The Participation Identification of the Environmental Care Campaign in Communities of South Meruya West Jakarta

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Abstract: *The population density that continues to increase, especially in urban areas, like in the SouthMeruya, West Jakarta, affected the quality of the city, which was in producing waste and environmental pollution due to their actions. This was because people's lifestyles tend not to pay attention to the impact on the environment which would then threaten public health and environmental sustainability itself. In this case, community initiatives had emerged to improve the quality of the environment, ranging from changes in clean lifestyles, green villages, waste segregation, saving water use, and planting trees. Preserving the environment would affect environmental sustainability so that from this behavior the writer can identify the Environmental Care campaign in the communityof South Meruya, West Jakarta. Based on these explanations, the writerwas interested in studying and focusing this research on How   to Identify the Environmental Care Campaigns in the Community of South Meruya, West Jakarta. The results of this study were substantially expected to be able to map what kind and how the Identification of Environmental Care Campaigns in the community of South Meruya, West Jakarta. The environmental identification which was conducted by the Department of the Environment in West Jakarta could be implemented on a local or national scale and for the development of environmental communication science. Environmental education and awareness campaigns Inventory and identification of awareness and development for all levels of society were about the importance of environmental campaigns such as for example involving community leaders in the area of South Meruya, Kembangan, West Jakarta. This was where the importance of repositioning the environment in the view of humans in the concept of environmental communication. Such repositioning could be realized in activities that are practical. The awareness and concern of the Meruya Selatan village community was being held by the Government in collaboration with the Department of the Environment to implement a Healthy Community Movement program. This mission was carried out to the South Meruya community by carrying out a healthy environmental information campaign/ campaign program, conducting seminars, workshops, counseling, talk shows and poster campaigns, leaflets, appeal boards, healthy environment stickers in the South Meruya neighborhood, Kembangan, West Jakarta .*

Keywords: campaign, the environmental care, participation & society

1. Introduction

The current environmental preservation movement has been developing in Indonesia, especially the writer who is meticulous in the environment of the community in South Meruya, West Jakarta as an effort to save the environment. As a country that has a population density that occupies the top ten positions in the world, it is possible for environmental problems caused by human activity. The rapid population then causes its own problems ranging from each individual to large industries that produce waste that damages the environment and the level of pollution of the nation's capital making the community immediately save the environment. Public unrest especially in South West Jakarta continues to increase every year. But this is very counter to the behavior of the local community shown to the environment.

Population density that continues to increase, especially in urban areas, especially in the South Meruya region, the development of West Jakarta affects the quality of the city, which is in producing waste and environmental pollution due to their actions. This is because people's lifestyles tend not to pay attention to the impact on the environment which will then threaten public health and environmental sustainability itself. In this case, community initiatives have emerged to improve the quality of the environment, ranging from changes in clean lifestyles, greening villages, waste segregation, saving water use, and planting trees. Preserving

the environment will affect environmental sustainability so that from this behavior the writer can identify the Environmental Care campaign in the community of South Meruya, West Jakarta.

The city is the main attraction for the community, various needs ranging from public facilities, health services, promising jobs, education and stable economic growth available in the city. Thus, the increase in the number of residents in urban areas reflects an increasing trend. On one hand, environmental damage caused by human activity occurs one of them due to the demands of life. The lack of knowledge, limited education factors, as well as the fulfillment of daily needs that are inadequate makes the middle-low society in South Meruya, West Jakarta only trying to maintain life without crossing about environmental sustainability. On the other hand, the increasing urbanization is then followed by a tendency to increase motor vehicle pollution which causes an increasing burden on the environment in South Meruya, West Jakarta.

