the community. Waste banks thus contribute to the development of local social capital by promoting cooperation and communication among residents united by the shared goal of environmental cleanliness. In this sense, the Morse Indah Waste Bank also functions as a practical community, facilitating positive interactions and embodying the core characteristics of a social movement, wherein solidarity is cultivated and a new collective identity emerges among participants as proactive environmental stewards.

In conclusion, the socio-environmental impacts of the Morse Indah Waste Bank are overwhelmingly positive: cleaner surroundings, reduced waste, enhanced household income, increased awareness and participation, and strengthened social networks. These findings reaffirm the role of waste banks as environmental social movements that address not only environmental outputs (waste reduction) but also social outcomes (empowerment and behavioral change), which are defining features of New Social Movements (NSM).

4.6. Morse Indah Waste Bank: Social Movement or Community Program?

One important conceptual issue is how to position a waste bank as a “social movement.” In the literature, social movements are generally characterized by elements such as collective identity, shared goals, sustained collective action, and, in some contexts, contestation of policies or authorities. In the case of Morse Indah, residents’ participation in waste-sorting practices, volunteers’ commitment to organizing weekly activities, and the emergence of environmentally based solidarity indicate the formation of a collective identity aligned with the characteristics of New Social Movements (NSM).

However, Morse Indah does not display the confrontational or advocacy-oriented patterns typically associated with classical social movements. Instead, its relationships tend to be collaborative with the city government and the private sector, as evidenced by CSR support and integration with the Banjarmasin Central Waste Bank. This pattern places Morse Indah closer to the category of a “cultural social movement,” defined as a movement that encourages changes in values and everyday behaviors without engaging in political contestation. Thus, Morse Indah can be understood as a community-based social movement oriented toward cultural change rather than political confrontation. This characterization aligns with the NSM literature, which emphasizes that environmental issues often advance through value transformation rather than formal political competition.

4.7. Comparison with Waste Bank Cases in Other Cities

The findings of this study reveal similarities and important differences between Morse Indah and other cases. [Hidayatunnisa and Trinugraha \(2025\)](#) emphasize that education and emotional closeness among members form the foundation of participatory success in their study on the Central Waste Bank in Surakarta. A similar pattern is observed in Morse Indah, where the interpersonal approach of the management, particularly that of Atim Susanto, plays a crucial role in maintaining residents’ engagement.

[Sekarningrum et al. \(2017\)](#) in a study of waste banks along the Cikapundung River highlighted that changes in residents’ behavior are strongly influenced by repeated educational activities and direct examples from managers. This pattern is also evident in Morse Indah, particularly through weekly waste deposit activities, which serve not only as a waste management practice but also as a forum for social interaction. A significant difference lies in the aspect of networking. [Ni’mah and Bischoff \(2020\)](#) report that many waste banks in Java face limited funding and minimal government support, making their sustainability vulnerable. Morse Indah, in contrast, benefits from vertical networks with the Environmental Agency (DLH) and state-owned enterprises (BUMN), which provide material resources such as press machines and transport facilities. This provides Morse Indah with a stronger institutional footing than many other cases in Indonesia.

In terms of challenges, Morse Indah faces issues common to most small-scale waste banks, namely dependence on key figures and fluctuations in community participation. This indicates that the vulnerability patterns of community-based waste banks are relatively uniform across regions, particularly at the local level.

4.8. Linking Findings to Resource Mobilization Theory (RMT)

This study demonstrates that Morse Indah effectively mobilizes various types of resources, as described in Resource Mobilization Theory. Human resources are evident in the engagement of volunteers and residents who allocate time and effort to sort, deposit, and process waste. Material resources include inorganic waste processed into economically valuable products and operational tools such as scales and press machines.

Financial resources are generated through the sale of waste and access to CSR support, while symbolic resources emerge through the community’s reputation, government support, and public recognition, which strengthen the movement’s legitimacy. Cross-sector networks are a crucial component in this case, as they expand Morse Indah’s capacity to sustain its activities. Empirically, the Morse Indah meets the main indicators of RMT, particularly in its ability to leverage external opportunities and establish strategic collaboration. Nonetheless, challenges such as dependence on a single key actor indicate that resource mobilization still faces institutional limitations.

4.9. New Social Movement (NSM) Practices in Morse Indah

From the perspective of New Social Movements, the Morse Indah community stands out in terms of cultural and everyday behavioral changes. A collective identity as “environmentally conscious residents” emerges through weekly waste deposit practices, family involvement, and educational activities within the RT/RW (neighborhood) context. Lifestyle changes, such as sorting waste at home,

bringing reusable shopping bags, or reducing open burning, are part of a broader environmental value transformation consistent with NSM principles.

Morse Indah also demonstrates a community-based “repertoire of action,” including waste-sorting campaigns, waste-for-groceries exchange activities, and the production of ecobricks. These practices are not merely technical but also instill new sustainability values. Consequently, Morse Indah exemplifies how NSM operates at the micro-community level: change is built not through political mobilization but through the internalization of everyday values, social cohesion, and environmental solidarity.

