

Shape of Environmental Communication In The Citarum Harum Program (Case Study of The Citarum River Edge Community in Cicendo District and Cibeunying Kaler District at Bandung City)

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Abstract

The Citarum Rivers is a 225 kilometer long river, flowing from upstream in the Gunung Wayang area to the south of Bandung to the north Bandung and empties into Karawang City. Now, the condition of the Citarum river is very dirty, full of household waste, manufactory waste, human waste, medical equipment waste, and cattle manure from cow milking factories. The Citarum river is used as a source of life in some irrigated areas, so the damage condition of the Citarum river environment is very apprehensive. Now, there are no more fish that live in the Citarum river flow because of the high lead and chemical poisons due to factory waste being dumped into the river. In fact, one well-known newspaper reported that fish in the Jatiluhur dam are now polluted with lead waste which is dangerous if consumed by humans. Given the importance of preserving the Citarum river, various movements to save Citarum began, both by the government, the private sector, environmentalists and academics. This study explores the forms of environmental communication in the Harum Citarum Program made by the government, specifically by the Ministry of Higher Education Research (kemenristekdikti), with case studies on communities on the edge Citarum River of Cicendo District and Cibeunying Kaler District, Bandung City. This research use of qualitative paradigm with case study method. Data collection research uses in-depth interviews, observations involved and literature studies. The purpose of this research is to support the Harum Citarum Program made by the government, through deepening the character of the community and finding the right form of communication in preserving the Citarum River. The results showed that the local wisdom of the river edge community in Cicendo Subdistrict with Cibeunying Kaler Subdistrict community had very different characters which influenced the public perception in both regions of the pollution and repair of the Citarum river environment. The characteristics of different societies also cause differences in the form of appropriate environmental communication, where the form of environmental communication for the Cicendo District community is based on primary needs, while the right form of communication for the community of Cibeunying Kaler is based on strengthening institutions, regional institutions and task forces (satgas).

Key words: Citarum River pollution, environmental communication strategy, local wisdom.

1. Introduction

Citarum River stretches 225 km starting from Situ Cisanti, Kec. Kertasari, Bandung (upstream) to Muara Gembong, Bekasi (downstream). The Citarum River is sourced from the Mount Wayang in Situ Cisanti Bandung. The current crosses the central part of West Java, winding at Muara Gembong, Bekasi, then right at the base, and flows into the Java Sea. The Citarum River has enormous water potential. From upstream to downstream, Citarum irrigates a number of irrigation water flowing to around 420 thousand hectares of rice, so that West Java rice production reached 11,644,899 tons in 2015, or 15.41% of the total national production, which is 75,550,000 tons. In the Citarum river there are also three reservoirs which produce 2,585 Megawatts of electricity, which are connected to Java and Bali. In addition, 80% population of DKI Jakarta depends on the Citarum River which flows water from the Jatiluhur Reservoir to the West Tarum channel (DKI Jakarta) and East Tarum which flows water to rice barn irrigation such as Karawang, Purwakarta, Cianjur, Subang and Indramayu Regencies. West Java Governor 2014-2018-Ahmad Heryawan-said that behind its strategic role, Citarum is often faced with pollution and garbage problems. According to Ahmad, the second root of the problem is the problem of culture.¹



Figure 1: siltation Citarum River due to garbage piles

The identified 269 kilometer river has three main problems. Upstream, there is critical land which causes soil erosion; along the flow appears sedimentation which causes flooding; plus pollution of livestock manure, household waste and factory waste. Various toxic compounds appeared in the Citarum watershed which had a negative impact on 35 million people in 13 districts / cities it passed. The latest program, "Citarum Harum", was pushed directly by President Joko Widodo and rolled out since 2018. This government effort, coupled with citizen initiatives in many regions, gradually improved the Citarum condition. Citarum Harum program was a form of government efforts to involve the community in preserving the environment. To carry out various Citarum conservation programs, needed effective communication between various fields, both the community and the government with the community and stakeholders.

Citarum harum program is an innovation that is the beginning of social change, and social change is basically the core of community development. Rogers dan Shoemaker (1971) in the innovation diffusion theory said that the diffusion process is part of the process of social change. Social change is the process by which changes occur in the structure and function of social systems. Social change occurs in 3 (three) stages, namely: (1) invention is a process where new ideas / ideas are created or developed. (2) diffusion (diffusion) is the process by which new ideas / ideas are communicated to members of the social system. In this case diffusion is done through communication in the mass media and interpersonal communication and (3) consequences are a change in the social system as a result of adoption or rejection of innovation.

