

Fostering Community Environmental Awareness Attitudes through Tuban Mangrove Center Foundation Program

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ABSTRACT

The purpose of this research is to know the attitude of environmental awareness conducted by Mangrove Center. This research is based on the high environmental damage in Tuban City. According to the law number 32-year 2009, society has right in managing the environment both independent and organizational. One of the organizations involved in the environment is Mangrove Center Foundation Tuban which is empowers the surrounding society to participate in environmental management. This research uses qualitative methods and with case study design. According to the research, it is obtained data that the attitude of environmental awareness in the society can be formed and grown through the provision of environmental management, such as: concerned with the cleanliness of the environment, tree-planting, management of natural tourism sector, etc.

Keywords: environment, attitude, Mangrove Center

INTRODUCTION

Indonesia is a country that has an area of 1.905 million km² with a population of around 262 million. With this scattered population, Indonesia also has a heterogeneous population. Both from ethnicity, culture, tradition to the level of socioeconomic status and education. The high number of population in Indonesia has caused its own problems. One of them is about environmental problems. Living environment can be defined as an area occupied by a living thing which include the living and non-living thing (Sumarwoto, 1991: 48). The impact arising from community activities that are not balanced with good environmental management will affect the level of pollution and environmental damage that comes from the pressure of population density that penetrates into various fields. Therefore, to deal with environmental damage caused by people who are less responsible, it is necessary to regulate the rules of community activities to avoid environmental damage.

The environment needs to be part of the moral community (Prasetyo, 2016). This is because, countermeasures and prevention in dealing with environmental damage is not only the responsibility of the government and related institutions. Cooperation between citizens from all lines is needed to be aware and are able to maintain and manage their environment. This is in accordance with Constitution No. 32 of 2009 concerning Protection and Management of Living Environment (PMLE; also known in Indonesia as UUPLH) in article 1 paragraph (2) namely " Protection and Management of Living Environment is a systematic and integrated effort undertaken to preserve environmental functions and prevent environmental pollution and / or damage which includes planning, utilization, control, maintenance, supervision and law enforcement ".

The implementation of green concept constitution as a reflection of guarantees of constitutional rights to sustain the development of living environment can be measured into several indicators namely its own legal indicators, legal practice implementation indicators, community indicators, and cultural indicators.

The government, institutions as well as the community play an active role in protecting and preserving the environment. Ecological awareness will realize a task intended to sharpen people's ecological and political awareness starting from their locatedness, to restore social hope and to envision long-term community projects (Lovino, 2009). Hence, there needs to be cooperation between the community and the government in protecting and managing the environment from the threat of environmental damage.

The threat of environmental damage can manifest in a number of ways, including: rubbish, forest fires, unmanaged rubbish, sea water abrasion, deforestation, industrial waste pollution, mining excavation, etc. Therefore, the community as good citizens must be able to fulfill their obligations to manage the environment and maintain it as stated in the Constitution. This is a step in realizing good and smart citizenship in the environmental field by being responsible for the environment in which they live. A decent environment is a right for every citizen, and therefore, in order to create a decent environment, every citizen is also obliged to protect it.

Environmental damage threatens cities and towns, like in Tuban. Tuban is a district with an area of 1,905 km², with population around 1.285 million and has a beach length of 65 km. Tuban geographical location is a coastal area, which mean it is prone to abrasion. However, Tuban environmental problem is not only abrasion, due to the fact that Tuban have abundant natural resources such as limestone, it attracts investors and cement companies to exploit Tuban natural resources. This adds to the possibility of Tuban environmental damage if the community does not have an awareness of their obligations to protect the environment.

Tuban coastal area has alarming waste pollution (source: bloktuban.com). Tommy P. Kusuma, Head of Environmental Pollution Control, said based on his observation the environmental pollution in Tuban has been classified as severe, especially environmental pollution on the coast. This is due to the high volume of garbage along the coast of Tuban. Hence, public awareness of keeping the environment clean must be increased.

Ali Mansur, the chairman of Tuban Mangrove Center Foundation, emphasize the importance for the citizens to protect and maintain the environment. Personally, Ali has an awareness of protecting the environment and invites all levels of society to play an active role in environmental management in Tuban. It all began when with Ali's concern when he saw abrasion on the coast around his residence. He took the initiatives to plant mangrove trees to save the environment in which he lived. Over time, the mangrove center organization was formed which was engaged in the environment with a vision of the social economy movement and had a work program that led to conservation and nursery, fisheries, animal husbandry, community empowerment, eco-green program, Adiwiyata School, joint venture groups. The goal of the mangrove center organization is to create a community that is aware of the importance of protecting the environment, not only for the surrounding community, but also for creating friendly environment for the new generation from young age through Adiwiyata School.

