Building awareness of eco-centrism to protect the environment

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Abstract. The environmental crisis that hit the global world has threatened the future of the human being and all living in the world. The root of the environmental crisis today that is due because of the "human factors". Human mindset embodied in various forms of exploitation of the natural act of damaging our environment tragically. Understand anthropocentrism is so permeated human thought patterns stimulate human passion to continue to exploit nature without human arbitrarily. Natural objectified and regarded as a place to suck it for the benefit of human. And nature environment needs to be protected by human as moral person. One way to protect nature is not a great design technology, but change the mind set of people from anthropocentric paradigm to eco centrism awareness in order to protect the environment entity. The purpose of this study is to build a construction of ecological thinking to support environmental protection efforts. Using reflection methods especially deconstruction of Derrida, continuously critical of anthropocentrism is a must as one way to protect the environment in theoretical thinking frame. Through this frame of thinking, it can have constructed the concept of ecological awareness for protecting environment and the good condition to the earth and all reality of life. This concept is useful for enriching theoretical thinking to protect the environment.

1. Introduction
This topic is very relevant in the context of environmental crisis and environmental protection as actual issues of our world today’s. Several important international events have been done before to talk about the future of our earth, among others: World Environment Movement in Stockholm, Earth Summit at Rio de Janeiro-Brazil, and the Kyoto Protocol which shows the ethical commitment of the nations of the world save the environment [1]. We face some problems in our environmental today’s: toxic air, greenhouse effect, ozone layer depletion, acid rain, deforestation, loss of biodiversity and so on. The root of all these problems are the negatives attitude and negatives behavior of human beings including the fallacy of human to the nature in the implementation of development activities. Problems of development has become an epistemological and phenomenological anxiety all parties.

Research on environment in Indonesia has made some previous researchers from various institutions. Rochwuloningsih make the research on environmental management model for business development of the productive potential of women in rural areas [2]. This study examines from a sociological viewpoint. In 2011 Van Vollenhoven Institute (University of Leiden) in cooperation with the Indonesian National Development Planning Agency published the results of research with the title: "The effectiveness of environmental dispute resolution in Indonesia" [3]. This study has a legal perspective in environmental
disputes in Indonesia. In July 2012 the University of Gajah Mada has organized seminars to publish the results of research related to the environment [4]. However, this study focused discussion on a variety of technological and social engineering techniques to solve environmental problems. Research data shows that existing environmental studies in Indonesia have not touched the attitude, behavior and character of man in relation to the environment. I wrote this paper to show you a new perspective of the attitudes, behaviors, and the ideal of human character that we need to have in order to preserve our environment and to revive the idea of sustainable development. Some of the latest studies that are relevant to this topic are: Ecophilosophical principles for an ecocentric environmental education [5], understanding Sustainability Through the Lens of Ecocentric Radical-Reflexivity: Implications for Management Education [6], the role of environment clubs in promoting ecocentrism in secondary schools: student identity and relationship to the earth [7], in Transition Toward the Ecocentric Entrepreneurship Nexus: How Nature Helps Entrepreneur Make Venture More Regenerative Over Time [8], Foregrounding ecojustice in conservation [9], ecocentrism and criminal justice [10], Ecocentrism in Europe. A narrative for a post-industrial and post-religious conception of nature [11].

2. Method
The methods using critics philosophy especially the deconstruction method of Jacques Derrida and also Friedrich Hegel’s dialectics. The deconstruction method is a criticism to show a new paradigm towards the creation of new knowledge or meaning. While dialectics is a synthesis that arises from the thesis and antithesis. The process of collecting data uses observations, review of books, journals and relevant mass media sources. While data analysis uses philosophical reflection to find the meaning of the object under study.

3. Result and discussion
The anthropocentrism term is one of the theories developed in the context of human relationships with the natural environment. Anthropocentrism put human at the center of everything in the universe's evolution. Natural viewed only as objects/tools and means to fulfill human needs [12]. So the term is more concerned with the good and happiness of human beings rather than seeing the goodness of the environment entity. Anthropocentrism paradigm produces environmental crisis in its various forms. In political point of view, this fact is called the violence to the natural environment. This phenomenon was confirmed by Marshall with the term of ecological fascism to the environment [13].