Communication is a form of human interaction that affects each other. Communication between humans and the environment can be called communication environment, where environmental communication is a branch of communication disciplines. Environmental Communication is a communication process that supports a policy and in the process the use of media is carried out in a planned and strategic way to make the community participate, and in its implementation communication is directed at environmental sustainability. Sarmiyati (2013: 286) said, in general, environmental communication is the use of planned and strategic communication processes and media products to support the effectiveness of policy making, encouraging leading to the sustainability of environmental functions. Robert Cox in the book *Environmental Communication and the Public Sphere* (2010) formulates environmental communication as a pragmatic and constitutive media to provide understanding to the public about the environment, as well as relations between humans to human relations with nature. This is a symbolic medium to build community understanding of environmental issues. Environmental communication is an effort to enhance

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the role of communication science in preserving the environment. Environmental communication aims to sensitize audiences to maintain the environment through various communication channels. Effective communication is needed so that messages in environmentally conscious campaigns can reach the public. Another goal of environmental communication is communicating various forms of environmental damage and how to save them.

In the practical sphere, environmental communication concerns the message and media packaging strategy to encourage knowledge, awareness and participation community to protect the environment. Here, governments and non-government organizations that are concerned with environmental issues are key communicators in making effective programs or policies to build public participation in implementation. For communicators, the delivery of effective messages to the public is not enough only through advertisements and campaigns in the mass media. Although indeed communication in the mass media is recognized as having a major influence to transform knowledge to the public. However, to achieve awareness and implementation, persuasive communication is still needed through a direct approach to the community.

According to Oepen and Hamacher (1999) and Chox (2010), environmental communication is a planned and strategic process of communication used by media products to support effective policy making, community participation and project implementation directed at environmental sustainability. So that in environmental communication there is a two-way interaction of social processes that allows the person concerned to understand certain environmental factors and interdependencies.

In implementing this environmental communication, the thing that we should not miss is how communication can be conveyed effectively so that information is truly conveyed and the objectives of environmental communication activities will also be achieved.

2. Method

This study uses descriptive qualitative methodology with a case study method. The qualitative approach was chosen because this study involved emotions, hopes, desires, thoughts of the subject of the research manifested in the form of behavior, explored in depth and thoroughly but not to be generalized. Mc.Millan and Schumacher in Syaodih (2009: 12) state that qualitative research has two objectives, namely to describe and reveal (to describe and explore) and describe and explain (to describe and explain). While Jane Richie in Moleong (2010: 6) argues that qualitative research is an attempt to present the social world and its perspective in the world, in terms of concepts, behaviors, perceptions and problems about the human being studied.

The case study method was used because of the uniqueness of the problem being studied, namely the Citarum Harum program which was created to help restore the condition of the high pollution Citarum River. Case study itself is a method that examines an event, program, process or activity that occurs specifically that describes case in a place in a certain time and period. Case studies also explain the uniqueness of a case that occurs somewhere and is interesting because of its specificity. Case study research is divided into three types, namely explanatory, exploratory and descriptive. This research is a descriptive type of case study, which describes how the communities on the banks of the Citarum River in Cicendo and Cibeunying Subdistricts interact and participate in the Citarum Harum program.

Data collection research uses in-depth interviews, observations involved and literature studies. Interviews were carried out on the river edge community, TNI members who served on the river edge and RT RW devices. The purpose of this study was to support the Harum Citarum Program launched by the government, through deepening the character of the community and finding the right communication model in preserving the Citarum River.

3. Results

Efforts to restore the condition of the Citarum River have actually been going on for a long time, that is, since reports have mentioned the Citarum River as one of the dirtiest rivers in the world, namely The World Dirtiest River by the International Herald Tribune on December 5, 2008 and The Dirtiest River by 4 December 2009. Since then, several large-scale programs have been created, ranging from local governments to the central government with not cheap funds, including the Clean River Program (PROKASIH) as the initial activity to restore Citarum conditions. Then, the Integrated Citarum Water Resources Management Investment Program (ICWRMIP), Clean, Healthy, Beautiful Citarum Program, and Lestari (Bestari) initiated by the West Java Provincial Government in 2014, Discourse on making communal waste management installations by the Coordinating Ministry of Maritime Affairs in the end of 2017 as a further recovery step to minimize waste and garbage into the waters, because 80% of marine waste comes from the land. In 2017 also, the Ministry of Research and Technology issued a policy and appealed for universities, especially those in West Java, to assist in the Citarum recovery program integrated in campus programs. In addition, two military elements, namely the National Police and the TNI, collaborated to assist in the recovery process of the Citarum River in the form of a task force or task force.

