



## ENVIRONMENTAL COMMUNICATION STRATEGY IN MINIMIZING FOOD WASTE AT KFC MEDAN

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### Abstract

The goal of this study is to outline how environmental communication methods helped KFC Medan reduce food waste. This study adopts a descriptive methodology and qualitative research techniques. On the basis of primary and secondary data, data sources are chosen. The key informant chosen for this study was HR KFC in the regions of North Sumatera and Aceh. According to the study's findings, 1) There are supporting and inhibiting factors in the environmental communication process at KFC Medan, but all of them can be properly overcome based on specific mechanisms from the leadership to KFC, and 2) There are communicators, environmental communication messages, environmental communication media, and communicants who play a role in the process. The environmental communication strategy that has been carried out by KFC Medan includes 4 components that play a role, namely communicators, environmental communication messages, environmental communication media, and communicants. In addition, there are several factors in it, namely supporting factors and inhibiting factors during the environmental communication process at KFC Medan. However, everything can be overcome properly based on certain mechanisms from the leadership to the employees at KFC Medan. However, KFC Medan does not mind if the food that has been ordered by consumers or customers is not finished or still left. Because according to KFC Medan, it is the consumer's right to finish food or not to finish the food that has been ordered by the consumers. Advice for researchers to KFC Medan to also provide education related to food waste to consumers, so that environmental communication related to food waste is not limited to leaders and employees and every consumer can be involved in it. The researcher's suggestion for other researchers who will continue similar research is expected to contribute to conducting research in restaurants and make restaurants or food companies that initially only carry out environmental communication strategies related to food waste limited to leaders and employees, can be applied by restaurants or food companies to consumers as well.

**Key Words:** *Environmental Awareness, Environmental Communication Strategy, Food Waste*

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## INTRODUCTION

Until now, there are still many people who lack awareness of the dangers of waste produced, such as household waste and similar household waste, especially food waste or called food waste which is still one of the environmental problems often faced by cafes, restaurants, or restaurants. Even though the food left is still suitable for consumption. Food waste is food that is ready for consumption but thrown away or is the remnants of food that does not run out. Reporting from the GoodStats page, the results of a comprehensive study related to food loss and waste from data on the Most Food Waste Countries in the World, food waste wasted in Indonesia from 2000 to 2019 reached 23-48 million tons per year. Indonesia generates about 300 kilograms of food waste per individual per year. This makes Indonesia the 2nd largest producer of food waste. This certainly invites concern because there are still many people who are starving due to lack of food to suffer from malnutrition. Therefore, it is necessary to carry out environmental communication in order to minimize food waste as a form of environmental care

According to Onong Uchjana, Effendi stated that communication strategy is a guide to communication planning and management to achieve a goal. To achieve this goal, a communication strategy must be able to show how operational tactically must be carried out, in the sense of the word that the approach can differ at any time depending on the situation and conditions (Deryansyah, 2021). Lasswell says that a good way to explain communication is to answer the following question: Who Say What In Which Channel To Whom With What Effect? (with what kind of effect?) (Winata et al., 2020). According to

Flor, environmental communication as a way of applying communication approaches, principles, strategies and techniques to environmental governance and protection. It can also be understood that environmental communication is an exchange of information about the environment, knowledge and also a wisdom that has an impact on mutual understanding from other parties. Meanwhile, according to Cox, environmental communication as a study that discusses the procedure of communicating about the environment, the influence of the communication on our views of the environment, ourselves, and human

relationships with the environment. Environmental communication is a container or tool that is practical and has benefits (pragmatic). Environmental communication also includes the study of public opinion or public perception (Ardian, 2019).

According to Oepen & Hamacher (Wahyudin, 2017), environmental communication is the use of planned and strategic communication processes to support effective policy making and project implementation directed at environmental sustainability. It is a two-way process of social interaction that allows related people to understand key environmental factors and respond to problems in a competent manner. Environmental communication aims not so much at the dissemination of information, but at a shared vision of a sustainable future and at the development of capacity within social groups to solve or prevent environmental problems. Environmental communication makes well-established use of efficient methods, instruments and techniques in development communication, adult education, social marketing, agricultural extension, public relations, non-formal training, and so on.

Food waste is food that is ready for consumption but thrown away or is the remnants of food that does not run out, so the amount will never be zero. Of course, food waste is one of the causes of environmental problems. Without realizing that food waste turns out to have an impact that can endanger human survival. Meanwhile, in Indonesia itself in waste management including food waste has not been carried out thoroughly and there are still many people who do not understand and realize it. This is certainly very unfortunate because the condition of waste in Indonesia is in a very poor condition (Rachman & Septiana, 2020).