The environment is getting worse but the right solution has not yet been found to solve the problems. Global Warming is one of the serious problems to be handled by every human being. Unfortunately, only a few parties/ groups/ individuals are aware and moved to do this. It then encourages environmental communication in an effort to solve these problems. Various examples of environmental campaigns have been carried out by several groups of organizations that

clearly focus on environmental issues, for *example: Greenpeace, WWF, The Body Shop, Unilever, ecoAmerica and Lakoff.*

On various occasions, each organization has a goal to hold publications and documentation on environmental issues. This is done to make the public aware of the current situation. As one paper made by an environmental researcher, *Robert J. Brulle in 2010,* entitled "From the Environmental Campaigns to Advancing the Public Dialogue: Environmental Communication for Civic Engagement". This research explains about some of the environmental campaign activities held by *EcoAmerica and Lakoff* that year. West Jakarta is one of the administrative sections of the Capital City section of DKI Jakarta. The level of pollution is high with a high population. The emergence of the identification of Environmental Care campaigns in the community in South Meruya, West Jakarta is one of the factors that needs to be done in-depth study.

In the statement above, the community, especially in the Meruya Selatan area of West Jakarta will be able to contribute greatly to the environment. Consciously or unconsciously, protecting and preserving the environment will be a behavior that will be continuously carried out by the community. Seeing this, the researcher examined by conducting various Identifications of Environmental Care campaigns for people in Meruya Selatan, West Jakarta with a pattern or method that is concerned with environmental problems and always makes long-term environmental awareness campaigns.

Based on these explanations, the writerwere interested in studying and focusing this research on How to Identify Environmental Care Campaignin the Community in South Meruya, West Jakarta? The results of this study were substantially expected to be able to map what kind and how the Identification of Environmental Care campaigns to the community in South Meruya, West Jakarta. Environmental identification by the Department of the Environment in West Jakarta that can be implemented on a local or national scale and for the development of environmental communication science. From the academic point of view, it was expected to be able to contribute thoughts on Communication Science, especially in environmental communication that has developed today which then led to the latest models of environmental awareness campaigns to prevent environmental damage.

Through this research, the writerwanted to elaborate on the Public Perceptions of this Study, of course it is very much related to environmental communication and to the Environmental Department in Jakarta that can be implemented on a local or national scale and for the development of environmental communication science. The results of this study were expected to provide a variety of recommendations related to how the right, effective and efficient communication media. Innovation in environmental communication in terms of identifying environmental campaigns. In addition, this research is expected to inspire and become a role model for regions, especially in West Jakarta, to implement what is the perception of the community around West Jakarta in carrying out

environmental conservation campaign activities of development and sustainable environmental communication (SustainableDevelopment). Academically, the research on *Identification of Environmental Care campaigns in the community of South Meruya, West Jakarta, was* expected to be a reference for further research, and can enrich the scientific field of environmental communication, especially Public Relations, regarding the discussion of environmental campaign patterns analysis.

2. Literature Review

2.1 Communication Concept

The writer describes a literature review on the second chapterrelating to the title Identification of Environmental Care campaigns in communities in South Meruya West Jakarta as follows: Communication is the important component based on the all activities of human life. Communicating is a human obstacle to be able to interact with one another, as is the case for an institution or organization. The term communication in English is called communication, derived from the word *communis* which means the same meaning or the same meaning with the intention to change the mind, attitude, behavior of the recipient and carry out what the communicator wants (Widjaja, 2005: 8). According to Carl Hovland defines communication as follows: *The process by which an individual (The communicator) transmits stimuli (usually verbal symbols) to modify the behavior of other individuals (communicates)* (Widjaja, 2005: 8).

In other words, communication is an individual process in sending stimulus that is usually in verbal form to change the behavior of others. Hovland's definition shows that the object of communication studies is not only the delivery of information, but also the formation of public opinion and public attitude.

According to Katz and Robert Khan, two social psychologists from the University of Michigan Survey Research Center, Communication is the exchange of information and the delivery of meaning which is the main thing of a social system or organization. So communication as a "process of delivering information and understanding from one person to another person and the only way to manage activities in an organization is through the communication process (Ruslan, 2003 : 83). In this description, it can be concluded that the communication process is a common meaning that must be mutually agreed upon by the public so that a good feedback/ response appears so that the flow of information/ messages is not interrupted and makes two-way communication achieved between communication actors.