Kelurahan Pajajaran Cicendo District, Bandung City

Kelurahan Pajajaran Cicendo District is an area of 73 hectares, with the main livelihood of the population being private laborers and private employees. Data from Bandung City PPID shows that the population of Pajajaran Village is as much as 20,064 in 2016. In Cicendo District, the Citarum River pollution is mostly due to the behavior of people who throw garbage (house waste and house waste water) into the river, which causes the river to get dirty and smelly . In Cicendo Subdistrict, there are still many people who dispose of their wastewater directly into rivers, they do not make special channels of waste water and sephitank (human waste). In addition, the lack of land for farming also causes the region to be arid, and does not have plants. The behavior of throwing garbage into the river is a daily habit of the residents of the riverbanks. This happened other than because of the low public awareness of hygiene and environmental health, also supported by the absence of garbage bins in the residents' homes.

In terms of education level, the community in this region has the highest level of education in junior high school with 5,319 people, then elementary school with 4,442 people, high school with 4,278 people, and no elementary school with 2,632 people. Whereas at the undergraduate level, 344 people with a bachelor's degree were educated and 285 people in a D3. The composition of the level of education is very influential on the mindset and behavior of the people of this region. The people's mindset in Pajajaran Cicendo tends to be low in concern for environmental cleanliness. The public response to various socialization carried out by various groups for environmental hygiene was also not taken seriously. For this reason, environmental communication is carried out through a more persuasive approach, using environmental rhetoric / campaign techniques. The community of Pajajaran Village was given exposure, socialization and invited to jointly conduct environmental training activities by previously identifying problems through priority scale. The community is also invited to jointly find a way out of environmental damage at this time. This is in accordance with the function of environmental communication, namely the function of strategy. The function of strategy is the main activity of environmental communication, namely campaigns and awareness raising of the public to care about the environment. The aim is to teach, invite, and encourage relevant parties (government, private sector, and society) to participate in overcoming environmental problems. The way is by intensifying social campaigns related to environmental issues, and conducting counseling. As a result, there has been a change in the behavior of the Cicendo region community. This change in behavior takes the form of the desire and thought to maintain, maintain and preserve the Citarum River.

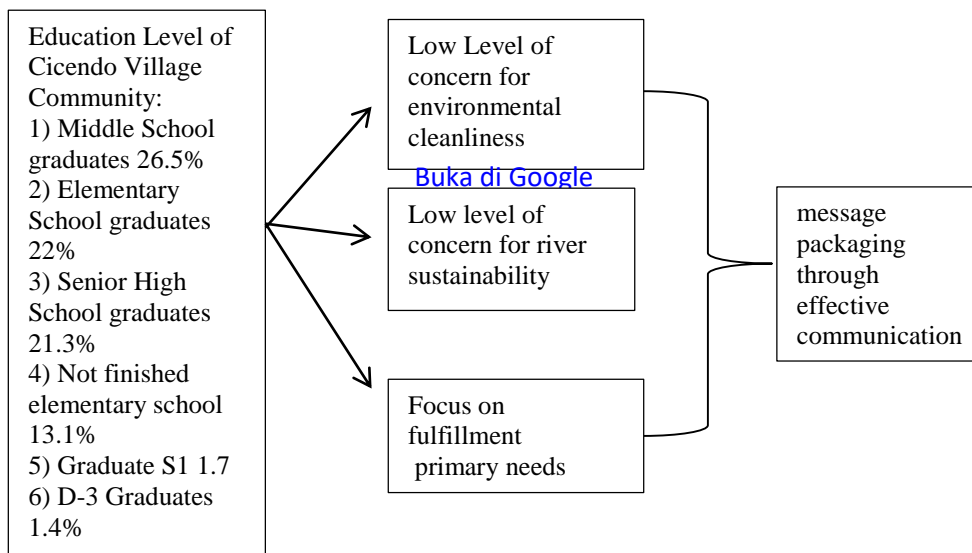


Figure 2. The correlation between the level of education and the attitude of citizens towards the environment