In the economic sector, food waste actually reduces farmers' income and increases expenditures made by consumers. Overall, economic losses from the impact of food waste outside the seafood category exceeded 70 billion US dollars per year (Wulandari & Asih, 2020). In order to implement food waste reduction efforts, the right strategy is needed in food waste management. The target of reducing household waste and similar household waste in 2025 is 30% based on Presidential Regulation of the Republic of Indonesia Number 97 of 2017. Organic waste is the dominant composition of waste in most

municipal waste in Indonesia (Chaerul & Zataadini, 2020).

Food waste is also often found in several food franchises such as cafes, food stalls or in restaurants. According to Martin Mandelson, franchising is the granting of a license from one person (franchisor) to another party (franchisee), the license gives the franchisee the right to attempt using the franchisor's trade concept or trade name, and to use the entire package, which consists of all the elements necessary to create someone who has not previously been trained in the business and run it with constant help on a predetermined basis before, (Mahmudah, 2019).

According to Permendag No. 71 of 2019, a franchise or franchise is a special right owned by an individual or business entity to a business system with business characteristics in order to market goods and/or services that have proven successful and can be utilized and/or used by other parties based on the Franchise Agreement. Meanwhile, according to the Big Indonesian Dictionary (KBBI), franchising or franchise business means cooperation in the business field with profit sharing according to the agreement which includes management rights and marketing rights. Kentucky Fried Chicken or better known as KFC is one of the world-famous franchise brands, including in Indonesia. This KFC restaurant provides fast food.

Based on the explanation above, researchers became interested in conducting research on environmental communication strategies in minimizing food waste at KFC Medan and wanted to dig deeper regarding the supporting and inhibiting factors in the environmental communication process carried out by KFC Medan to minimize food waste.

## **METHODOLOGY**

This research was conducted by using qualitative research methods with a descriptive approach. The qualitative method in this descriptive approach aims to obtain information that is in accordance with events in the field. This qualitative method includes several techniques, namely observation, interviews, and documentation.

The implementation of the research chosen by the researcher at KFC Medan is based on not causing problems in relation to

the ability of the researcher. In addition, the associated distribution locations are quite evenly distributed and reached by many people. The resource person in this study was HR KFC for the SUMUT & Aceh regions. Data collection techniques are carried out by observation, interviews, and documentation. The data collection method is carried out by testing the stages of data reduction, data display, and data verification and drawing a conclusion. The validity test of the data carried out is by the triangulation method.

## **RESULT AND DISCUSSION**

### **1. Environmental Communication Strategy conducted by KFC Medan**

Strategy has a meaning as a foundation of composed goals, the distribution of resources, and organizational interaction (Merentek & Herawati, 2018). Strategy is a series of planning and management in achieving the objectives of the strategy by displaying operational procedures (Anggraini & Putri, 2021).

Communication strategy is a series of continuous and systematic activities in the process of exchanging ideas in order to change a behavior and the need for structured planning (Tunggala & Saadjad, 2019). Communication strategy is a way to coordinate a function in all fields of science by involving the organization as a whole to achieve goals. The focus is on the application of communication strategies and the workings of an organization as a social actor in carrying out its mission. Pitt & Emili explained that there are three outcomes of the strategy, namely: 1) problems, 2) success, and 3) failure (Widyastuti, 2021).

The environmental communication strategy carried out by KFC Medan includes 4 components of environmental communication, namely: 1) communicators, 2) environmental communication messages, 3) environmental communication media, and 4) message recipients or communicants.

#### **1) Communicator**

In the process of delivering messages or information, communicators are the main role of the emergence of rational ideas conveyed in a message or information (Hardiyarso, 2020). If the communicator experiences rejection by the communicant in delivering his message, then the

communicator is said to have failed in achieving his desired goal. Therefore, communicant's ability to receive the message conveyed. The main communicator to carry out environmental communication strategies in minimizing food waste at KFC Medan are HR. They have a very central role for the company in sharing information and communication messages that will be given to employees. Sharing information and communication messages is crucial in the pace of growth as well as building and maintaining the quality of the company or organization. Of course, in conveying environmental communication messages carried out by KFC Medan is a form of organizational communication.

In an organization, of course, includes various types of humans who have different traits and thoughts from others. To achieve the success of an organization, of course, interaction or communication is needed in it, this form of communication is called organizational communication.

