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# PR COMMUNICATION STRATEGY IN HANDLING B3 WASTEIN THE COMPANY PT. SATRIA JAYA SENTOSA KOLAKA DISTRICT, SOUTHEAST SULAWEISI PROVINCE

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***Abstrak***

*Tujuan penelitian ini adalah untuk mengetahui strategi komuikasih dalam penganan limbah B3 di Sentosa-an PT. SATRIA JAYA SENTOSA.Metode Penelitian yang digunakan adalah metode penelitian deskriptif kualitatif.penelitian ini berlangsung selama satu bulan berlokasikan di Kolaka Kacamatan Baula Teknik pengumpulan data melalui Observasi Teks, Wawancara dan Dokumentasi Hasil penelitian ini menujukan sampah merupakan material sisa yang tidak diinginkan setelah bearkhirnya suatu proses.sampah didefinisikan oleh manusia menurut derajat keterpakaiannya dalam proses-proses alam sebenarnya tidak ada konsep sampah, yang ada hanya produk-produk yang hasilnya setelah proses alam tersebut berlangsung.pengelolaan limbah b3 harus dilakukan secara terpadu.pasalnya pengelolaan limbah b3 yang tidak tepat guna dapat menimbulkan kerugian terhadap 318entosa318a manusia,makhluk hidup lainnya serta kerusakan lingkungan.PT.Sastria Jaya 318entosa merupakan salah satu perusahan tambang yang memiliki cukup banyak limbah B3 proses pengelolaan limbah B3 mulai awal hingga akhir, tidak hanya melibatkan satu pihak yang terkait dan beberapa peran penting dalam proses pengelolaan limbah B3 mereka adalah. Penghasil, pengumpul dan pengelolah limbah B3.*

***Kata kunci:*** *Strategi komunikasi dalam penanganan limbah B3 di PT. Satria Jaya Sentosa*

***Abstract***

*The purpose of this research is to find out the communication strategy in dealing with B3 waste. At the company PT. Satria Jaya Sentosa the research method used is a qualitative descriptive research method. This research lasted for one month located in kolaka subdistrict Baula data collection techniques through text observation, interviews and documentations. The results of this study show that waste is unwanted residual material after the end of a process. Waste is determined by humans according to the degree of its use in actual natural processes. B3 waste processing must be carried out in an integrated manner, because improper management of B3 waste can cause harm to human life, other living things and damage to the environment. The*

*company PT. Satria Jaya Sentosa is a mining company that B3 waste processing process from start to finish,*

***Keywords:*** *strategy in dealing with B3 waste. at the company PT. Satria Jaya Sentosa*

## INTRODUCTION

An activity and production process, both on a household scale. In general, what is called waste is leftover material produced from industry, mining, etc. The form of waste can be in the form of gas and dust, liquid or solid. Among the various types of waste there are is toxic or dangerous and is known as hazardous and toxic waste (B3 waste). B3 waste if it contains hazardous or toxic materials whose nature and concentration, either directly or indirectly, can damage or pollute the environment or endanger public health. These materials are considered B3 waste if they have one or more of the following characteristics: explosive, flammable, are reactive, toxic, cause infection, are corrosive, etc., which when tested using toxicology can be found to be B3 waste. Management of B3 waste must be carried out in an integrated manner. This is because inappropriate management of B3 waste can cause harm to human health, other living creatures and environmental damage. The burning is carried out in a controlled manner at high temperatures using a closed device called an incinerator.

The heat energy used in the incineration process is not only able to destroy pollutants in waste, but is also able to reduce the mass and volume of waste significantly. Initially, incineration technology was applied to waste processing in order to save waste water in landfills. As it developed, this technology was widely applied in processing industrial waste, including B3 waste. PT. Sastria Jaya Tentosa Pomalaa is a B3 waste management company that has permission from the government to act as three of the five related parties in the B3 waste management process, transporting, collecting and processing B3 waste. Incineration technology is applied to waste processing in order to save waste water in landfills. As it develops, this technology is widely applied in processing industrial waste, including B3 waste. PT. Sastria Jaya Tentosa Pomalaa is a B3 waste management company that has permission from the government to act as three of the five related parties in the B3 waste management process, transporting, collecting and processing B3 waste. Incineration technology is applied to waste processing in order to save waste water in landfills. As it develops, this technology is widely applied in processing industrial waste, including B3 waste. PT. Sastria Jaya Tentosa Pomalaa is a B3 waste management company that has permission from the government to act as three of the five related parties in the B3 waste management process, transporting, collecting and processing B3 waste.

1. As a contribution to the development of the concept of communication strategy, especially communication science.
2. Interesting and stimulating new research in the concept of communication strategies in handling B3 waste at PT. Sastria Jaya Sentosa through activities.