One form of message packaging strategy to encourage knowledge, awareness and participation of the community to maintain the environment in this sub-district is by Urban Farming. Urban Farming is a greening method by utilizing limited land on the banks of the Citarum river. This is done, in addition to reforesting the area, also to improve the economy of the citizens. A series of vegetables and fruits are planted in this program, including purple eggplant, kaffir lime, red ginger, scallion, lime, passion fruit, celery, pineapple, bowl lettuce, broccoli,

rhizome, paprika and cayenne pepper. The harvest from Urban Farming is managed by the RT RW management and then distributed to the community. Because it is economically valuable, the reality shows, this urban farming activity is able to touch people's concerns, at least, there is a desire to maintain and maintain the existing plants. In addition, urban farming is also done considering the limited land available so that the environment becomes dry and arid. In addition to urban farming, the environmental communication strategy that is quite effective for the community in Cicendo District is by making environmentally friendly garbage bins, namely communal bins. The making of this eco-friendly communal trash can is made of bamboo. These communal bins are made with three places, namely for organic waste, inorganic waste and hazardous waste, with the benefit that the riverbank community is able to sort waste and dispose of garbage in its place. From this communal trash can, there are two important knowledge absorbed by the Citarum riverbank community in Pajajaran Cicendo Village, which are environmentally friendly bins and awareness to sort waste.

Changes in the behavior of riverbank communities in the Cicendo region occur, one of which is because the message of communication that is packaged touches the personal needs of the community, namely the need for media / waste disposal sites and an increase in the community's economy from urban farming. This can be seen in the following picture.

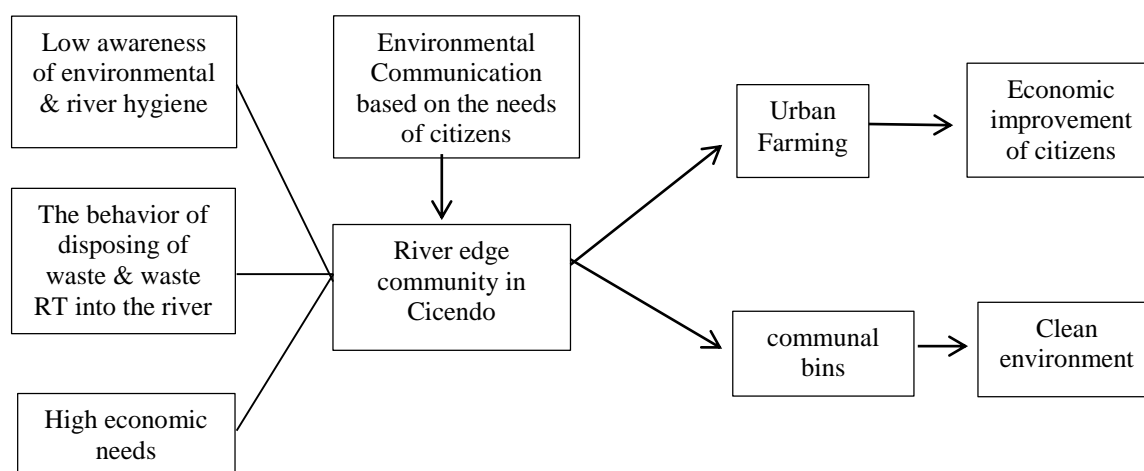


Figure 3. Shape of environmental communication riverbank communities in Cicendo District

Kelurahan Cibeunying, Bandung City

Communities on the shape river in Cibeunying Village have similarities with the community in Cicendo, which are both located in downtown Bandung. But from the level of education, the majority of residents in Cibeunying Village were 10,423 primary school graduates, 7,148 senior high school graduates and 6,874 junior high school graduates. In terms of educational infrastructure, Cibeunying has 27 elementary schools, 7 junior high schools, 7 high schools, 8 colleges, 2 educational institutions and 14 courses. Although the Cibeunying area is an advanced area in terms of infrastructure, but specifically for communities on the riverbank, it still has a low mindset towards cleanliness and environmental health. So here there is a striking difference between the behavior of the people outside the riverbank and the residents on the riverbank. For example, in this area there are garbage banks. However, citizen participation in waste bank activities is still low. In addition, the community of Cibeunying region also has a habit of using plastic bags very high, so plastic waste is very large, residents do not have the knowledge of plastic waste management and lack of public garbage facilities in the neighborhood.