Basically, organizational communication forms consist of 3 forms, namely:

- a. Vertical Communication  
Vertical communication is a form of communication that is applied from the bottom up. For example, such as communication made by company leaders to employees, and vice versa, namely communication made by employees to leaders.
- b. Horizontal Communication  
Horizontal communication is a form of communication that is applied horizontally. This horizontal communication is carried out by fellow employees or employees in the company or organization, usually this horizontal communication is done informally.
- c. Diagonal Communication  
Diagonal communication is a form of communication that is carried out crosswise. This form of diagonal communication is carried out by one person to others who have different positions. For example, communication made by the head of department A to employees of department B.

## 2) Environmental Communication Messages

A message is a series of information conveyed by the communicator (sender of the message) to the communicant (recipient of the message). The message conveyed can be done face-to-face or delivered through the communication media used. The content of the message can be in the form of information, entertainment, even in the form of advice and invitations. Each message has a core message that becomes a guide in communication efforts made to change the perception of the communicant or the attitude and behavior of the communicator also includes information and invitations about environmental awareness.

Environmental awareness is a condition that causes a move or touch because of understanding something seriously about the environmental and can be seen through behavior by every individual who understands it. Environmental knowledge possessed by each individual always behaves well towards the environment and supports the importance of environmental sustainability (Munawar et al., 2019). Environmental awareness is greatly influenced by the knowledge that a person has, behavior, intentions, and actions in caring for the environment.

Here are the steps taken by KFC Medan in implementing environmental awareness to minimize food waste:

- a. Pay attention to the stock of foodstuffs to be used

In inventory control carried out by companies that provide various products that have expiration deadlines such as foodstuffs and medicines is one of the most crucial factors. Products that are included in the category of easily expired, of course, the value owned will decrease over time. If the product has passed its expiration date, then the product must be replaced immediately with a new one, because expired products certainly no longer have a selling value, which has an impact on the losses experienced by the company (Yuniar, 2020).

This is in line with what KFC Medan does carefully in paying attention to the expiration period of food ingredients to be used. KFC Medan will

reject food ingredients whose expiration period or expiration period is one month away. Because KFC Medan strives to serve fresh food to consumers or customers, of course, this environmental communication strategy is carried out in order to minimize the occurrence of food waste hoarding and avoid food loss, which is the loss of some weight or volume of food or food at the stage before consumption by the final consumer, namely at the production stage or at the stage distribution. According to FAO (Food and Agriculture Organization), this food loss takes place at the stages of processing, storage, packaging, and distribution processes (Nasrullah, 2021).

b. Pay attention to the standard portion of food to be served

Food or beverage products that will be served to consumers must always be controlled. For example, if a food is to be made, then in the process of procurement, storage, and presentation must also always be considered and must also be in harmony with the selected food ingredients (Hanjaya Siaputra, Nadya Christianti, 2019).

In choosing food portions, KFC Medan already has its own SOP (Standard Operating Procedure) or already has a standard portion of food to be served. According to Sailendra (Ilham & Waryono, 2020) explained that SOP (Standard Operating Procedure) is a guideline that will be used in ensuring or ensuring the operational activities of an institution, organization, or company running well. With the SOP (Standard Operating Procedure), KFC Medan regulates in detail in making the dose of food, beverages, to raw materials, of course, this can minimize the occurrence of food waste. However, KFC Medan does not mind if the food that has been ordered by consumers or customers is not finished or still left. Because according to KFC Medan, it is the consumers right to finish food or not finish the food that has been ordered by the consumer. As a result, the environmental communication

strategy related to food waste is not carried out evenly, because environmental communication related to food waste is only limited to leaders and employees.

- c. The importance of handling food waste  
According to KFC Medan, handling food waste is a very important thing to do. Aware of the importance of good food waste management, of course, will be able to achieve the desired goal, which is to minimize food waste. Because with good handling of food waste will produce a clean atmosphere. Restaurants, coffe shops, or cafes should always prioritize cleanliness, whether it is done by employees or leaders.

### 3) Environmental Communication Media

Media is not only seen through the side that has negative potential, the media can also be seen and maximized from the positive side or by empowering the media (Darwadi, 2017). In line with the rapid pace of channels and media today, environmental communication strategies will be easier to do. In using communication media, KFC Medan conveys messages directly using traditional media, namely verbally and also uses social media and print media in the form of posters as channels used in disseminating information or messages conveyed.