RESEARCH METHODS

This research uses a qualitative approach. The researcher took the qualitative paradigm in this research, because the researcher wanted to study more deeply about the development of environmental awareness values in fostering the attitude of Environmental Awareness in realizing Good And Smart Citizenship through the Tuban Mangrove Center Foundation. The research location was conducted in the main office of Tuban Mangrove Center Foundation. The reason for choosing the location, is because the Mangrove Center's beginnings began with Ali Mansyur's leadership, the chairman of Tuban Mangrove Center Foundation, when he saw abrasion on the coast of Tuban, near where he lives. Out of that concern, Ali Mansyur began planting mangrove plants to reduce the effects of coastal abrasion. Thanks to this persistence, there was an interest in tackling coastal abrasion by the surrounding community, then in 1997 a new organization was formed in the form of the Wana Bahari Farmer Group. In 2000, the organization developed into a non-governmental organization, Forum of Communication for Tuban Coastal Environment. After that, in 2005 the organization became the Tuban Mangrove Center Foundation. Until finally in 2012, the Chair of the Foundation received the *Kalpataru* Award. From the history that has been described, the researcher would like to further study the strategy undertaken by the Mangrove Center in fostering the attitude of community environmental awareness. The results of the research that have been obtained, are then analyzed by data analysis techniques according to Miles and Huberman (1984) in Yin (2019), among others: 1) Putting information into different list, 2) Make a category of matrix and put the evidence into that category, 3) Create a flowchart data analysis and other tools, to examine related data, 4) To tabulate the frequency of different events, 5) To check tabulation complexity and its relationship by calculating second order numbers such as arithmetic mean and variance, 6) Putting the information into chronological orders or to use another time scheme.

RESULTS AND DISCUSSIONS

Mangrove Center

Mangrove Center is a foundation that is located on Jl. Raya Tuban-Semarang KM.9 RT.02 RW.01 Jenu Village, Jenu District, Tuban Sub-district. This foundation has a vision to create community life that is environmentally friendly. While the missions carried by the Mangrove Center Foundation include: 1) Improving the welfare of the community through eco-friendly economic life (ecogreen); 2) Fostering community participation in environmental management; 3) Preparing the next generation environment education through Adiwiyata School; 4) Increase community empowerment through community group activities; 5) The realization of practical, economical, empowered and healthy community life through the Productive Organic Village program; 6) Realizing an area that is always Green & Clean; 7) Management of environmentally friendly areas. Field of activities carried out by the Mangrove Center include: 1. Conservation and nurseries; 2) Fisheries; 3) Animal Husbandry; 4) Community Empowerment; 5) EcoGreen; 6) Adiwiyata School; 7) Joint Business Groups (source: mangrovetuban.wordpress).

The establishment of the Mangrove Center began with Ali Mansyur, the chairman of the Mangrove Center foundation, he took the initiatives to plant mangrove, near where he lives, to reduce the effects of coastal abrasion on Tuban Coastal area. He felt the abrasion was severe and needed immediate action. Out of that concern, Ali

became the trendsetter for planting mangrove to reduce the effects of coastal abrasion in Tuban. Thanks to this persistence, there was an interest in tackling coastal abrasion by the surrounding community, then in 1997 a new organization was formed, named 'Wana Bahari Farmer Group'. In 2000, the organization developed into a non-governmental organization, Forum of Communication for Tuban Coastal Environment. After that, in 2005 the organization became the Tuban Mangrove Center Foundation. Until finally in 2012, the Chair of the Foundation received the *Kalpataru* Award.

Friendly Environment Regional Management Program

Hutchinson and Smith (1994) in Sutiyo defines that the state is a soul, a spiritual principle and is based on strong solidarity. A country can be built firmly if all components of the community are united to take responsibility for its management. Not only in politics and bureaucracy, but also in all fields. The government is working with communities to advance their territories as the beginning of sustainable development. Since the beginning of the development, Mangrove Center has contributed to environmental management. Mangrove Center always appealed and invited the community to manage and develop the surrounding environment to be more productive and beautiful. As the name suggests, the beginning of the mangrove center is more focused on tackling coastal areas by cultivating mangroves both land mangroves and sea mangroves as well as the clean beach program. However, along with the hard work of the Mangrove Center managers, the programs have penetrated into other sectors, namely in the field of nurseries, fisheries, and so on in order to increase the economy of the surrounding community.