2.2 Public Relations Campaign

Johnson-Cartee and Copeland (1997) campaign activities include: 1) Campaigning, namely problem identification, setting campaign objectives. According to Ostergaard (2002) "3A" needs to be achieved i.e. awareness, attitude, and actions. These three aspects are interrelated and are subject to the influence (the target of influences), 2) campaign

management is a campaign management starting from design, implementation, and evaluation. At this management stage the entire contents of the campaign program is directed to equip and influence aspects of the knowledge, attitudes and skills of the target audience. These three aspects are prerequisites for behavior change, 3) The evaluation process is a systematic effort to assess various aspects related to the process of implementing and achieving campaign objectives (Tyas, et all 2017: 59-61).

To achieve the objectives of the campaign, the communication strategies of the campaigners are facilitated by the existence of social media in communication activities. Social media can function as a network agent and a window for criticism and suggestions. (Rowe and Pitfield, 2018). The implementation of social media campaigns can be beneficial for the company because of the several benefits provided by this campaign: first, more people can be reached in a shorter period of time. Thus, many consumers can be reached because of extensive social media penetration and thus receive information about the product company (new). Second, the spread of positive words through social networks can influence the decision making of potential customers and possibly increase their purchase intentions. (Baum et al. 2018: 1)

In addition, Public Relations practitioners can prove the efficiency to the extent that they succeed in optimizing their communication with the public in facilitating two-way communication. Through two-way communication public relations can analyze how well and how satisfied the participants are about their participation and involvement in the program, so that it can run in the long term. (Petrovici. 2014: 82).

2.3 Living environment

The following the writer describe the concept of the definition of the environment. The Environment is basic knowledge of how living things function and how they interact with each other with their environment. The environment is part of human life. In fact, humans are one component of the environment itself. Human life is also very dependent on environmental conditions, where he lives. Thus, the environment is very important for human survival. The environment becomes a study of science beginning with a Biologist named Ernest Haeckel. In 1860, Ernest Haeckel introduced the term environment or ecology. The term ecology comes from the Greek i.e. *oikos* and *logos. Oikos* means house, while *logos* means knowledge. Starting with the ecological concept introduced by Ernest Haeckel, it encouraged many experts to deepen the concept of the environment (Haeckel, 2006) .

The environment is all aspects of biological external conditions, where living organisms and environmental sciences are the study of environmental aspects of the organism. The definition of the environment does not only come from experts, but the definition is also outlined in the law, namely Law Number 32 of 2009 concerning Environmental Protection and Management. In this law, the environment is defined as unity, and living things include human beings and the welfare of humans and other living creatures. According to Law Number 32 of 2009, it is implied that the environment affects living things, including humans. Humans should realize that nature provides life and livelihood, both directly and indirectly.

2.4 Concept of Participation and Empowerment Community

In this research, the writer included the concept of community participation and empowerment because the efforts to identify the Environmental Care campaign in the community of South Meruya, West Jakarta greatly required the active participation the community and local community leaders not only depending on the government. Community involvement in development should be the concept of development today. To involve the community as the subject of development is a necessity, and this can be realized through the principle of community empowerment. Community empowerment can be done through the learning process so that it has the ability to have access and control in development. Through this empowerment, the community is expected to have the ability to seize opportunities for available resources. In addition, the community is also able to act as a decision maker and determinant in selecting and utilizing these opportunities.

Empowerment according to McArdle is a process of decision making by people who consequently carry out the decision. People who have achieved collective goals are empowered through their independence, even it is imperative to be more empowered through their own efforts and accumulation of knowledge, skills and other resources in order to achieve their goals without relying on external help (Ardianto & Dindin, 2011: 92).

Empowerment and participation is the center of attention in the recent development process in various countries. Furthermore Craig and Mayo explained that many countries showed great attention to the strategy of community participation as a means of accelerating the development process. Therefore, it is necessary to emphasize the increase in the importance of alternative approaches in the form of development approaches that are initiated by the empowerment process (Ardianto & Dindin, 2011: 4).

Successful development based on community empowerment is very closely linked to community participation. Craig and Mayo stated that participation is an important component in the generation of independence and the empowerment process. The process is done cumulatively so that the more skills a person has, the better the ability to participate (Ardianto & Dindin , 2011: 92) .