Kerf provide a critiques to the anthropocentrism paradigm [14]. Some disadvantages of anthropocentrism paradigm are: 1). Anthropocentrism is based on a philosophical view which claims that moral worth only human; human honored most highly valued in the universe than all other creatures. 2). Anthropocentric nature instrumentalist, where the pattern of human relationships with the natural environment is limited as a tool used to meet human needs tend to be egoistic. 3). Anthropocentrism teleological where conservation efforts are only considered important for human benefit and not for the good of nature. 4). Anthropocentrism accused as one of the causes of the environmental crisis in our world.

Critics to the anthropocentrism concept is something very fundamentally related to the effort to save the environment reality. Human actions in daily life is not done consciously in a better understanding in seeing the goodness of nature environment. Humans tend to see nature reality as an object to be exploited for the benefit of human egoistic only. Negative human actions like these arise because of the paradigm or the wrong mindset of thinking in human brain. There is named a fallacy in thinking that lived by many people on this earth who see nature as a mere object. Fallacy is theoretical thought in which there is an error in the way of logical reasoning, the process and the end result of one's reasoning [15]. Erroneous reasoning would result in wrong behavior anyway. And we need to realize that nature has a value that is the same height as the value of our humanity. The view is worth seeing nature in itself is what needs to be invested into the consciousness of every human being. Only by this we together can change our attitudes to better treat nature as a subject of value in itself.
From the mindset of thinking that characterized anthropocentric before, we actually can see that there is an effort to protect the natural environment in the zone of thinking or the mind set of our brain. How to think human nature is actually damaging our environment? So efforts to protect the natural environment is first noted and made by we human.

There is no other way could be more effective to protect the natural environment than changing the man himself in this aspect: how to think, how to act and how to behave in the natural environment. This is where we talk about human nature or human environment friendly, eco-friendly. This is also we think about ecological awareness. In this process we have to participate our mind in protecting the environment. Hence the participatory mind is at the same time an interactive mind, a co-creative mind; reality and mind constantly interact with each other [16].

To protect the environment, we start from the human person itself especially the mind aspect. What needs to be done on humans? 1). We need self-consciousness that the environmental crisis is getting worse because of the way we think is wrong and incorrect in view of the environment objectively the exploited. Here we need to control ourselves not to judge the world like that anymore. We need to be familiar and friendly with nature as the part of our life. 2). Self-awareness of environmental damage should make we human change the way of thinking in the realm of the objective was. Humans need to change the mindset of opinion toward the view that the intrinsic value in it. Environmental value is not determined by the human, but by nature already exists in itself without the determination of the human. 3). Understand anthropocentrism need to be replaced with understanding environmental spiritualism. That is worth a sacred nature to itself, the environment needs to be appreciated and respected as a subject (the entity) spiritual value. 4). There needs to be revitalized again eco centrism understand where humans are not the center of everything in nature, but human is only one element in environment reality. It's time people realized we was too small and the total dependence on other elements in the natural environment. This awareness can make humans treat nature properly and humanely. 5). The environmental crisis is a sign that the human had done the wrong thing in a relationship with nature. There should be a metanoia ecological to the nature. It's time to see the majesty and humanity outstanding mysteries within nature itself. That if nature is damaged, then life was broken. If the crisis of nature, human life and all its network in crisis, too. If the life death, then life was dying.

To reinforce the above argument, we can quote a provocative statement of David C. Korten in his book The Great Turning, From Empire to Earth Community [17]. We humans have a self-conscious to some degree include: Magical Consciousness, Imperial Consciousness, Socialized Consciousness, Cultural Consciousness and Spiritual Consciousness. Just by changing the way of thinking and self-awareness in all the elements of the ecological unity of our planet, we can collectively work together to protect the environment from damage. This awareness should start now we turn back without delay. He became a socially conscious movement to care for the natural environment. An ecological rationality necessary for the future of our planet. Ecological rationality was first of all to the good nature, and a new afterward for the good of our people. We have to participate our mind in protecting the environment.

4. Conclusion
The relationship between humans and the environment is an actual problem that continues throughout our life and all environment entity. This problem can be solved by approaching from a variety of fields ranging from political, legal, technological, social, cultural, including the psychology of it is due to the attitude, character and way of human thinking of human. Attitude, character and human behavior has led to our environment damaged. It needs a critical self-awareness to review attitudes, behaviors and human’s habits in relation to the environment. We also have to participate our mind in living our life. Building ecological awareness has proven to be very important to protect our environment. Only by this, we can protect the environment towards sustainable development for next generations of human and all living in the future. We can be optimistic to see a new face environment beautiful, harmonious and non-critical in the not much longer. Ecological awareness needs to be continuously developed by humans in the reality of everyday life.
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