Building citizen environmental consciousness as an effort to create an independent and cultured village with nawacita conception

A S Rizal¹, D S Logayah²*, and M D Kembara²

¹ Department of General Education, Universitas Pendidikan Indonesia, Jl. Dr. Setiabudi 229, Bandung 40154, Indonesia
² Department of Social Studies Education, Universitas Pendidikan Indonesia, Jl. Dr. Setiabudi 229, Bandung 40154, Indonesia
*dina.logayah@upi.edu

Abstract. Currently, citizen consciousness in environmental conservation becomes important. As population growth increases, environmental damage becomes increasingly out of control. The lack of citizen consciousness of this environment occurs not only in a particular group of people, but also in all circles. Both occur at the household level, small forest encroachment communities, and at the level of large scale organizations such as companies. This condition illustrates the need for people to protect the environment and be conscious of the existence of the environment. An independent and cultured village is one of the efforts in providing education and environmental consciousness to people who have nawacita conception. The approach used in this study is qualitative approach. It provides information that can be obtained in a focused and in-depth manner. The method is done in a descriptive manner that can phenomenally bring out prominent things related to environmental consciousness in Sukasari Kidul Village community. The results of the study obtained that the village community of Sukasari Kidul still has low consciousness of environmental management. This is influenced by factors of ignorance, poverty, humanity and lifestyle of Sukasari Kidul Village community.

1. Introduction

Currently, building citizens for environmental conservation becomes important. Reality shows that citizen consciousness in various forms of behavior reflects the disregard for the environment. Moreover, the research found out that citizen consciousness is low [1]. The lack of citizen consciousness towards the environment occurs not only in certain groups of people, but includes almost all groups, both at the household level, small forest encroachers, and at the level of large-scale organizations such as companies. Over-exploitation towards natural resources without reclamation efforts has resulted in the loss of thousands of species on earth.

According to the data from Indonesian Forum for the Environment (Walhi), Indonesia still has 10% of the remaining tropical forests. Walhi quoted in the World Resource Institute in 1997 that the area of Indonesia's original natural forests had shrunk at an alarming rate. Indonesia has lost 72% of its original forests. Based on the extra landsat in 2000 there were 101.73 million ha of Indonesia's forests and damaged land was 59.62 million ha of which were in the forest area [2].

Some of the damage that occurs is caused by human behavior who over-exploits environment. For example, we can observe around the environment is the clearing of forests that are burned by the
community without regard to the surrounding ecosystem, in addition to natural factors, namely
drought in the dry season which can also cause hotspots. In addition, the development of urban areas
without regard to environmental aspects so that in a systematic framework, the situation can occur
global warming, climate change, loss of habitat, scarcity of clean water, air pollution, environmental
pollution, flooding, poverty, until the threat of starvation is now a crucial problem. The reality and
conditions above reinforce that environmental consciousness and preservation and maintaining
environmental balance is very important and urgent. The construction of environmental consciousness,
according to Subagyo (2010), does not only create a beautiful or clean environment, but it must be
included in the human obligation to respect each other's rights, natural rights and their ecosystems.
The rights of others are to enjoy and feel the balance of nature purely, so that there is harmony
between nature and humans [3].

Based on the problems, building citizen consciousness especially in Sukasari Kidul Village is a
crucial thing to do. Considering the geographical conditions and the potential of Sukasari Kidul
Village which have potential in agriculture and plantations. The potential owned by Sukasari Kidul
Village in agriculture is a village producing centers of onion vegetables, leeks, sumenep onions.
Meanwhile, in the field of plantation, the potential is a producer of cloves, bananas, coffee, guava, and
cocoa which have been marketed throughout Indonesia and exported to Taiwan, especially onion
sumenep [4]. The potential of Sukasari Kidul Village shows that how humans use land as a
community's economic needs. It is necessary to build an effort to make the community aware so that
they can utilize agricultural land and plantations appropriately without over-exploiting. Aside from
being a vehicle for wealth in raising the environment to the people of Sukasari Kidul Village, it is also
more important to participate in realizing an independent village with Nawa Cita conception in
accordance with the government program carried out in the work of President Joko Widodo's Cabinet.

2. Methods
The approach used in this study is qualitative study. This approach is expected to generate a focus and
in-depth result [5]. The method in this qualitative approach is done descriptively which can
phenomenally bring out prominent things related to environmental consciousness in the community of
Sukasari Kidul Village, Argapura sub-district, Majalengka District consisting of 12 hamlets (RW) and
24 neighbourhoods (RT).