## METHOD

The research uses qualitative research methods, in this method the research attempts to describe and explain the results found during the research using words or sentences in other structures. The qualitative approach was chosen because it can present the characteristics of the research well, and the data obtained is more complete, deeper and more meaningful, so that the

research objectives can be achieved. The place of research in this writing is PT. Sastria Jaya Sentosa Pomalaa. Field research is a form of data collection carried out through direct research on research objects by using direct research on research objects using several data collection techniques, including:

1. Observation is research by directly observing the research object.
2. Interviews are research carried out by holding direct questions and answers with sources concerned with this research.

Data analysis is the processing of data into a simpler presentation of data so that it is better understood and implemented. Data analysis aims to clarify information that can be obtained from observations and interviews. Data analysis begins with the risk value obtained from the results of the consequence, exposure and probability ratings, so that a risk value is obtained for comparison in the risk level assessment stage in the form of a score. Next, the score obtained is compared with existing standards to see whether the value is still acceptable. or not and whether other treatment is needed to reduce the risk to the limit.

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## FINDINGS AND DISCUSSION

From the results of research that has been carried out, it was obtained regarding communication strategies in reducing B3 waste at the PT company. Sastria Jaya Sentosa Pomalaa Kolaka Regency, Southeast Sulawesi Province. In order for the waste processing unit to run well, it is necessary to have proper planning and develop innovative waste processing technology which includes identifying and inventorying the need for materials, equipment, human resources, and a plan for the waste to be processed before processing. The operation of the waste processing facilities at PTLR for more than 30 years means that we are faced with the challenge of decreasing the working capacity of the waste processing equipment. Apart from that, as technology in the nuclear sector continues to develop, the various types of radioactive waste that are received require waste technology. The aim of innovation is to develop radioactive waste processing technology. It is important to know that rapid industrial growth has an impact on the amount of waste, including the type of B3 waste that is produced. Management of B3 waste must be carried out in an integrated manner because inappropriate processing of B3 waste can cause harm to human health, other living creatures and environmental damage.

Apart from that, management of B3 waste must have permission from the relevant parties to facilitate supervision, starting from the regent or mayor, governor, and the Ministry of Environment and Forestry in accordance with applicable regulations. For your information, one of the most effective and popular B3 waste management solutions is to use incineration method. This technology allows waste management to be carried out thermally by utilizing heat energy to burn it. Initially incineration technology was applied to waste management in order to save airspace in landfills. As it developed, this technology was widely applied in its development. There are several ways to handle B3 waste, it is always best to reduce the amount of waste at the source, or even recycle materials that can be reused productively, however, these steps do not solve the problem of waste disposal. Several B3 waste treatments, with several methods that can be applied:

**Chemical method**

Some chemical treatments are ion exchange, oxidation and reduction, chemical precipitation, and neutralization. This method is used to convert hazardous waste into non-toxic gas, by modifying its chemical properties. Not all wastes are considered toxic or hazardous to have this consideration, they must meet a set of characteristics. Although not all characteristics are necessary to consider waste hazardous and toxic, to be so they must be elements.

1. Easily explosive or easily inflamed
2. Baracu and/or ecotoxic
3. Irritating
4. Oxidizer
5. Dangerous
6. With carcinogenic properties
7. Corrosive
8. Infectious
9. Mutagenic

**The Impact of B3 Waste on Companies and Communities**

The word B3 is an acronym for toxic and dangerous language, therefore, the definition of B3 waste can be interpreted as a waste or waste that is dangerous in nature. Therefore, the definition of B3 waste can be interpreted as a waste or waste that has the nature and concentration of containing substances that toxic and dangerous so that it can damage the environment, disrupt health, and threaten the survival of humans and other organisms. Waste is the remainder or rubbish from waste production which can become a polluting material or pollutant in an environment. There are many activities that produce waste, including industrial activities, transportation, household and other activities. It is very dangerous if we don't keep our surroundings clean and it can even have a negative impact. to the following health:

a. To health
    1. Poor management of B3 waste will become a breeding ground for disease factors such as flies or mice so that the incidence of certain diseases will increase.
    2. Accidents arise due to careless disposal of B3 waste, for example injuries such as being splashed by B3 waste, iron and other chemicals.
    3. Psychosmatic disorders such as shortness of breath, insomnia, stress and others.

b. To the environment.
   1. The aesthetics of the environment becomes less pleasing to the eye.
   2. The process of decomposing waste by microorganisms will produce certain gases that cause a foul smell.
   3. Burning B3 waste can cause wider air pollution and fire hazards.
   4. Disposal of B3 waste into water channels will cause the flow to be disrupted and the water channels will become shallow.
   5. Brings various diseases to all living creatures