Management of the area carried by the Mangrove Center is a joint program with the central and regional governments. Mangrove Center contributes to the provision of seedlings as well as coaching in planting and organizing other programs. Whereas institutions such as the Environmental Services (ES; also known as 'DLH', Dinas Lingkungan Hidup, in Bahasa Indonesia) will help the community education sector on the importance of environmental management. Hence, there is a synergy between the community and government institutions through a program carried out by the Mangrove Center. When described in a chart, the role of the Mangrove Center is as follows:



Diagram 1:
Correlation between mangrove centers, environmental services, and community

The appeal and examples of the Mangrove Center to the community such as program of fruit picking tours in several villages in Tuban. In this program, it is the village head or the community that takes the initiative directly, and then submits a request for seedlings to the Mangrove Center. After that, planting and how to manage the plants are guided by the foundation. It aims to improve the economy of the community through environmental empowerment programs. Two advantages of this program would be: 1) the environment becomes clean and beautiful; 2) the income of the community also increases.

The state and society must play an active role in protecting the environment and the earth as a place to live together. However, some people in Indonesia do not understand the importance of environmental management for themselves and others. So there is a need for education and an active role from all lines to increase public understanding of environmental management. Environmental education for the community can be done in various ways and the active role of all institutions. This is to create good and smart citizenship, especially their participation in environmental management.

These steps and responsibilities can be carried out through education from relevant agencies to conduct environmental studies. Strategic Environmental Assessment (SEA) is a series of systematic, comprehensive and participatory analyzes used to ensure that the principle of sustainable development has become the basis and integrated in the development of an area so that with the SEA the regulation of spatial functions has been carefully reviewed to ensure environmental balance in the realization sustainable development (Raharjo 2014, pp. 10). Environmental management and monitoring must be carried out by the government or even through social institutions to raise public awareness.

In addition to planting, there are also other steps undertaken by the mangrove center to develop the area. The step is by collaborating with various lines of society and government for example in terms of:

1. Procurement of exercises for certain fields (e.g. agriculture, irrigation, fisheries, adiwiyata, joint business groups, etc.).
2. Exchanging experiences, for example by assigning members for some time to work in other institutions for certain fields.
3. Assist other institutions for an area that is not their expertise, but is a major problem for the village community where it works.
4. Meetings to discuss problems or exchange experiences are held once a year or every few years
5. Establishing cooperation with government agencies engaged in rural areas is further enhanced (Hagul, 1992: 180).

Ali Mansur's intensive planting was motivated by his concern about environmental damage around his area. Ranging from dirty beaches to abrasion, has inspired Ali Mansur to actively participate as well as being a pioneer for the people in his village to actively plant mangrove trees and clean the beach. For him, as a citizen he is obliged to participate in protecting and maintaining the environment. With this perseverance, gradually the individual concern develops into the concern of groups engaged in the environment. In a group or community institution, a high sensitivity to the problems faced by the community and flexibility approach is needed (Hagul, 1992: 121).

With Ali Mansur's flexibility in inviting the community to manage the environment, the Mangrove Center is developing. There are strategies in place to build community awareness. These strategies include hands-on examples, appropriate invitation, and appealing, giving direction, monitoring and showing tangible results in the form of positive economic impacts obtained from environmental management. This is exactly what attracted the sympathy of the public to take part in the programs carried out by the Mangrove Center Foundation.

Hagul (1992) provides a scheme of the steps that NGOs must take in order to achieve the desired goals, as shown in Figure 2:

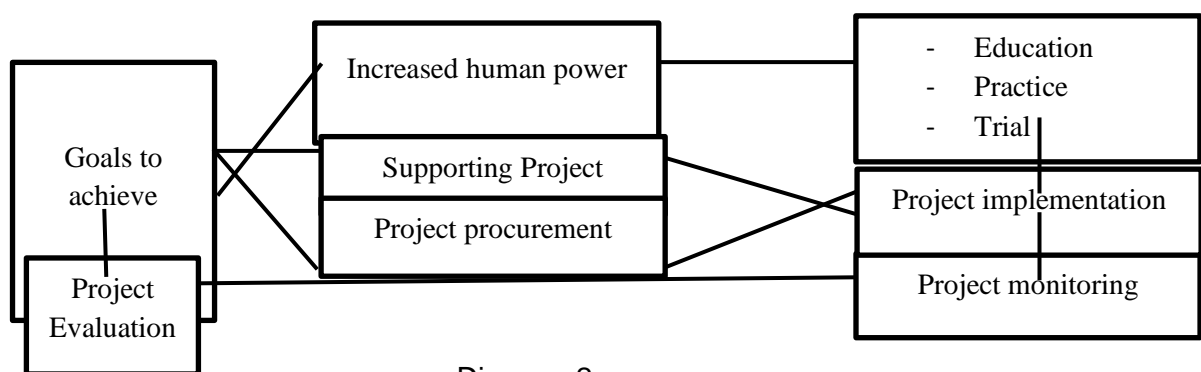


Diagram 2:
Steps to achieving goals

In accordance with the diagram described by Hagul, the Mangrove Center Foundation also did the same thing. Every working program that is carried out is always briefed and its work is monitored. This is intended to increase the sense of responsibility for project workers. Because it is feared, the plant project will die untreated if it is lacked supervision. So as to achieve the target, the Mangrove Center conducts education or teaching in advance, through training and experiments in each working program to reduce the failure rate. This is good in planting, managing waste, or other programs in collaboration with other institutions or communities.