The data was collected through interviews, observations, and documentation studies. Intensive
interviews of research subjects were done to dig up information about their values. In addition, other
residents also carried out as a cross check. Interviews were conducted using guidelines, so that they
did not deviate too much from the objectives. Observations were carried out to see firsthand the
implementation of the values of independent and cultured villages in daily interactions with the
environment. Documentation studies are carried out to explore through secondary sources to
supplement field results. To achieve the research target in accordance with the method used, the study
was designed according to the stages: 1) Literature Study and Research Results; 2) Field Assessment;
3) Data Networking; and 4) Data Processing and Analysis [5].

3. Results and Discussion
The political condition of Sukasari Kidul Village, Argapura Subdistrict, Majalengka District is a
village resulting from the division. Previously, Sukasari Kidul and Sukasari Kaler villages were joined
in Sukasari Village, but in 1982 a division was formed so that Sukasari Village was divided into two
villages [4]. Sukasari Kidul Village is one of the 14 villages in the Argapura District area, located 300
meters to the south of the town of Argapura sub-district. Sukasari Kidul Village has an area of 287,722
hectares. Sukasari Kidul Village has 4 hamlets, namely: Mekarsari Hamlet, Tarikolot Hamlet,
Calincing Hamlet and Palasari Hamlet. Sukasari Kidul Village has population of approximately 3,158
people, spread over 12 areas of hamlets (RW) and 24 neighbourhood (RT).

Geographically, the boundaries of Sukasari Kidul village are: North side: Sukasari Kidul Village,
South side: Sagara Village, East Side: Tejamulya Village, and West Side: Tegalsari Village. The
geographical condition of Sukasari Kidul Village Argapura District is at an altitude of 750-857 m dpl with an average temperature of 27 degrees Celsius. This geographical condition makes Sukasari Kidul village have physical potential, namely agriculture and plantations. Sukasari Kidul Village is also one of the centers of vegetables in Majalengka District, namely shallots, Sumenep onions, and scallions. Other commodities are sweet potatoes, salads, sosin, and chillies. Sukasari Kidul is a potential agrarian village, given the adequate carrying capacity of nature, such as water that flows throughout the year, and fertile soil so that the average production of onions can reach 20 times the seeds planted. Vegetable growing season starts from May to November, in these months the production of onions can reach 50 tons per day, while sweet potatoes begin November to March [4].

The implementation of this study began at the preparatory stage which resulted in the search for regions or places used as environmental problems with all the potential that exists in the village through literature and social issues, environmental and cultural issues, especially in West Java [6]. The basis for locating locations based on environmental problems and the potential of the area that can be put to good use. On the basis of literature, preliminary observations to the location and review of the problem then determined the location of research in Sukasari Kidul Village, Majalengka District. Furthermore, conducting data collection and preliminary studies of the potential data available to determine objects that can be looked for environmental problems based on data obtained both primary data and secondary data. The implementation of community awareness raise towards the environment in Sukasari Kidul Village needs to involve many elements, especially the community as users of the environment, one of which is that the community has an important role in protecting the environment.

Profession and community livelihoods in Sukasari Kidul Village as farmers should protect the environment, because their economic needs depend on nature and the environment. If the environment is damaged, it causes their agricultural productivity to decrease [7]. The socialization can be carried out with the following steps: inviting the head of the village and village apparatus, village community leaders, hamlets (RW), neighbourhood (RT), PKK, and youth to give an explanation of activities in Sukasari Kidul Village, Argapura District, Majalengka District. Sharing opinions with the head of village and village community leaders about the activities carried out in an effort to raise public awareness of the environment. This was done in order to obtain an overview of the activities of the Sukasari Kidul Village community in utilizing the environment and get a picture of the applicable law in Sukasari Kidul Village in utilizing the environment.

The results obtained are socialization of community empowerment that the people of Sukasari Kidul Village still have low consciousness of the existence of the environment. The people of Sukasari Kidul Village exploit the environment as the main economic need of the community but they do not yet know how to utilize the environment properly. The simplest example that can be found through a case study is the existence of waste which is still a major problem for the people of Sukasari Kidul Village. Disposal of waste is still everywhere and the collection of garbage or agricultural waste is increasingly worrying and not optimal. To overcome these problems, the physical and non-physical potential in Sukasari Kidul village is through village deliberations attended by village officials, the Village Consultative Body, the Village Community Empowerment Institute, the Head of hamlets (RW), the Head of neighbourhood (RT), village institutions and public figure. The village government collects and records the potential and environmental problems in accordance with each hamlet (RW). Each development team conducted a field survey and assessment to formulate a scale of development priorities so that it could actually be carried out effectively and efficiently in environmental management. From each hamlet (RW), we can identify the potential it has and the need to solve environmental problems. At least from the findings in the field, we can form a garbage bank group in each hamlet (RW) environment to collect waste from the community.