Controlling B3 waste pollution means improving the quality of soil or land as a place for all living things to live. The condition of the land or land must be free from all pollution, especially B3 waste pollution. Land or land contaminated with B3 waste will be damaged due to changes in quality and plant cultivation will be difficult because It has been contaminated with B3 waste. Therefore, do not let the land or land be contaminated with B3 waste because the impact is very bad for the soil or land. Meanwhile, land or land is where all living things live, especially humans. Soil or land contaminated with B3 waste has many impacts, starting from plants that cannot grow, causing various diseases to all living creatures on the land, including humans, because the soil structure is damaged, ground water is polluted and water is the source of life for all living creatures, including humans. The land is damaged, polluted or unable to grow, while plants are a source of life for humans, everything becomes disturbed if B3 waste pollutes the soil or land, not only will the plants die, but the environment at large will die.

**B3 waste handling at PT. Satria Jaya Sentosa**

B3 waste handling at PT. Sastria Jaya Sentosa Several advantages of the chemical processing process include that it can handle almost all inorganic pollutants, is not affected by poisonous or toxic pollutants, and does not depend on changes in concentration. Chemical processing can increase the amount of salt in the effluent, increasing the amount of sludge so that it requires additional chemicals, resulting in expensive processing costs.

1. Physical processing method, before further processing of waste water is carried out, removal of large sized suspended materials that have settled or floating materials is carried out. Screening is an efficient and cheap way to remove large suspended materials. Suspended materials that settle easily can be removed easily by the settling process. The main design parameters of the hydraulic detention settling process in the settling tank. The flotation process is widely used to remove floating materials such as oil and fat so that they do not interfere with subsequent processing processes. Flotation can also be used as a method of removing suspended materials (clarification) or concentrating sludge thickening by providing upward air flow (air flontation). The filtration process in waste water treatment, usually carried out to precede the adsorption process or reverse osmosis process, will be carried out to remove as many suspended particles as possible from the water so that they do not interfere with the adsorption process or clog the membrane used in the osmosis process. The incineration or burning method can be applied to reduce the volume of B3 waste. However, when burning it needs to be controlled so that the toxic gas resulting from combustion does not pollute the air. Incineration processing aims to destroy the B3 compounds contained therein into compounds that do not contain B3. An incinerator is a tool for burning solid waste, especially for managing B3 waste which requires very strict technical requirements for

processing and processed products. The size, design and specifications of the incinerator used are adjusted to the characteristics and amount of waste to be processed.

2. Biological processing methods, the process of biological processing of B3 waste that is currently developing is known as bioremediation and phytoremediation. Bioremediation is the use of plants to absorb and accumulate toxic materials from the soil. Both of these processes are very useful. Characteristics of Toxic Hazardous Waste (B3), B3 waste is differentiated based on its characteristics (Padmaningrum, 2010).
3. Flammable, if this waste is close to a fire/ignition source, spark, friction, it can easily ignite for a long time either during transportation, storage or disposal. Examples of this type are fuel oil waste or solvent waste (benzene, toluene, acetone).
4. Easy to explode, the discharge is a chemical reaction that triggers an explosion. The resulting explosion may be caused by shock, temperature, impact, sparks, and other causes such as chemical reactions. All waste processing activities must be properly documented and reported to determine current year's achievements and as a reference for planning future targets. The aim of radioactive waste and B3 waste management activities is to inventory, document recording and traceability of annual activities, as well as responding to capabilities and the challenge that radioactive waste processing runs well, is safe and secure for the community, workers and the environment.

Management of industrial waste (B3) during 2018 B3 waste management activities have been carried out during 2018 including:

1. Waste survey for transporting B3 waste.
2. Preparation for identifying B3 waste by sorting it based on its characteristics.
3. Delivery of B3 waste to PPLi in the amount of 20 120 lt and 20 HDPE drums

## CONCLUSION

The results of this research are regarding public relations communication strategies in handling B3 waste at the company PT Satria Jaya Sentosa, Kolaka Regency, Southeast Sulawesi Province:

1. The communication strategy at PT Satria Jaya Sentosa is a process of exchanging opinions from one person to another, both individually and in groups. Communication is quite important to establish good relations between all parties for a communication company which will produce good quality business activities as well. Communication can even be a suggestion in building a business for the company's progress.
2. Innovation in handling B3 waste at the PT Satria Jaya Sentosa company so that the waste processing unit runs well, proper planning and development of innovative waste processing technology is needed which includes identifying and inventorying the needs for materials, equipment, human resources and plans for waste that will be used. processed before waste processing is carried out at PTLR for more than 30 years, it is faced with the challenge of reducing the working capacity of waste processing equipment and waste processing technology innovation to resolve waste processing challenges and maintain performance.

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