This environmental communication strategy carried out for the riverbank community in Cibeunying Village in the fragile Citarum Program is focused on institutional persuasion efforts of sub-district, lurah, RT and RW (Government relation) devices so as to encourage citizens to have an awareness of clean environmental management and river sustainability. In this case, messages are packaged in the form of waste management through a 3R (reuse, reduce and recycle) through garbage-free movements. In addition to persuading government / institutional instruments, communication is also carried out on community leaders, and religious leaders / scholars. The Re-use program was created to reduce the amount of plastic waste, packaged in the form of socialization of the use of shopping bags that can be used repeatedly and also the use of cloth rags as a substitute for tissue. The Re-use program was created to reduce the amount of plastic waste, packaged in the form of

socialization of the use of shopping bags that can be used repeatedly and also the use of cloth rags as a substitute for tissue. The Re-duce program is a movement appeal on Cibeunying residents to shop smartly by buying large-sized items, using refill products and avoiding disposable items. The message in environmental communication for this region is packaged by conveying the importance of reducing the use of plastic in shopping, including one of the strategies is to persuade people to buy goods in large sizes, such as, for example, buying 2-liter cooking oil compared to buying 500 ml of oil which will certainly make more plastic waste, Appeals to use cloth rags and handkerchiefs instead of using tissue, and calls for using cloth diapers instead of using diapers for babies and children. While the Re-cycle program is a movement to recycle organic waste into compost which will later be used as natural fertilizer for plants.

The communication carried out for the dissemination of the Citarum program, in addition to strengthening RT, RW and youth organizations, also cooperated with the Citarum Harum task force in charge of the region. The task force consisted of members of the Indonesian Armed Forces who were specifically tasked with implementing the Citarum Harum program. In this case, the initial communication was carried out with the RT, RW, Lurah and Camat institutions and then paralleled the Harum Citarum Task Force in the region. After that, jointly conduct verbal / face-to-face communication, and non-verbal communication / environmental campaigns. One of the free movements of plastic waste in this region is by distributing free tote bags with visual message packaging in the form of an invitation to preserve the river. Visual messages in the tote bag include: 'Fish and rivers are pairs, and garbage is the third person ', 'yuk, reduce plastic waste', etc.

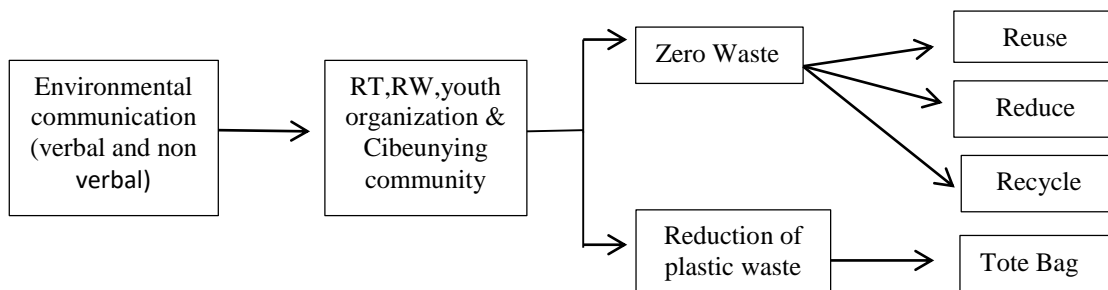


Figure 4. Shape of Environmental Communication at Cibeunying district

This is in accordance with the opinion of Rogers and Shoemaker (1971) in the theory of innovation diffusion, where diffusion is carried out with environmental communication activities through interpersonal communication with RT, RW, Lurah, Camat and Harum Citarum Task Force regarding the role and concrete steps that can be taken by the community play an active role in the fragrant program. In this phase, communication by the government is an effort to raise and increase public awareness to preserve the Citarum river.

4. Conclusion

Environmental communication examines the relationship between communication and human-nature relations. The purpose of environmental communication is to plan strategies through communication products and the media to support effective policy making, encourage community participation, and implement environmental sustainability projects.

In the riverbank community in Cicendo Subdistrict, the form of environmental communication carried out is based on the economic needs of the community, by persuasion through an urban farming program and communal garbage cans. The results of urban farming activities are managed and shared with the riverbank communities in Cicendo, so as to improve the welfare of the residents. Whereas in the riverbank community in Kecamatan Cibeunying, the forms of communication carried out were verbally and non-verbally by means of institutional relations of the RT, RW, Lurah, Camat and Youth Organization, collaboration with the Satgas Citarum Harum task by conducting zero waste activities and reduction of plastic waste

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