

Case study on compulsory for malaysians to separate garbage from next year

[Sociology](#), [Communication](#)



There has been a significant increase in the amount of waste produced in Malaysia over the years. This situation has led to its government implementing a law that will help control the situation. By next year September, all households will be required to separate their waste. The households will be given two bins, one for organic waste and the other for inorganic. The waste collection schedule will be implemented once the program starts running. Garbage will not be collected in households, which will not follow this law.

The government, however, cannot implement this law without partnering with all the stakeholders involved. The locals are the main stakeholders as they will be most affected by the change (Wagner, 2006). The garbage collectors and garbage sites are other stakeholders involved in this. The government has to find a proper way of communicating with the stakeholders for this change to take place.

The strategic communication strategy is a way of ensuring that this is done. The system is composed of four levels. The levels include; contextual analysis, audience analysis, strategic design and tactical preparations (Wagner, 2006). The system is done following the respective sequence. It helps the organization, in this case the government focus on the underlying issues which may lead to the failure of the change if not tackled.

The first level contextual analysis deals with the analysis of the impacts that the change will bring. The government needs to the impacts of the change. The Change should be at levels that the government can adequately handle. Enough resources should be employed if available to handle the results of the change. The benefits of the change need to be communicated to the

various stakeholders (Frahm and Brown 2003). The government needs to put into consideration if the change is advantageous or not, over a long period. The categorizing of resources may be beneficial over the years as it will see a decrease in the amount of waste that waste plants handle. The categorization will also make it easier to manage the waste. The government should also be prepared to handle the reactions they get from various stakeholders.

Audience analysis involves considering the different stakeholders involved in the change, what factors they may be against, what channels will be used to communicate the change. Also, the analysis involves the group with the highest levels of power within the stakeholders (Frahm and Brown 2003).

The stakeholders involved in the garbage categorization change in Malaysia are; the locals, employees of the government, the garbage collectors and waste management plants. The various benefits that the group will get as a result of the change should be communicated to them individually. The different groups might prefer different methods of communication. Some may want one on one meeting while others may want electronic means of communication.

The strategic design stage is where the strategy is developed. The stakeholders will not accept the change at once. Communication is a process, and the government needs to use various forms of communication (Wagner, 2006). There should be a key benefit communicated. In this case prevention of pollution, which may appeal to all stakeholders. The government should focus their resources where needed. If one stakeholder supports the change, time and resources should be focused on the resisting

groups.

In the last stage measures of communicating the change, effectively are considered. The various means of communication such as electronic mail and cell phone messages are employed to pass the message. The proper people to pass the message are considered. The government should also put up platforms where the various stakeholders will voice their concern. Each group has people who they hold to be of status. Communications about change are very sensitive according to Frahm and Brown (2003).

Change is not always well received by everyone as they may have concerns about the results. A strategic means of communication will help passing the message of change. The parties must understand that flexibility is required from them. Change is also a vital part of the development.

References

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