

# Increasing Ecological Awareness to Inculcate Environmental Care Character: A Case Study of Home Industry Catering Waste Management in Surakarta

Wendy Librata Ratna Manikam<sup>1</sup>, Dewi Gunawati<sup>2</sup>, Triyanto<sup>3</sup>

<sup>1</sup> Student of Postgraduate in Civics Education, Sebelas Maret University

<sup>2,3</sup> Lecturers of Postgraduate in Civics Education, Sebelas Maret University

<sup>1</sup> wendypkn@gmail.com, <sup>2</sup> dewigunawatiuns@yahoo.co.id, <sup>3</sup> try\_uns@yahoo.com

**Abstract:** Humans are responsible to preserve the environment. Catering industry entrepreneurs take significant role in their environmental management. Wastes need to be managed properly to prevent them damaging the environment. This study aims to describe efforts made to establish ecological awareness which help individuals foster their character of environmental care. This study is designed with qualitative approach. The location where this study was conducted is in Surakarta City. The data were technically obtained by implementing purposive sampling. The data technically collected by implementing the methods of interviews, observation, and documentation. The data analysis in this study follows the descriptive analytical method. The results conclude that, first; the development of environmental awareness was carried out on catering entrepreneurs in the city of Surakarta to establish ecological citizens. Partly in establish environmental awareness, it can be done by conducting socialization on things related to the importance of protecting the environment, such as the significant benefits, environmental damage, procedures for managing waste, and juridical reviews on environmental sustainability. The socialization may be accomplished by engaging relevant parties, such as the government, the authorized institutions in the environment, and the society themselves. The typical socialization can be realized by conducting counseling, gatherings and seminars, all of these were primarily done to realize the ecological citizens, therefore, the more people care about their environment.

**Keywords:** *ecological awareness, catering industry, environmental sustainability*

## INTRODUCTION

Human lives are inseparable from their living environment. Similarly, certain conditions of an environment affect human lives' conditions. As revealed by Soemarwoto (2014: 17) states that living things, without exception humans always interact with their environment. Both influence each other. In this context, a healthy and good environment contributes positively to humans' existence. On the contrary, environmental damage will negatively impact human life, even the lives of other living things such as animals and plants. Therefore, having concern for environmental circumstance is quite important and each individual should have. Showing a caring attitude for environment and preserve it leads individuals to have a good character.

Based on law No. 23 of 1997 concerning the environmental management on article 5 paragraph 3 stipulates that everyone has their right to play a role in the environmental management. This shows that every citizen has a role to manage and preserve the environment.

Humans have a responsibility for environmental sustainability. However, some people have a low awareness over the environment. In fact, human attitudes determined the condition of the environment in which they live. Many regulations governing the environment have been carried out by the government, i.e., the regulation on environmental management as has been regulated in Law No. 32 of 2009 concerning the Environmental Protection and Management Article 1 paragraph (2) which explains that protection and management of the environment are systematic

and integrated, all of which were carried out to preserve environmental functions and prevent pollution and / or environmental damage. However, in reality it is not enough to establish socio-ecological awareness of the community.

In addition, many environmental movements have been campaigning on the importance of environmental sustainability. One of the world's organizations engaged in the environment, Greenpeace explained that environmental damage cases include the illegal logging, burning of forests, destruction of marine ecosystems, industrial waste, nuclear issues, etc. The damage is caused by the irresponsible human attitudes and behavior in addition to people's low public awareness on the importance of preserving the environment. This is as Irwan (2009: 103) maintains that today's environmental problems are arising due to human carelessness on the environmental management.

Environmental damage can lead to various problems, such as health problems in society, natural disasters, and other adverse effects. BPS noted that there were several diseases caused by environmental damage, among others are tuberculosis, diarrhea and dengue fever. In each year there are 1 million new cases of TB in Indonesia. In 2015 there were 18 times diarrhea outbreaks in 11 provinces, 18 regencies / cities with 1,213 sufferers and 30 deaths (CFR 2.47 percent). The number of DHF patients during 2013-2015 inclined to increase, from 112,511 to 129,650 people. In 2015, out of 100,000 residents around 50-51 experienced dengue. This number increased compared to 2014 and 2013. (BPS, 2017: 174-176).

The lack of society understanding in maintaining, managing and preserving the environment leads them ignoring the environmental impact analysis in establishing a business. Prasetyo and Budimansyah (2011: 175) relevantly emphasizes that the primary cause for environmental damage lies in citizens' lack of awareness in maintaining and preserving the environment. Moreover, it is also caused by the citizens' wrong attitudes towards the environment.

Having low awareness over the environmental cleanliness has an impact on human attitudes which inclines damaging the environment instead of keeping it well for the common good. Thus, the environmental awareness is quite important for the society to have common interest. Deane Curtin (2002, cited in Isin and Tuner, 2002: 297) note that the essence of ecological citizenship is an applied new idea to establish citizens' awareness to foster a complete individual to maintain environmental sustainability.

The importance of establishing ecological citizens concerns human's ethics and morals in sustaining their environmental circumstance in today's developing era. Without being sustained by ethical and moral citizens, the protection and management of the environment shall not be successfully implemented. The legal basis can be used to protect the environment from negative impacts of the development.

Clarke and Agyeman, (2011: 1775; Latta, 2007: 18) state that the nature of ecological citizenship also includes an understanding of ecological issues, rights, and responsibilities of citizens on environmental issues. Not only that, ecological citizenship also includes efforts to overcome environmental problems as well as to promote positive and sustainable human interaction with the surrounding environment (in Jannah, 2018: 18).

In many cases, waste management has in fact been frequently ignored by the businesses owner. A business owner who may not be sufficiently literate on the environmental impact analysis (Amdal) is a home industry entrepreneur. There are exactly many found home industry entrepreneurs ignoring Amdal studies before beginning a business and / or activity. This evidently proven after the researcher had an observation to the Environmental Agency of Surakarta City where there were no official data issued by this agency office with regard to the industries which hold the Environmental Evaluation Documents.

The results of monitoring the Hazardous and Toxic Materials or B3 management in 2015, it was obtained B3 waste data totaling 125,540,827.76 tons from 269 companies in the mining, energy and oil and gas sectors, manufacturing sector, agro-industry sector and infrastructure and services sector. Based on the results of the 2016 B3 waste management performance assessment, there were 247,837.49 tons (0.32%) of B3 used waste from 78,365,002.29 tons of the amount of B3 waste produced by 295 companies monitored either directly or indirectly. (Ministry of Environment and Forestry, 2016: 222). