

SOCIALIZATION OF ENVIRONMENTAL COMMUNICATION: PRACTICE OF BYE-BYE PLASTIC BAGS FOR STUDENTS IN TANGERANG

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ABSTRACT

This community service carries the theme of implementing environmental communication in the Bye Bye Plastic Bags movement in schools in South Tangerang, namely SMAN 2 Tangerang. This activity is planned to be carried out on March 8th, 2022 through a hybrid method. This means that the team leader will carry out offline, and partners from Universiti Sains Malaysia will attend online via the zoom application. The output target of this activity is publication in online mass media and community service journals. It is hoped that through this activity students can be educated related to environmental communication, especially in dealing with plastic waste which has been an environmental problem, both in Indonesia and in the world.

Keywords: environmental communication, plastic bags, waste, students

1. INTRODUCTION

Today there are many natural occurrences such as floods, droughts, forest fires, earthquakes, and even the emergence of new viruses (Mohamad Saleh, 2017; Mohamad Saleh, Heinrichs, & Nik Hasan, 2018; Yoseph-Paulus & Hindmarsh, 2018). The incident was triggered because the earth was experiencing extreme weather changes or often called climate change (Masud, Akhtar, Afroz, Al-Amin, & Kari, 2015). The trigger for extreme weather changes itself has been warned for a long time, such as not littering, making greenhouses, dumping waste into the ocean, using electricity as needed, and so on (Kurniadi & Hizasalsi, 2017). With so many prohibitions, people still violate because the impact of climate change has not fully occurred. Until finally in our day and age, there have been young activists voicing their opinions through social media, about changes in extreme weather are becoming more and more real and we must no longer turn a blind eye to dealing with extreme weather changes (Wahyuni, 2017).

One of the extreme weather changes that is in the spotlight for many people is the worst forest fire in Australian history in January 2020. Forest fires that occurred in Australia caused the destruction of the habitat of native Australian wild animals such as kangaroos, koalas, birds, reptiles, and others. Most of the animals also died from forest fires. At that time it is estimated that the number of animal victims to be reached was 480 million, including 8,000 koalas. Due to the large scale of the fires that occurred at that time in Australia, it is not clear how long it will take to rejuvenate and allow the release of the animals into natural habitats. The fires have also caused declines in bird, rodent and insect populations (Aye & Widjaya, 2006).

Another impact that has troubled humans for a long time about these extreme weather changes is the melting of the polar ice caps. In 2019 the Greenland ice sheet broke the record for melting of the ice sheet, which previously reached 15%. A new analysis calls the scale of the melting "unprecedented" on record since 1948. Over the past 30 years, Greenland's contribution to rising sea levels has been steadily significant, as more ice sheets melt. Using data from the Grace and Grace-FO satellites, as well as climate models, the researchers concluded that over the entire year in 2019 Greenland lost 532 gigatons of ice. This is a significant increase compared to 2012. This phenomenon has long been feared by many people, fearing that the world will eventually be submerged by water without leaving the land.

Not only abroad, but in Indonesia early 2020 experienced changes in extreme weather, the city of Jakarta was flooded. In a period of 2 months the DKI Jakarta area has been flooded six times with a significant area. Apart from that, there were also two flood events with minimal flood-affected areas, namely 2-4 flood points. As a result of the flood, it was recorded that 31,323 residents from 158 sub-districts were displaced because their houses were flooded. Floods not only submerged residential areas, but also Jakarta's protocol roads. A number of public transportation ranging from Transjakarta, KRL, to flights at Halim Perdanakusuma airport have also had to be canceled due to flood inundation.

The frightening effect of extreme weather changes has made many environmental activists fight for extreme weather changes (Wahyudin, 2017). One of the environmental activists of extreme weather change in 2019 who went viral on social media is Greta Thurnberg. Greta Thurnberg dared to criticize the leaders of UN member countries who were present at the UN Climate Summit with a speech she made. In the end, one sentence appeared to make the big moment

of the campaign at that time, namely, "How Dare You". The use of this sentence has made Greta highlighted on social media as an activist for extreme weather changes and many people are more aware of the dangers caused by it.

Referring to data from the Central Statistics Agency (BPS) 2021, Indonesia's plastic waste reaches 66 million tons per year. Indonesia has also been named the second largest producer of marine plastic waste in the world based on research conducted by Jambeck in 2018. Based on this background, socialization on environmental communication and the link with plastic waste was carried out at the Senior High School. Al Azhar High School South Tangerang is a location where community service is carried out. The justification for choosing the Al Azhar school is because the majority of its students master English, are educated and they are agents of change from environmental or waste problems.

2. METHOD

The method of implementing the activities is in the form of training. Some students attend class, others join via zoom link, and the speakers from USM, joined via zoom link. The material to be provided are: (1) Building awareness of SMAN 2 Tangerang students in maintaining environment during the Covid-19 pandemic, (2) Capturing climate change issues through photos, and (3) Communicate via photos to public by utilizing social media and internet.

Population and Sample

This Community Service activity is expected to be useful for students of SMAN 2 Tangerang, which has around 262 students, from grade 1 and grade 2, to get used to dealing with or reducing the use of plastic waste. The environmental communication strategy will be presented as a solution to plastic waste which is a big problem in DKI Jakarta, Indonesia and even the world.

Framework for Troubleshooting

Environmental communication programs absolutely must focus on empowering the audience, involving them and not placing them in a passive position (Parahita, 2017). The opinion of Flor and Cox is very relevant to continue to be diluted in the realm of environmental communication. This cannot be separated from the phenomenon that between humans and the environment are two sides of a coin that cannot be released. The approach becomes very complex and must also consider aspects of culture and beliefs and develop. In the continued context, harmony and relationship harmony are important keys in seeing the patterns of relationships that occur (Ardian, 2019). There is no domination or oppression, all are in an equal position, that is the environmental communication that must be placed (Briandana & Mohamad Saleh, 2022).

Flor (2004) defines communication environment as an application communication approach, principles, strategies and techniques for governance and protection environment. Briefly communication environment is an exchange of information environment, knowledge and even wisdom which leads to mutual understanding (mutual understanding) between the parties. While Cox (2013) defines communication environment as a study of means we communicate about the environment, the influence of these communications on our perceptions of the environment, ourselves ourselves and our relationship with the environment. Environmental communication is a vehicle or a pragmatic and constitutional tool for studying and understand about the environment including our relationship to the environment (Cox & Depoe, 2015).

However, environmental communication principally has two main functions, namely:

- a. Pragmatic functions, which include functions to educate, alert, mobilize and persuasive functions;
- b. A constitutional function, in which language and other symbols play a role in shaping our perception of the reality and nature of environmental problems.

In the application of environmental communication, several things need to be considered, one of which is efficiency in using the media to regulate the social agenda (Flor, 2004). It means that optimizing the media as a channel to socialize the message to the public about the environment is pivotal. Therefore, every newsroom in the media industry must have a specific strategy regarding this issue, so that the message about environmental life can be delivered to the public on the right track (Agustina, Dewi, Soemantri, Qureshi, & Moenanto, 2020).

Environmental communication is a symbolic medium used to construct environmental problems and to negotiate different community responses (Wahyuni, 2017). Environmental communication does not only involve environmental governance, but more than that, environmental communication also includes the study of public opinion and perceptions. Furthermore, Lie and Servaes (2015) classify environmental communication as one of the thematic sub-disciplines in the field of development communication and social change which addresses all interactions between humans and the environment (Masud et al., 2015).

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communication strategy will be presented as a solution to plastic waste which is a big problem in DKI Jakarta, Indonesia and even the world.

Evaluation Design

Training participants will be given an evaluation in the form of a special test at the end of the session in the form of materials that have been given at the beginning of the session, namely computer accounting practicum. Participants are given cases contained in the Accurate program, then participants are asked to work directly on the computer.

