



COMMUNITY EMPOWERMENT FOR THE ENVIRONMENTAL CARE MOVEMENT IN THE NEW NORMAL ERA

Dini Safitri^{1}, Dian Alfia^{1**}*

¹Faculty of Social Sciences, Universitas Negeri Jakarta, Jakarta, 13220

dinisafitri@unj.ac.id^{*}, dian-alfia@unj.ac.id^{**}

Abstract, Background: Yayasan Senyum Ibu Indonesia (YSII) is a foundation that is engaged in empowering women, including empowering mothers to carry out environmental care movements in their homes. The problem that occurs is the lack of guidance to community members in this case due to the covid-19 pandemic. Therefore, entering the new normal era, we held training for YSII community members regarding the environmental care movement.

Method: The training method we provide is using WhatsApp lectures using an ecofeminist approach. We use an ecofeminist approach because the YSII fostered communities are mothers who have problems with the environment they live in, both from the natural and social environment.

Results: The result of this activity is an increase in the understanding of the participants and a growing awareness to love the environment in which they live more.

Conclusion: The problems that occur in the Environmental Care Movement in YSII fostered communities are caused by a lack of understanding and awareness from the surrounding community.

Keywords: YSII, community empowerment, environmental care movement

Background

Yayasan Senyum Ibu Indonesia (YSII) is a social foundation engaged in the empowerment of women and young women. YSII's secretariat is in Johar Baru, Central Jakarta. An area in the capital city of Jakarta and is an area located in Southeast Asia. Residential houses in the area are very close and many are in narrow alleys. There are also many markets and flats. These areas need special attention for the development of mothers, especially for the movement to care for the environment, both naturally and socially.

As we know, public awareness and concern for the environment cannot just happen, without the desire and internal encouragement of individuals who are members of the community. For this reason, it is important to have education from external parties outside the residents of the area so that internal desires and encouragements

grow to care about the health of the surrounding environment. This education is needed in order to grow a movement with the community so that changes in environmental care behaviour grow. Especially in this new normal era, it is necessary to form an empowerment community where the community in an environment can actively move and be empowered to solve social problems that exist in the community.

Efforts to form a community as we know it, not only by gathering residents and forming groups and then providing education. The steps that need to be taken are to use an intense approach that is in accordance with the communication style of the local community. One of them, external parties who will conduct education, do not violate community values so that they can be well received by the community. After giving education several times, an agreement can be reached with the community to form an empowerment community.

We carry out community service activities with YSII fostered partners by taking a first approach, namely by visiting representatives from the management in the community. The activities we do are joint activities and make ourselves part of the community so that we can discuss and encourage change from within the community. The establishment of community empowerment is the initial solution that we offer to solve environmental problems in the community. Active citizen involvement at every stage will result in change. One form of this change is to make citizens responsible for the causes and effects produced by the community in an attitude of caring for the environment.

Empowerment community is one form of community empowerment. The goal is to create an empowerment community so that people can live independently both economically, ecologically and socially. Empowerment community contains activities starting from planning until there is a termination of agreement in the community to manage local resources owned. The concept of community empowerment is a concept to provide education to the community so that people are encouraged to take advantage of the strategic and sustainable potential of the environment in the longer term. The concept of community empowerment emerged as a result of two factors. The first factor is failure. The second factor is hope. Failure in economic development can lead to poverty, but there is hope for poverty alleviation and environmental sustainability.^[1]

Empowerment community can also be in the form of economic power associated with information, knowledge and skills, participation, in an organization that is sourced from finance. Therefore, every activity must be ensured to be beneficial to the community by empowering the community. Empowerment community is carried out in several stages. Starting with the stage of conducting site selection, community empowerment socialization activities, community empowerment processes, until the existence of community independence.^[2]

This community empowerment process is carried out by conducting a study of the condition of partner groups, group development plans, preparation of activity implementation plans, monitoring and evaluation. The more conceptualized everything that is done, the greater the community will be empowered. Community empowerment activities also select communities. The community selected in the selection is a community that has the resources and ability to manage its affairs. In addition, the community can also control and influence other groups outside the community. Thus, the community can develop itself into a leader and the community can also become empowered. One example of empowered

leadership development is community members being taught how to organize a community in order to take part in improving the community. They are active in this improvement effort.^[3]