After carrying out activities in the implementation phase, there are number of things that need to be evaluated in environmental socialization activities in Sukasari Kidul Village. In carrying out the socialization, there is a need for mutual understanding and cooperation regarding these environmental activities so that there are no misunderstandings in the implementation of the activities. The assessment of the results of the field survey was mutually agreed upon based on the findings in the
field. Subsequent efforts were completed so that environmental problems could be resolved properly. And the time agreement in providing socialization to Sukasari Kidul Village community in carrying out socialization activities.

Some of the activities that have been carried out, need to be followed up to expedite the implementation of activities in Sukasari Kidul Village to make the village become an independent and cultured with a spirit of vision, namely: Government and community collaboration needs to be followed up seriously because growing environmental consciousness in the community is still low. Establishment of environmental consciousness in Sukasari Kidul Village community is to create a village with a vision of nawa cita. Establishment and management of waste banks in each hamlet (RW) to unravel the waste problems faced by the people of Sukasari Kidul Village, Argapura District, Majalengka District. The results of the study in the potential of Sukasari Kidul village are environmentally friendly villages because the livelihood of the population as farmers besides the agricultural sector is also a primary need for the people of Sukasari Kidul Village. The role of the government is to act and contribute to the broadest possible extent to create an independent village and culture to the community, namely to build the consciousness of the people of Sukasari Kidul on the existence of waste in the surrounding environment. The government's contribution, namely the head of the village, was given as a driving force and gave an introduction to the community of Sukasari Kidul.

Community contribution is as an implementer of activities in the neighbourhood (RT) and hamlets (RW) environment in protecting the environment and producing products from processed waste as products that can be used as local products and cultural products of Sukasari Kidul Village. Based on the description of research findings, it can be summarized that the concept of balanced nature is an effort to use nature (earth) as God's creation according to the existing rules and follows a harmonious law of order [8]. Public awareness about the importance of the role of the environment needs to be improved through counseling, information, education, law enforcement accompanied by providing stimuli or motivation for the active role of the community in protecting the environment such as an environmental sanitation competition between villages with a gift or so forth so as to provide motivation to the community so that love the environment more [9]. Increasing environmental consciousness can be done through various ways, for example by socializing to the community about the environment, environmental benefits and treatment, returning our thoughts and behavior back to reflecting on religion, the government must firmly take action against the perpetrators of environmental destruction in order to have a deterrent effect on the perpetrators environmental destroyer [10]. According to Amos Neolaka there are at least four factors that influence environmental consciousness: ignorance, poverty, humanity, and lifestyle factors [11]. Humans have a reciprocal relationship to the environment, humans can influence the environment but humans can also be influenced by the environment. Humans will not be able to survive without the surrounding natural environment, as well as humans, the natural environment such as plants, animals, other creatures also need humans for their growth. Every human being is aware that they are part of the environment and must maintain and preserve their environment, but deviations to the environment still often occur. Therefore, we as the next generation of the nation must start from ourselves to better appreciate the surrounding environment because they are both God's creatures created by having their own benefits and advantages which are also beneficial for us to maintain our survival [12]. Humans should be able to protect the environment as our place to live. Through this activity, it is hoped that the people of Sukasari Kidul Village can utilize the environment optimally without having to exploit the environment because humans are very dependent on environment and make environment as their social, cultural, economic and political life.

4. Conclusion
From the description above it can be explained that the implementation of environmental management still needs to be addressed, both from the role of the government and the community in order to realize an independent and cultured village with nawa cita conception. Things that most causes environmental damage still occur today, especially in Sukasari Kidul Village is the lack of community consciousness
and legal functions that have not been firm. So as a result, environmental damage occurs everywhere. There needs to be a change of mindset, values and reviews in all fields including the environment. For example fostering community consciousness of the importance of environmental hygiene through Friday's activity program, which is community service in the village of Sukasari Kidul. In addition to community service activities for those who participated in the activity, the community and friendship of Sukasari Kidul village became closer to the sense of mutual hygiene and beauty of the village of Sukasari Kidul as an independent and cultured village with nawacita conception.

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