The community and the government must work hand-in-hand to manage the environment, especially in Tuban. In citizenships, a good and smart society is a society that understands their rights and obligations as citizens. Not only waiting for government intervention in protecting and caring for the environment, but also it requires support from the community as part of the goal of environmental management. The introduction of the environmental management step starts with setting examples, training in recycling and green products and increasing partners and working with various communities and environmental institutions that are proficient in their fields (Boiral: 2008). In this context, the Mangrove Center has set an example, provided seeds and worked closely with various village groups, companies, Tuban Environmental Services, which is expected to help in overcoming environmental problems.

This awareness can be started from small domains such as villages, sub-districts, and cities/districts to form a common goal for the achievement of large environmental management such as the central or state domains. As a fact, one of the active community institutions in the environmental field is located in Tuban. This is in

accordance with article 86 of the Constitution on Environmental Protection Management namely:

- (1) The community can form institutions providing environmental dispute resolution services that are free and impartial.
- (2) The Government and regional government can facilitate the establishment of institutions providing services for the resolution of environmental disputes that are free and impartial.

Berdasarkan UU tersebut di atas, maka dapat dikatakan bahwa penting kiranya bagi pemerintah maupun pemerintah daerah untuk memfasilitasi lembaga masyarakat yang bergerak dalam pengelolaan lingkungan hidup. Soemarwoto (2004) menyatakan, pengelolaan lingkungan hidup dapat diartikan sebagai usaha sadar untuk memelihara atau memperbaiki mutu lingkungan agar kebutuhan dasar manusia dapat terpenuhi. Hal ini selaras dengan yang dilakukan oleh Ali Mansur selaku pendiri mangrove center Tuban yang gigih untuk melakukan penanaman dan mengajak seluruh masyarakat agar berperan aktif dalam menjaga lingkungan.

Based on the aforementioned law, it can be said that it is important for the government and regional governments to facilitate community institutions engaged in environmental management. Soemarwoto (2004) states, environmental management can be interpreted as a conscious effort to maintain or improve environmental quality so that basic human needs can be met. This is in line with what was done by Ali Mansur as the founder of Tuban mangrove center which is persistent to carry out planting and invites all people to play an active role in protecting the environment.

Every citizen is required to be able to live useful for the country and nation, and be able to anticipate future developments and changes (Kaelan, 2010: 3). The usability of the community as part of the state is an expression of their participation in maintaining and contributing to the country. Kaelan also added that the material objects of citizenship education include insights, attitudes and behaviors of citizens which include relations between citizens and the state.

Therefore, citizenship education in Indonesia is needed so that people can become morally personal and aware of the law and in accordance with Pancasila and the 1945 Constitution. Participation in contributing to the state can be pursued in various ways. For example it can follow the existing democratic system, according to their rights and obligations, aware and law-abiding, to be proactive in protecting and caring for the environment. Environmental care is one of the attitudes of knowledge about the importance of ecology for shared life. In addition, caring for the environment is also a form of concern between citizens and their countries.

A managed and clean environment has the potential to improve the economic conditions of its people. The economic condition of the community also affects the welfare of the community. That is because the management of the environment is able to open up opportunities in the environment as tourist attractions. Waste management can also reduce the volume of waste. As well as for the industrial sphere, environmental management with the reclamation and waste treatment can also minimize the adverse effects of exploitation of natural resources and the effects of pollutants.

NGOs bridge the community to develop their regions to improve the quality of life and at the same time support sustainable development. Sustainable development is based on and supported by biophysical factors as well as socio-cultural and economic factors (Soemarwoto, 2004). Thus, the Mangrove Center also strives to show its existence in the achievement of its work program. This is one of the ways in which the Mangrove Center has won the trust and support of local governments to work together to overcome environmental problems, both in terms of education and real work.

CONCLUSIONS

The promotion of environmental awareness can be pursued through various lines. Both in terms of government and society must work together and help each other in improving environmental attitudes. One of the efforts from the community for example through NGOs (Non-Governmental Organizations) such as Mangrove Center Foundations engaged in the environment. Strategies undertaken by the Mangrove Center to increase the attitude of community environmental awareness include: 1. Providing appeals and invitations to care about the environment, 2. Providing examples in managing the environment, 3. Provision of seedlings, monitoring the work programs implemented.

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