Paul stated that empowerment and participation are potential strategies in order to improve economic, social, and cultural transformation. This process will ultimately be able to create people-centered development. One international agency, the World Bank, for example, believes that community participation in the third world is an effective means of reaching the poorest people through efforts to generate enthusiasm for life to be able to help themselves (Hikmat, 2001: 4).

2.5 Environmental Communication

Oepen and Hamacher explained that environmental communication is a planned and strategic communication process that is used by media products to support effective policy making, community participation and project implementation aimed at environmental sustainability. A communication environment involves a two-way interaction of social processes that enable the persons concerned to understand the factors specific environment and mutual dependence. They also respond to problems in a better way by using this method (Puji Lestari et al: 56: 2016). Environmental communication can be realized with campaign activities aimed at educating the public by expanding public knowledge often depending on asymmetric tactics of public relations. Tactics that can be used through the use of controlled media (in the form of advertisements, websites, direct mail, bulletins, and public service announcements) and uncontrolled media (such as media releases, opinion pieces, and publicity of events) (Henderson, 2005: 122) .

Scientific evidence about the state of global warming shows that the situation is now dire, and we are very close to, or exceeding an irreversible critical climate threshold for more than 1,000 years. This situation requires various parties need to move to address global warming. To overcome this problem, one solution is to design and carry out environmental communication that can build collective awareness of world citizens in overcoming this problem (Brulle, 2010: 83).

Furthermore Robert (2010) argues that environmental communication is a pragmatic and constructive media to provide understanding to the community about the environment. Therefore we need a strategy packaging media messages in a particular communication, it is intended that awareness and community participation grew in environmental management. The main communicators in environmental communication are the government and non-governmental organizations that are committed to environmental management (Yuliawati, 2018: 151). Fatonah (2008) believes that environmental communication is one part of sustainable development communication using various efforts and methods and delivery techniques. ideas and skills from those who initiated the development aimed at the wider community so that people can understand, accept and participate (Yuliawati, 2018: 151) .

In addition, environmental communication also functions to shape people's perception of the reality of current environmental conditions. Good and true environmental communication is when implemented using strategies aimed at meeting the listener's needs regarding the environment. Humans are social creatures who cannot live alone, this confirms that humans actually have a concern for the environment. A person must be encouraged emotionally and intellectually that stimulates them to think and do what they think. Environmental communication can be started by explaining how bad the facts are in a world where the environment is increasingly frivolous.

Human interest in the facts that arise is what later will make someone feel the need to do something. In environmental communication, if understood, we can perceive reality which has a significant impact on the target audience. Campaigns and movements that care about the environment will shape human perception of the surrounding environment. Someone who has succeeded in absorbing perceptions formed through concrete actions to carry out activities that care about the environment, will encourage himself and invite other individuals to do something because the environment at this time is in need of special treatment.

There are two causes of disaster, internal factors and external factors. This second factor is important to be observed, because it has opportunities to be avoided and anticipated. In this context it is necessary to understand how the natural power over what it has. If then the term natural law appears which is interpreted as a form of norms that apply to the "agreement" between all elements in an ecosystem. All elements in the ecosystem are considered as active components, capable of responding to various stimuli that come to it. The activeness of elements in an ecosystem indicates the interaction between all creatures and the communication process takes place according to their respective capacities. The ability to interact depends on the logical ability and the ratio of existing creatures.

Environmental communication can be interpreted as a process of human interaction with the surrounding environment, the process of interpreting each other, the process of giving each other a stimulus and by putting themselves on an equal level. In essence between humans and the environment there is a dialogical process in their respective languages. The weakness of environmental communication felt so far is the neglect of this matter. Why in certain regions become very vulnerable to disasters. Not because of natural topography, but human orientation to the environment that has been wrong both at the community level and at the level of government policy. This is where the importance of repositioning the environment in the eyes of humans in the concept of environmental communication. Such repositioning can be realized in activities that are practical.

3. Research Methods

The method used in this research is qualitative method with a single case study design. A single case study has three rationalizations: *firstly,* when the case states an important case in testing a well-developed theory, *secondly* cases present an *extreme* or *unique* case and *thirdly* is a disclosure case (Yin, 2011: 46). In this study, the writer sought to observe, understand and analyze the identification of the Environmental Care campaign in the community of South Meruya, West Jakarta, assisted by the participation of the community, the government, in this case the participation of the West Jakarta Environmental Service Agency.