The result of community empowerment activities is an increase in the influence of the community on the structures and policies that affect their lives. Increased influence occurs because of the partnership. These partnerships can occur because of coalitions, or broader community inclusion initiatives.^[4] Empowerment community can also mean that the community is empowered with the help of community leaders and vice versa. This activity has its own challenges, but the results can be beneficial to the community.^[5] Therefore, the establishment of community empowerment cannot be done instantly and is not sustainable. Cooperation with various parties outside the community is required. One of them is to accept the presence of the community service team.

The establishment of community empowerment in this community service activity starts from the initial stage, namely planning. At the planning stage, the team conducts situational analysis such as participant analysis and problem analysis. After that, mapping of the data obtained is carried out, then carry out goal analysis and design solutions to problems that occur in the community. After the objective analysis is carried out, the second stage is carried out, namely by implementing all the designed solutions. After implementation, the last stage is evaluation. The team evaluates the programs that have been run together, measuring the level of success and failure. After that, planned re-repair. The three processes will continue to cycle until the desired changes are achieved.

To be able to carry out community empowerment in this service activity, we use an ecofeminism approach. Ecofeminism is a social thought and movement that deals with environmental issues with women. Ecofeminism seeks to see how the relationship between concern for women and concern for the continuity of the human future. This ecofeminism movement was pioneered by women.

The environmental care movement means an effort to heed, pay attention, and treat everything in the surrounding environment well. According to the Ministry of National Education in 2010 environmental care is an attitude and action that continues to seek efforts to prevent damage to the surrounding natural environment and do something to repair the natural damage that has occurred.^[6]

Caring for the environment is an action taken consciously by humans in protecting the natural environment and developing efforts to repair an already damaged environment. Human

life is always related to nature and the surrounding environment. Humans obtain sources of life such as food, clothing and shelter all obtained from nature.

There are two types of natural resources, namely renewable and non-renewable natural resources. Vegetables, fruits, livestock and trees in the forest are examples of renewable natural resources. Petroleum, silver, gold, and iron are examples of non-renewable resources. Resources that cannot be renewed, if they continue to be explored, these resources will run out.^[7]

The natural world today is constantly being exploited until there is damage to nature. The damage to nature occurs due to human activities who do not respect nature and are not responsible for protecting nature so that it has a negative impact on the lives of living things. Various environmental problems that occur in the community, are also a problem for women. Women have important duties and roles related to human survival, such as managing all the needs and needs in the family. Environmental problems, such as water and air pollution, will greatly disturb women in carrying out their domestic roles and duties.

The biological role of women, namely being able to give birth is considered to have something in common with nature. Therefore, the earth is likened to the term Mother Earth. The role of women as mothers makes women very familiar in caring for, nurturing or protecting the environment as they do their children. Mother's activities are needed by nature in managing nature and the sources of life. Unfortunately, awareness of the importance of protecting nature is not shared by all people. Most of them only think about ego and self-interest which can result in committing acts of violence against nature.^[8]

The phenomena of environmental damage that have occurred include deforestation, excessive use of chemical fertilizers, environmental pollution, and the transition of green land as a place of industry or trade. Problems in the form of environmental damage are important because they can disrupt the balance of the ecosystem.^[9] Human unfriendliness to the environment must be paid for by natural disasters that often occur on earth. This incident is the answer to human greed because it always drains resources and destroys the balance of nature.¹⁰

The theory of ecofeminism states that between women and nature there are many things that can be equated, starting from the feminine nature in women, namely gentleness and compassion for fellow humans. These characteristics must be inculcated as an effort to protect and protect nature.

The purpose of this community service activity is to provide education through a campaign

for the environmental care movement to raise awareness of the values of loving the environment. With education in the form of a campaign for the love for the environment, it is hoped that participants can have eco literacy. The purpose of eco literacy is public awareness that protecting and caring for the earth is important. The concept of ecofeminism is used in this campaign to carry out global development activities, which have a close relationship between women and nature.