3. RESULT AND DISCUSSION

Result

This community service activity was carried out at SMAN 2 Tangerang, Jalan Tmp. Taruna, Sukaasih, Kecamatan Tangerang, RT.001/RW.002, Sukaasih, Kec. Tangerang, Kota Tangerang, Banten 15111 Province. This activity is about how capture environmental and climate change in photography for Youth. This activity aims to make students Increase awareness students about how capture environmental and climate change in photography. This training is expected to inspire and bring change to the community, especially students at SMAN 2 Tangerang so that they have competencies about how capture environmental and climate change in photography.

The program of community service activities was carried out on:

Day / Date: Tuesday, 8 March 2022

At: 09.00-12.30 WIB

Venue: SMAN 2 Tangerang (daring via Zoom)

Participants: 300 students (Attendance List Attached)

ZOOM link, The community service event:



Figure 1. ZOOM link, The community service event

Link Youtube: <https://youtu.be/YAPZTTh7xIo>

Providing material at the beginning by doing a pretest to students. Pre-test results were conducted, there were 5 students who were interviewed by answering several questions related to their knowledge about photography and environmental communication. This becomes a picture of the situation of the target audience about what topics need to be addressed, what goals are to be achieved, what benefits are expected and in what ways should activities be carried out. And from the results of the Post-test conducted by distributing questionnaires that were distributed to all participants to measure the results of these activities. In the questionnaire there are three aspects assessed by the participants in the questionnaire namely regarding the material submitted, the resource persons/presenters who deliver,

and the training methods used. The questionnaire is an indicator of success whether the objectives of this activity are achieved according to expectations or not and what aspects must be evaluated and become learning.

Based on the results of a questionnaire conducted using the Likert scale model that is a scale commonly used to measure perceptions, attitudes or opinions of a person or group regarding an event or social phenomenon. The results obtained from the questionnaire are as follows figure 2 between figure 17.