The nature of the research to be taken was descriptive. Descriptive research not only describes (analytically) but also integrates (synthesis). In descriptive research, the data obtained was not in the form of numbers but in the form of sentences, statements and concepts.

Descriptive research merely described the situation, did not seek or explain relationships, and did not test hypotheses. This type of descriptive research was chosen by the researcher because the researcher wanted to describe the results of the writer' analysis on the Identification of Environmental Care campaigns in the community of South Meruya, West Jakarta as an effort to develop programs that support sustainable development. Thus this research described the various results and findings in a narrative and descriptive manner.

Primary data is the data directly collected by the writer (or their officials) from their first source (Sumadi, 200 4: 39). Primary data used in data collection in this research used interviews. The writerconducted interviews with relevant research subjects and related to the pattern of environmental campaigns in West Jakarta the writer also collected data through field observations by conducting in-depth interviews. Then secondary data is data obtained from offices, books, (literature) or other parties who provide data that are closely related to the object and purpose of research (Moh, 2006: 64). The data taken is data that contains information values related to the pattern of environmental campaigns by the West Jakarta Environmental Agency, both from the Environmental Services website, books, documents, photos and so on.

Data analysis techniques according to Miles and Huberman include three concurrent activities: data reduction, data presentation, and drawing conclusions (verification). Then to establish the validity of the data, the writer conducted a triangulation technique. Triangulation is a data checking technique that utilizes something other than research data for checking or comparison purposes. Denzin distinguishes four types of triangulation as an examination technique that utilizes the use of *sources, methods, investigators* and *theories* (Irawan, 2018: 118). The triangulation technique used in this study is triangulation of data and sources. Through this technique, the writer compared the results of the interview with supporting data, then for triangulation of sources, the writer compared and checked back the degree of confidence of the information obtained by: (1) comparing observational data with interview data (2) comparing the consistency of the respondent's answers by comparing what the resource person said in public for example, with what was said privately (3) comparing the perspective of a person, with others in his work team.

Referring to this opinion, in this research the writercarried out the process of checking the validity of the data i.e. by interpreting the technique of comparing and checking back the degree of confidence of the information obtained by: (1) comparing observational data with interview data (2) comparing the consistency of the respondent's answers i.e. by comparing what the resource person said in public for example, with what was said privately (3) comparing one's perspective, with others in his work team (Kusuma, 2018: 53).

4. Discussion

The identification of the Socialization of the Healthy Life Community Movement in Increasing Awareness of the

Importance of Routine Health Examinations in the South Meruya Community such as: Campaigns to increase physical activity, by carrying out physical activities such as exercising regularly, Campaigns to promote healthy living behavior, as well as environmental quality improvement campaigns. Things that need to be done in the identification of environmental care campaigns in the South Meruya community are as follows:

1) Socialization Development of information and communication in the South Meruya community was the process of assessing natural resource management and community empowerment. As an example, counseling for management of household waste would be carried out with the consent of residents. Because with an agreement means they agree and support the campaign program. This counseling is about how to manage household waste properly and correctly. Where with good management, it will have a positive impact on the community itself.

2) So in this counseling it also aimed to change people's behavior so that they could manage waste into a craft or souvenir that has a sale value and increases people's income. In addition, with this program, the community was also invited to protect their environment to avoid disaster and environmental damage.

3) Environmental education and awareness campaigns such as Poster were chosen as an effective tool to be applied to the target of the campaign. This could be seen from the banners in the community that will show the importance of keeping the surrounding environment clean and from the banners giving positive results from the community i.e. cleaner the environment. The paper size used in making this poster was A3. And the messages contained in this poster contained good and correct household waste management coupled with positive impacts arising from good and correct household waste management. And did not forget to also be given the stages or steps or ways of managing household waste that were good and right.

4) Inventory and identification of awareness and development of all levels of society about the importance of environmental campaigns such as for example involving community leaders in the vicinity of South Meruya, Kembangan, West Jakarta.