The purpose of the ecofeminism movement will bring up the attitudes and actions of the environmental care movement as a form of protecting and preserving nature. The attitude of the environmental care movement is a form of action that seeks to prevent environmental damage and make improvements and understand the importance of preserving and protecting the environment. Thus, after participating in this activity, it is hoped that awareness will grow about an attitude of caring for the environment that can foster a sense of comfort when the surrounding environment looks clean, beautiful, and neat. Participants can also protect and preserve nature and use natural resources wisely.

Methods

The method used in community service activities uses a social approach with persuasive education. This method was chosen so that this activity can find out all problems in the community and can empower the community. Our social approach is to collect information for analysis so that we can find solutions and alternatives to the problems of the Environmental Care Movement in the Johar Baru area, Central Jakarta.

Educational activities that we do through the WhatsApp application in the form of WhatsApp lectures. In conducting education, we use several methods to achieve the goals we have planned. Among them we used the expository method and participants listened carefully to the information we conveyed through videos, pictures, text and power points. We also conducted a question-and-answer session to the participants. The goal is that there is feedback from participants and can hear the problems of participants in implementing the environmental care movement in their place of residence. The audience or targets of this activity are women and young women who are members of the YSII community.

The campaign method of the Environmental Care Movement that we use is aimed at the target public with the aim of changing attitudes and behaviour in the community. In this case, we carried out a stimulus by providing as much information as possible to participants by

using religious methods. A campaign is a series of planned and purposeful communication actions. The purpose of the campaign is to create certain effects and impacts on many audiences in a sustainable manner over a certain period that cannot be ascertained.^[11]

Focused campaigns on environmental aspects. Environmental campaigns are carried out using pragmatic and constructive media.^[12] This is done because it aims to provide an understanding to the public about the importance of protecting the environment. Some of the points that we did in this activity were providing education to the community to do rethink and reducing as well as finalizing the empowerment program and concept that the community would implement.

The rethink process that we do is to educate participants to reconsider the use and purchase of household products. This is done so that mothers and young women can use the right and environmentally friendly products. The reduce process that we educate is to persuade participants to reduce the use of products and carry out activities that can cause environmental damage. And the process of maturation of the program that we are campaigning is to invite participants to stay focused on the issue of environmental damage, if we are indifferent and ignore the cleanliness of the surrounding environment. In addition, we are also campaigning that the main program that is already running in the community must have an environmentally friendly program concept.

Results & Discussion

The education that we carry out in this campaign for the environmental awareness movement aims to make changes to individual participants, both in terms of attitudes and behaviour. For that you create supporting media to convey educational messages with a social approach. Previously, we also planned regarding the content of the educational media.

The aim of the campaign must be to achieve certain changes in society.¹⁰ Changes in individual attitudes and behaviour are outcomes of educational campaigns that can initiate changes in attitudes in society, both individually and in groups.^[11]

Our campaign method is used for this empowerment activity because it is a suitable method for messaging and information exchange activities with the aim of persuading or persuading the target audience, in this case partners in community service activities.

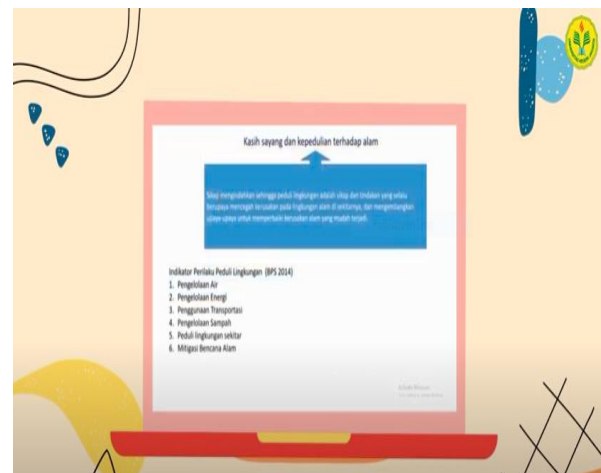


Figure 1. Material Love for The Environment

This campaign program pays attention to the important elements in the educational campaign message of the environmental care movement. The indicators we use in compiling the message of this educational campaign are message structure, message content, and message language.