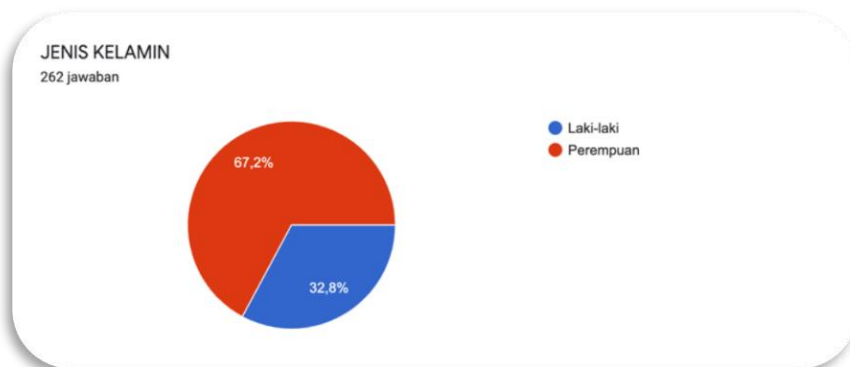


Figure 2. Gender

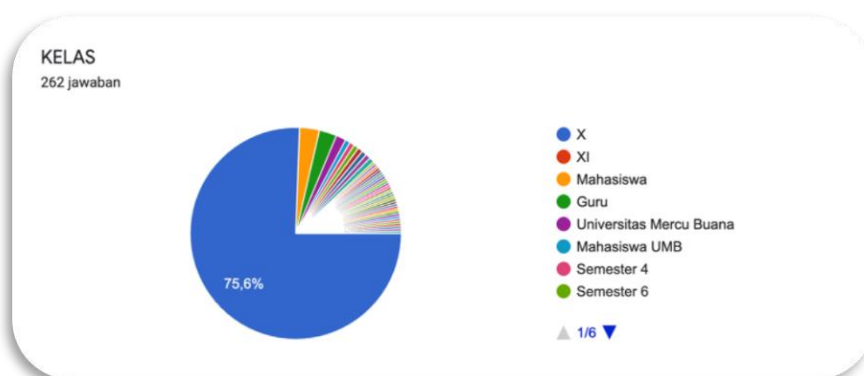


Figure 3. Class

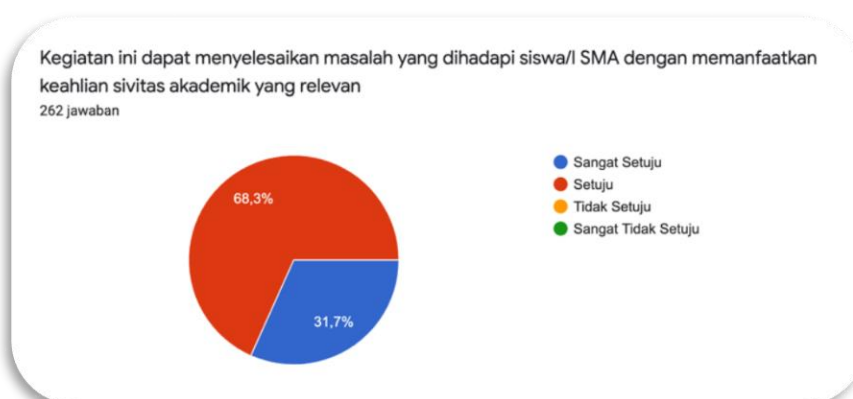


Figure 4. Problem Identifier

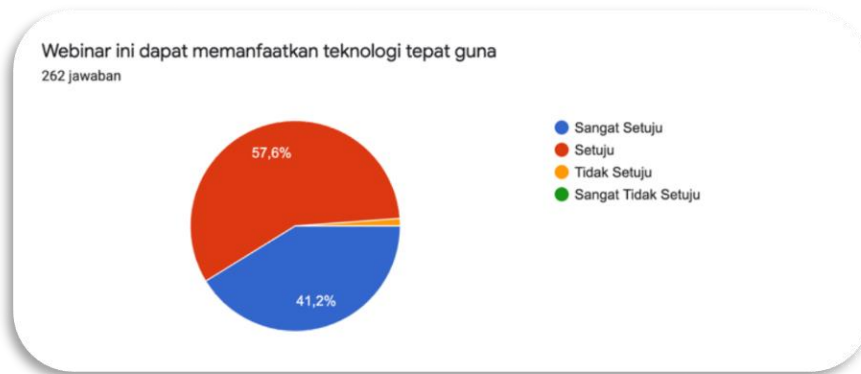


Figure 5. Appropriate Technology

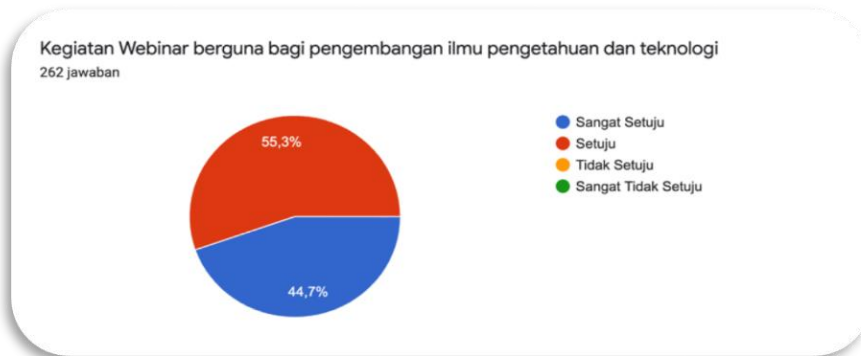


Figure 6. Scientific and Technological Developments

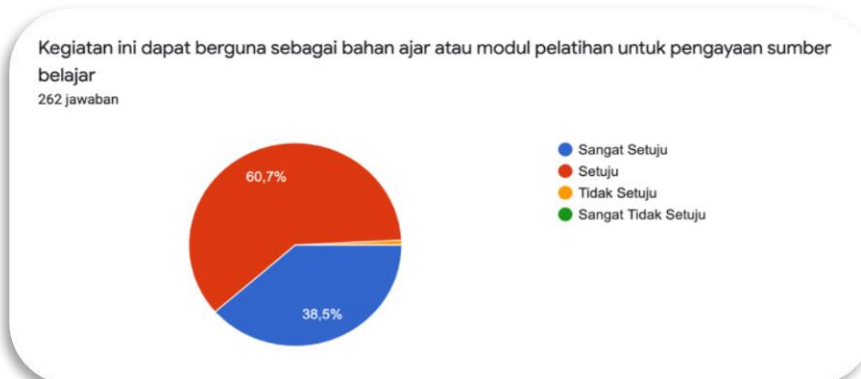


Figure 7. Learning Resource Enrichment

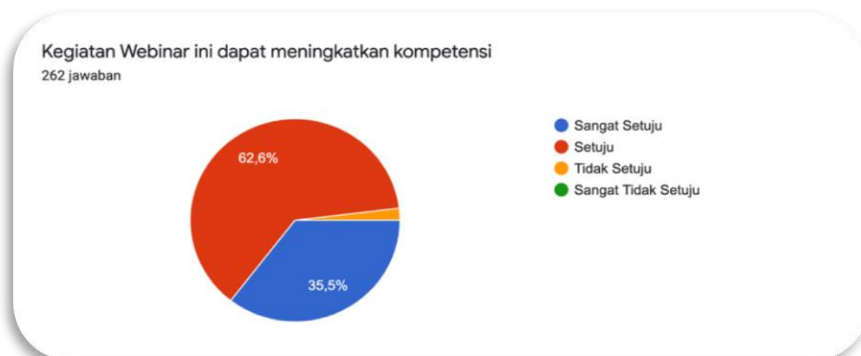


Figure 8. Competency Improvement



Figure 9. Knowledge Improvement

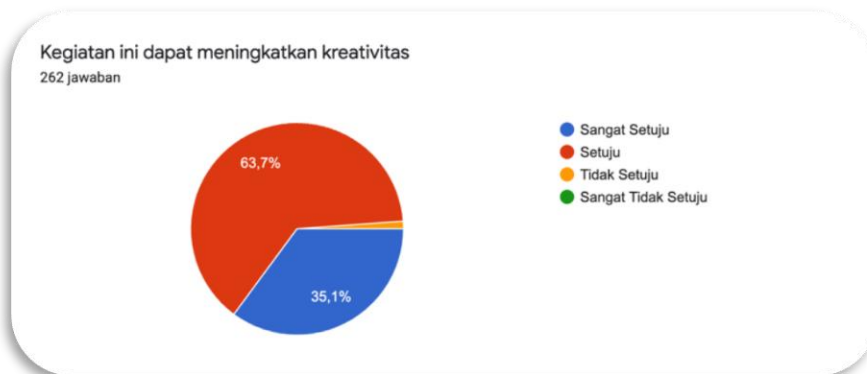


Figure 10. Creativity Enhancement



Figure 11. Behavior Enhancement



Figure 12. Environmental Quality Improvement



Figure 13. Adequate Use of Technology

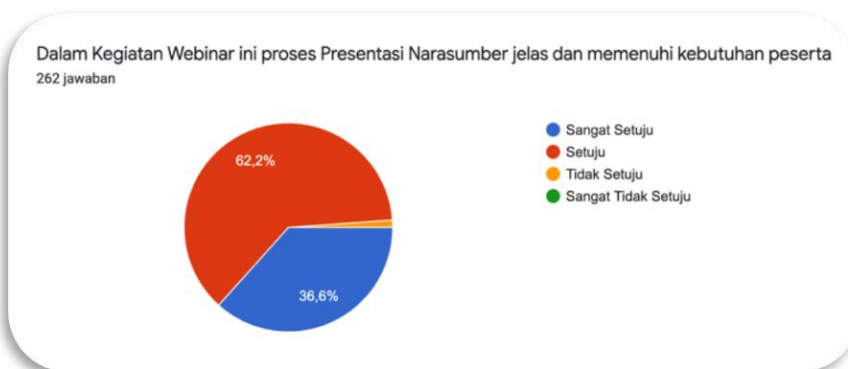


Figure 14. Understanding of the Material Presented by the Speaker



Figure 15. Increase Participant Knowledge

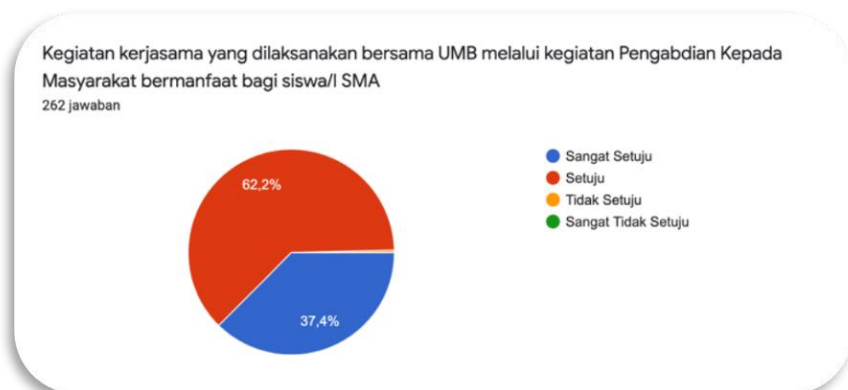


Figure 16. Activity Benefits



Figure 17. Achievement of the Target of Cooperation Activities

Indicator of Success

Benchmarks for the success of P2M activities at SMAN 2 Tangerang, Banten can be seen from the behavior of students, among others: (1) The participants were satisfied with the event, (2) This can be seen from the results on the questionnaire that has been distributed, (3) Students know, understand and aware in maintaining a clean and healthy environment during the Covid-19 pandemic, and (4) Students know about how capture environmental and climate change in photography.

Discussion