Social media is a combination of the scope of cyber elements, in various products presented in an online service established in a social networking site. Everything that is communicated certainly has an impact or effect. Because access is established through technology and there are many interaction media in it can be conveyed through photos, voice messages, text, and video. Various social media platforms have often and widely found such as Facebook, WhatsApp, Instagram (Tresnawati & Prasetyo, 2022). Social media is also an important supporting part of the environmental communication strategy used in conveying information. According to Piliang (Zuhriah et al., 2023) explained that the presence of social media has several significant impacts on the development of communication culture and interactions carried out by the community

in public spaces. And interaction between communities is not only carried out directly or face-to-face, but can also be connected through cyberspace using digital technology.

In addition, it also uses print media in the form of posters displayed, which are contents in the form of environmental communication messages that support activities aimed at protecting and having a positive impact on the environment written in the poster. According to Kurniasih (Sitompul et al., 2021), posters are visual communication media that are often used in conveying a message or information to people who read it or to the community. One of the posters that contains an environmental communication message reads "GREEN ACTION, WE CARE". According to Schubert (Abka et al., 2022) explained that green action is an activity that has the aim of protecting the environment and communities around the environment.

#### 4) Message Recipient or Communicant

Communicators are also referred to as listeners, readers, viewers, audiences, receivers or decoders. Communicants can also be individuals, groups, or organizations. Communicants can also participate in various communication processes, ranging from interpersonal communication process to mass-communication. If there is no communicant involved in the communication, then the message transmitted or the message conveyed by the communicator will be useless. Because the message no one listens to it or catches it. In this case, the communicants or recipients of messages in the environmental communication strategy at KFC Medan are its employees.

## 2. Supporting and Inhibiting Factors

### 1) Supporting Factors for Environmental Communication.

The thesis (Ruspanida, 2017) explains that communication has supporting factors in it, which are as follows:

- a. The suitability of the message given, so as to minimize the occurrence of a shift in meaning or avoid interference in the process of communicating and

the message received.

- b. Have feedback or reciprocity between the communicator and the communicant. With the feedback can facilitate the process of communication that occurs because of a fast response through communication dialogue.
- c. The existence of an introductory medium, this introductory media is a unity of the communication process that occurs. Through media dissemination, the dissemination of messages or information can run well.

### 2) Inhibiting Factors of Environmental Communication.

Communication barriers are all aspects that can cause interference in communication, so that the desired goals in communication do not work well. There are 2 types of communication barriers, namely:

- a. Sociological Barriers.  
Sociological barriers can be interpreted as obstacles that can affect the social climate in the midst of audience.
- b. Psychological Barriers.  
Communication barriers that occur often refer to psychological factors. Psychological barriers can occur when the communicator is unable to control his emotions. It is explained that the inhibiting factors of communication are as follows (Riadi, 2022)
- c. Technical Barriers.  
Technical barriers can be interpreted as the occurrence of limited supplies and communication equipment. These technical obstacles can include, such as: 1) the work plan is poorly structured, even the work procedures carried out are still small, 2) the occurrence of miscommunication due to the lack of information or messages conveyed, 3) lack of reading literacy, and 4) in the selection of communication media is not right on target.
- d. Semantic Barriers.  
Semantic interference or barriers are one part of the obstacles during the

process of delivering information or messages given. Usually the message conveyed has a double meaning or becomes ambiguous, difficult to understand, and convoluted delivery. For example, there is a language different (be it a regional language, national language, or international language) that is not mastered or understood by everyone.

d. Humane Barriers

This human barriers also often occurs in the process of delivering messages or information. This obstacle occurs because of the emotions and prejudices possessed, perceptions, or points of view, abilities or inadequacies, expertise, one's five senses, and so on.

So far, KFC Medan explained that there are communication barriers in delivering information about environmental communication are still minimal and can be overcome. KFC Medan strives to remind the message conveyed by the leader to employees, so that the message conveyed can be understood again. The supporting factor is that KFC Medan has implemented an environmental communication process by applying to employees, namely by implementing "clean before you leave", because this has become a habit that is applied. By applying this, it can be noticed that from every corner KFC Medan looks clean and there is no polluting waste.

## CONCLUSION

The environmental communication strategy that has been carried out by KFC Medan includes 4 components that play a role, namely communicators, environmental communication messages, environmental communication media, and communicants. In addition, there are several factors in it, namely supporting factors and inhibiting factors during the environmental communication process at KFC Medan. However, everything can be overcome properly based on certain mechanisms from the leadership to the employees at KFC Medan. However, KFC Medan does not mind if the food that has been ordered by consumers or customers is not finished or still left. Because according to KFC

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