The message structure that we designed is a message that is clear and easily accepted by the target audience. The message contains ecofeminism and eco literacy which aims to make participants agree with the message conveyed by the communicator. In order to get the approval of the audience, the structure of the message is conveyed in a clear and unambiguous manner.

The message content that we have conceptualized is to package social issues that are rife in society during the covid-19 pandemic and the concept of changes that can be made during the new normal. The content is packaged in the form of videos that are interesting and can touch the emotions of participants when watching them. The content also contains experiences and stories from speakers in carrying out environmental care movement programs. We present the appearance of videos and images containing testimonials in order to create and get an impression from the activity participants.



Figure 2. Material Water Management

The language of the message that we designed is a language that is easily accepted by the participants so that they can receive the stimulus according to the direction of the message conveyed by the speakers. We also adjust our language style in such a way that it can influence the participants in the form of approval of the concept of the Environmental Care Movement that we describe. We deliver messages with confidence and master the content of the messages we convey.

The message that we convey is that the environmental care movement can be understood by the participants as attitudes and actions that seek to prevent environmental damage as well as make efforts to improve nature. Participants are directed to always care about the environment and feel comfortable when living in a clean, neat and beautiful environment. Participants are also kept away from destructive attitudes and exploiting nature. Participants were persuaded to show an exemplary attitude in making the environment beautiful and using natural resources wisely. One of them is to reduce, reuse, and recycle.



Figure 3. Material Waste Management

Reduce is an effort to reduce the occurrence of environmental pollution by reducing air pollution. One of the actions that can be taken is to change your lifestyle by taking public transportation or using other means of transportation such as bicycles or walking. Using a bicycle or walking in addition to reducing air pollution can also be healthy for the body. Thus, people can also save energy in their daily life.

Reuse is an effort to reuse used items such as bags, bags and bottles. Participants are also directed to reduce the use of plastic bags because the impact of using plastic waste can damage the environment.

Recycle is an effort to recycle to turn used goods into other useful and usable objects. This effort is made to reduce waste pollution. Materials such as paper, metal, plastic and household waste can be recycled into useful objects such as making compost, or craft items that can be used to beautify the room.

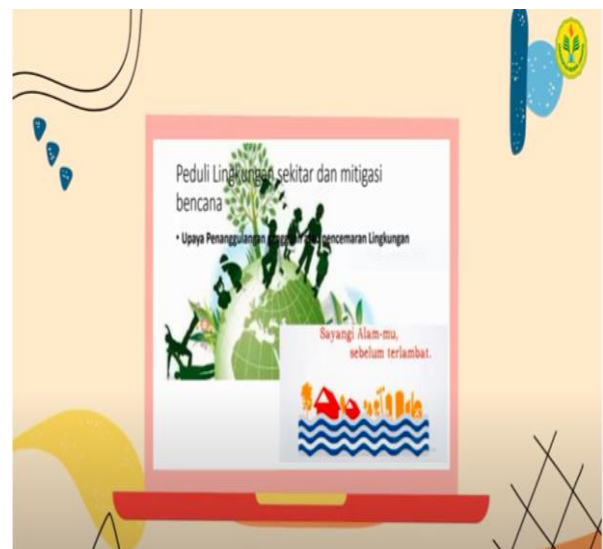


Figure 4. Material Environmental Awareness Movement Education Campaign

Through this event, participants gain knowledge and experience regarding the science of protecting the environment. In addition, participants also gain awareness and sensitivity to social problems related to the environment and living things. Participants are also directed to be able to help and convey the message of the Environmental Care Movement to other community members in the neighbourhood where they live as well as being a driving motivator in their environment. Participants are expected to take an active role in preserving and protecting the environment. Participants also gain knowledge and skills in protecting, preventing and solving environmental problems.

Conclusion

The problems that occur in the Environmental Care Movement in YSII fostered communities are caused by a lack of understanding and awareness from the surrounding community. Therefore, an empowerment program is needed that involves the community so that they can rethink and reduce the purchase and use of environmentally friendly products. It is hoped that the program can be sustainable and there is community participation in the programs that have been made.