The community service activity of Dissemination of Plastic Waste is running smoothly This event took place as written in the event rundown. The students who participated in this activity were very enthusiastic, this can be seen from the critical questions raised by the participants to the presenters.

The results of community service activities can be broadly discussed in several aspects: the target participants, the objectives of community service activities, training materials and participant satisfaction.

In terms of target participants, the number of targeted participants is 100 students who are expected to be agents of change who can tell other friends about the material they get. This target was achieved and actually exceeded the amount planned beforehand. The number of participants who came was 262 students.

From the participants' enthusiasm when attending the event, it was seen that the students looked cheerful and happy and even took part in giving the material and were enthusiastic about answering every quiz question and games given. What's more they were enthusiastic watching the video played by the speaker.

In terms of material, the material presented is indeed very relevant to the needs of students. Each question raised can also be answered in detail and thoroughly by the speaker. Thus, all questions raised can be answered in accordance with the needs of the participants.



Figure 18. Documentation of Presenter Activities

Meanwhile, this activity has been published by four online media, such as: JPNN, Republika, Harian Terbit and Poskota.

- a. <https://www.harianterbit.com/megapolitan/pr-2742891382/fikom-umb-dan-usm-ciptakan-platform-cinta-lingkungan-di-kota-tangerang>
- b. <https://www.jpnn.com/news/gelar-ppm-fikom-umb-dan-usm-libatkan-remaja-bangun-kesadaran-cinta-lingkungan-hijau>