4.10. Challenges to Sustainability

Despite these achievements, the Morse Indah Waste Bank (and similar waste bank movements) faces sustainability challenges. Identifying these challenges is crucial for devising anticipatory strategies to maintain the movement’s existence and expand its impact in the future.

4.11. Fluctuating Community Participation

Maintaining consistent community participation is one of the key challenges faced by environmental communities, including waste bank initiatives. While some residents remain actively engaged in depositing waste, others participate sporadically. Initial enthusiasm may be high, but over time, this enthusiasm can wane due to various factors. For instance, [Hermansyah \(2025\)](#) reported that at the Dahlia Waste Bank, many residents struggled to participate consistently because they did not fully understand the program and the benefits of the waste bank. This highlights the importance of continuous education, engagement, and reinforcement to sustain active participation in community-based environmental initiatives ([Hermansyah, 2025](#)).

A similar pattern was observed at the Morse Indah Waste Bank. According to Atim Susanto, the manager, customer participation tends to fluctuate: during certain periods, residents are highly active in depositing waste, while at other times participation declines due to busy schedules, lack of motivation, or time constraints. Not all members are able to make weekly or monthly deposits consistently, resulting in varied deposit volumes.

This fluctuation becomes more pronounced when key administrators are absent, for example, due to illness or personal matters. As a small community that still relies heavily on one or two key figures, finding replacements with similar dedication is not always easy. In the case of Morse Indah, Atim Susanto functions as the central actor driving daily operations, building networks, and maintaining community motivation. Strong dependence on this individual represents a structural vulnerability: if the key actor steps down or becomes inactive, the sustainability of the movement could be significantly weakened. Consequently, leadership succession and role distribution have emerged as critical challenges in sustaining Morse Indah Waste Bank as a community-based social movement.

4.12. Limited Human Resources and Capacity

The management of a waste bank, like any other organization or community, requires human resources with adequate administrative skills. In practice, not all individuals involved in managing the Morse Indah Waste Bank possess such skills. A limited number of trained personnel can hinder the efficiency of community operations, leading to issues such as errors in deposit recording or delays in waste sorting processes. Beyond skill limitations, small communities, such as waste banks, often face challenges related to the availability of volunteers or staff. When the number of personnel does not match the workload, the quality of service can decline, which may, in turn, affect customer satisfaction.

To address these issues, training in management and the recruitment of young volunteers may be necessary. It is crucial to maintain a balanced ratio of volunteers or staff to the volume of customer deposits. This reduces the workload and enhances service quality for waste bank members. Atim Susanto, the key administrator of Morse Indah Waste Bank, emphasizes the importance of active youth involvement for leadership regeneration, ensuring that future environmentally conscious initiatives through the waste bank remain sustainable.

4.13. Financial Sustainability

Similar to many community-based initiatives, the Morse Indah Waste Bank faces financial challenges. Fluctuations in the prices of materials (waste) can reduce profit margins or even lead to losses, whereas the sales of recycled craft products are sometimes unpredictable. Additionally, rising operational and transportation costs each year further strain financial resources. According to Atim Susanto, the primary administrator of the Morse Indah Waste Bank, these challenges represent critical issues that require careful attention in the management of any waste bank.

Community-based organizations, such as waste banks, are economically vulnerable and therefore often rely on support from external actors, including government agencies, state-owned enterprises, and the private sector. Direct assistance, such as funding, provision of production equipment, or support in establishing sales networks for recycled craft products, plays a crucial role in facilitating community development, covering administrative costs, and sustaining other operational sectors.

4.14. Policy and Institutional Support

Policy and institutional support are key factors in sustaining small-scale community initiatives, such as waste banks. The Morse Indah Waste Bank has, to date, received support from the Banjarmasin city government; however, challenges may arise if local government policies or priorities change over time. To ensure continuity, waste bank movements require institutionalization so that they do not solely depend on the interests of incumbent officials.

Technical regulations, such as prohibitions and waste transport rules, can also have significant impacts. Waste banks must anticipate potential scenarios in which policy or institutional support may be diminished due to regulations that inadvertently reduce their role. For example, integrated waste management policies that connect waste banks with broader municipal waste management systems involve the development of larger-scale waste processing technologies, upstream-to-downstream waste management, and strengthened regulations to guide collective waste management. Such approaches reduce reliance on individual waste banks as the sole solution.

Given the possibility of regulations that may limit their role, waste banks need to consider strategies to maintain efficiency and impact in waste and environmental management. These strategies may include enhancing their educational functions, strengthening collaborations with producers and local governments, developing innovative waste management initiatives, and continuously adapting to the 3R strategy (reduce, reuse, and recycle). These measures are essential for sustaining both the program and the functional role of the waste bank as a community-based initiative.

4.15. Behavioral and Cultural Challenges

Changing societal behavior and culture is an inherently long-term process. Cultural challenges remain, as some community members still perceive waste management as the responsibility of sanitation workers, scavengers, or the government rather than a collective duty of all citizens. Waste banks face the significant task of instilling a sense of ownership among residents.