Environmental communication is an effort that seeks to improve the ability of people to respond appropriately to environmental signals that are relevant to the well-being of both human civilization and natural biological systems. The understanding of environmental communication can also be divided into two meanings i.e. firstly environmental communication is pragmatic meaning it can be applied in daily life by educating, warning and persuading to be able to solve problems in the environment.

Secondly, it is constitutive environmental communication which is more directed at how we can make sense of nature. The point is to use existing perceptions to emerge two meanings, one of which is the truth of the existing reality relating to the environment. So sometimes people understand about nature but don't interpret it correctly. Patterns of environment to the campaigns of environmental preservation campaign in the

instruction right by the Environment Agency in West Jakarta .

The weakness of environmental communication felt so far was the neglect of this matter. Why in certain regions become very vulnerable to disasters. Not because of natural topography, but human orientation to the environment that has been wrong both at the community level and at the level of government policy. The identification of the Socialization of Healthy Living Movement in Increasing Awareness of the Importance of Routine Health Examinations in the South Meruya Community such as: 1) campaigning to increase physical activity, by carrying out physical activities such as exercising regularly, 2) Campaigning to Increase Healthy Life Behavior, and 3) environmental quality improvement campaign.

What has been done by the Department of the Environment in West Jakarta is part of environmental communication. Environmental communication is a pragmatic and constructive media to provide understanding to the community about the environment. Therefore we need a strategy packaging media messages in a particular communication, it is intended that awareness and community participation grew in environmental management. The main communicators in environmental communication are government and non-government organizations that are committed to environmental management (Yuliawati, 2018: 151). In addition, Fatonah (2008) also believes that environmental communication is one part of sustainable development communication using various efforts and methods and techniques for delivering ideas and skills from those who initiated the development aimed at the wider community so that people can understand, accept and participate (Yuliawati, 2018: 151).Things that need to be done in the identification of environmental awareness campaigns in the South Meruya community through socialization, environmental awareness and education campaigns Inventory and identification of awareness and development of all levels of society about the importance of environmental campaigns such as involving community leaders in the vicinity of South Meruya, Kembangan West Jakarta. This was where the importance of repositioning the environment in the eyes of humans in the concept of environmental communication. Such repositioning could be realized in activities that are practical. The awareness and concern of the South Meruya village community was being held by the Government in collaboration with the Department of the Environment to implement a Healthy Community Movement program. This mission was carried out to the South Meruya community by carrying out a healthy environmental information campaign/ campaign program, conducting seminars, workshops, counseling, talk shows and poster campaigns, leaflets, appeal boards, healthy environment stickers in the South Meruya neighborhood, Kembangan, West Jakarta .

The step taken by the Environmental Services in West Jakarta to identify environmental problems was an effort to involve community participation in order to become empowered. This was as stated by Craig and Mayo that the success of development based on community empowerment is very closely linked to community

participation. Then participation is an important component in the generation of independence and the empowerment process. The process is done cumulatively so that the more skills a person has, the better the ability to participate.

In addition, Paul (Hikmat, 2001: 4) also states that empowerment and participation are potential strategies in order to improve economic, social and cultural transformation. This process will ultimately be able to create people-centered development. One international agent, the World Bank, for example, believes that community participation in the third world is an effective means of reaching the poorest people through efforts to generate enthusiasm for life to help themselves.

Based on the findings of the research, the process of identifying environmental care campaigns in the community of the South MeruyaWest Jakarta carried out by the West Jakarta Department of Environment strongly prioritized community involvement and participation, so that people became independent and cared for the environment.

5. Conclusion

Based on the results of the study, the following things can be concluded. *First*ly, the identification of environmental care campaigns in the community of the South MeruyaWest Jakartawas a process environmental communication thatcould be defined as a process of human interaction with the environment, the process of mutual interpret, process stimulate each other and by placing themselves on an equal level. Thus the environmental care campaign process could run well. *Secondly*, the process of this campaign could enhance awareness of the importance of regular health checks in the Community of South Meruya such as: increasing physical activity, motivating to exercise regularly, increasing healthy behavior, as well as the awareness of love for the environment.

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