Authors Contribution

1. Dini Safitri, as the primary author, has contributed to designing research, preparing the questionnaire, conducting research, interpreting data, and writing papers.
2. Dian Alfia, as Co-author, has contributed to preparing the questionnaire, collecting data, and analyzing data.

Acknowledgment

We would like to thank the Lembaga Penelitian dan Pengabdian Masyarakat (LPPM) UNJ and Yayasan Senyum Ibu Indonesia (YSII) as partners in this activity.

References

1. Pranaka, AMW, & Prijono, OS: **Pemberdayaan Masyarakat**. Yogyakarta: Pustaka Pelajar; 1999
2. Akhrani LA, Herani I, Hany A: **Empowerment Community: Pembentukan Komunitas Peduli Lingkungan Sebagai Upaya Peningkatan Kesadaran Bencana & Kesehatan pada Warga Bantar Kali di Kampung Payung Kertas, Malang**. *Journal of Dedicators Community* 2021, 5 (2): 159-181. DOI: 10.34001/jdc.v5i2.1419
3. Anckermann, S, Dominguez, M, Soto, N, Kjaerulf, F, Berliner, P, & Mikkelsen, NE: **Psycho-social support to large numbers of traumatized people in post-conflict societies: An approach to community development in Guatemala**. *Journal of Community & Applied Social Psychology* 2005, 15(2): 136–152
4. Fawcett, SB, White, GW, Balcazar, FE, Balcazar, SY, Mathews, RM, Andrews, PA, Seekins, T, & Smith, J F: **A contextual Behavioral Model of Empowerment: Case**

Studies Involving People with Physical Disabilities. *American Journal of Community Psychology* 1994, 22(4): 471–496.

5. Bond, MA, & Keys, CB: **Empowerment, Diversity, and Collaboration: Promoting Synergy on Community Boards**. *American Journal of Community Psychology* 1993, 21(1), 37–57
6. Shinta, A: **Penguatan Pendidikan Pro-Lingkungan di Sekolah Untuk Meningkatkan Kepedulian Generasi Muda pada Lingkungan Hidup**. Yogyakarta: Best Publisher; 2019
7. Andriani, L: **Telaah Pemikiran Tokoh Ekofeminisme Dari Kalangan Perempuan Sebagai Sumber Nilai Sikap Peduli Lingkungan**. Skripsi. Universitas Islam Negeri Raden Inten Lampung. Faculty of Terbiyah and Keguruan; 2021
8. Wiyatmi et al: **Ekofeminisme: Kritik Sastra Berwawasan Ekologis dan Feminisme**, Yogyakarta: Cantrik Pustaka; 2017
9. Fitri, AI, dan Akbar, I: **Gerakan Sosial Perempuan Ekofeminisme Di Pegunungan Kendeng Provinsi Jawa Tengah Melawan Pembangunan Tambang Semen**. *CosmoGov* 2017, 3 (1): 9-17. <https://doi.org/10.24198/cosmogov.v3i1.12634>.
10. Jayawardana, H: **Pendidikan Karakter Peduli Lingkungan Sejak Dini sebagai Upaya Mitigasi Bencana Ekologis**. *Proceeding Symbion (Symposium on Biology Education)*, Vol. 5726; 2016
11. Venus, A: **Manajemen Kampanye: Panduan Teoritis dan Praktis Dalam Mengefektifkan Kampanye Komunikasi**. Bandung: Simbiosis Rekatama Media; 2009
12. Mubin, MA: **Pengaruh Pesan Kampanye Komunitas Earth Hour Surabaya Terhadap Perubahan Perilaku Ramah Lingkungan Anak Muda di Kota Surabaya**. *Commercium* 2021, 4 (1) 155-164
13. Kuswanto dan Kurniansyah, B: **Membangun Kesadaran Masyarakat di Bantaran Sungai Citarum Melalui Program Peduli Lingkungan pada Masyarakat Sumbersari Kecamatan Ciparay**. *Massagi: Masyarakat Multiliterasi Pedagogi* 2021, 1 (1): 29-37