As long as active participation in waste management is limited to a small group and has not reached all segments of the community, the movement can be considered impactful but not optimal. Therefore, waste banks, including Morse Indah, must continuously work to expand participation across social groups, for instance, by involving key community leaders, to engage segments of the population that have previously remained untouched.

4.16. Advanced Processing and Strategic Efforts

Advanced waste processing is a significant aspect in supporting the sustainability of waste banks as community-based organizations and social movements. Long-term environmental challenges require downstream solutions, such as large-scale recycling facilities. Banjarmasin has developed several waste collection and recycling facilities, ranging from small-scale units at the neighborhood (RT) level to larger centers, such as the Banjarmasin Recycle Center, which was inaugurated in May 2025. The presence of these collection and recycling facilities supports the operations of waste banks, such as Morse Indah.

However, whether the available recycling infrastructure is fully capable of accommodating and managing the city's substantial volume of recyclable waste remains unclear and requires further investigation.

Addressing these challenges requires several strategic measures. First, organizational capacity must be strengthened by increasing the number of volunteers and implementing youth succession programs to ensure continuous leadership regeneration. Second, service innovation should be enhanced by developing flexible waste collection schedules for busy members. Third, policy advocacy and collaboration need to be intensified, fostering communication with policymakers from the local to the city level in Banjarmasin to secure continuous funding and engage other groups within the movement. Fourth, consistent community outreach, education, and empowerment storytelling through initiatives such as Morse Indah remain essential.

Community-based movements, such as waste banks, often face tensions and constraints due to asymmetries in local-global power relations, for example, when seeking funding or broader support. Nevertheless, creativity and strong grassroots networks are key to overcoming these challenges (Ni'mah & Bischoff, 2020). This is evident in the case of Morse Indah, where grassroots leadership has enabled the community to persist and grow despite various operational limitations and constraints.

5. CONCLUSION

This study examined the Morse Indah Waste Bank in Banjarmasin through the lens of social movement theory, specifically Resource Mobilization Theory (RMT) and the New Social Movement (NSM) framework. The findings demonstrate that the Morse Indah Waste Bank operates not merely as a technical waste management program but as a form of community-based cultural social movement that promotes environmental awareness, collective participation, and the gradual transformation of everyday practices at the neighborhood level.

Empirically, the case of Morse Indah illustrates how grassroots environmental initiatives mobilize multiple forms of resources. Human resources are mobilized through residents' voluntary participation and the commitment of community organizers; material and financial resources are generated from recyclable waste, recycled products, and external support such as CSR assistance; while network and symbolic resources emerge through collaboration with municipal authorities, state-owned enterprises, and environmental forums. These patterns confirm the key propositions of Resource Mobilization Theory, particularly the importance of organizational capacity, leadership skills, and cross-sector networks in sustaining collective action.

From the perspective of New Social Movement theory, Morse Indah reflects a movement oriented toward cultural and behavioral change rather than political confrontation. Collective identity is formed through routine practices such as weekly waste deposits, educational interactions, and shared environmental values. The movement's repertoire of action, including waste sorting, eco-brick production, and waste-for-incentive programs, functions as a mechanism for embedding sustainability norms into everyday life. In this sense, Morse Indah aligns more closely with the characteristics of a cultural or lifestyle-oriented social movement than with classical contentious movements that directly challenge state authority.

Simultaneously, the study reveals important structural vulnerabilities. The sustainability of the Morse Indah Waste Bank remains highly dependent on a small number of key actors, particularly its central figure, Atim Susanto. Fluctuating community participation, limited human-resource capacity, and reliance on external institutional support pose ongoing challenges to organizational continuity. These findings suggest that while community-based environmental movements can be effective in generating localized impact, their long-term resilience requires leadership regeneration, institutional strengthening, and a broader distribution of organizational roles.

This study contributes to the literature in several ways. First, it advances the study of waste banks by situating them within political sociology and social movement theory, rather than treating them solely as technical or economic instruments of waste management. Second, it enriches NSM scholarship by providing empirical evidence of how environmental movements operate at the micro-community level

through cultural practices and everyday routines. Third, it complements existing studies on waste banks in other Indonesian cities by highlighting the role of networks and leadership in shaping movement sustainability.

Several limitations should be acknowledged. This study relied on a single-case design and primarily on one key informant, limiting the generalizability of the findings. Although triangulation through observation and document analysis was employed, future research could benefit from comparative multicase studies or the inclusion of a broader range of participant perspectives to capture more diverse experiences within waste bank movements.

Overall, the Morse Indah Waste Bank demonstrates that community-based waste initiatives can function as meaningful social movements that foster environmental stewardship, social cohesion, and local empowerment. However, their effectiveness and durability depend not only on community enthusiasm but also on organizational capacity, leadership succession, and supportive institutional environments. Understanding these dynamics is crucial for scholars and policymakers seeking to strengthen grassroots environmental governance in urban Indonesia.

Ethical Approval

Not Applicable

Informed Consent Statement

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