- c. <https://poskota.co.id/2022/03/09/tumbuhkan-kepedulian-kota-fikom-umb-ciptakan-platform-remaja-cinta-lingkungan>
- d. <https://jakarta.tribunnews.com/2022/03/08/fikom-umb-dan-usm-ciptakan-platform-remaja-cinta-lingkungan-hijau-di-kota-tangerang>

4. CONCLUSION

The communication strategy of Bye Bye Plastic Bags is a strategy designed to communicate messages about environmental concern that are implemented through the action of collecting waste, sorting organic and non-organic waste and reducing the use of plastic waste. This communication strategy aims to change the attitudes and behaviour of student in SMAN 2 Tangerang in order to create a city that is clean, comfortable, and free of waste. Students in this context are good facilitators in protecting the environment by using plastic waste that can be started from oneself, the family environment, and the community.

Recommendation

This activity is expected to be an activity that is often carried out and has a syllabus in its application, used as a benchmark for activities and can provide references and motivation for students at SMAN 2 Tangerang. Hopefully this activity can be carried out continuously so that young people can protect the environment, especially in dealing with plastic waste

ACKNOWLEDGMENT

Title of acknowledgment section must be written without section number. Acknowledgments should be written simply. The research funder is usually mentioned, including the contract number, as this will also be as documentation for the funder that the activity has been published.

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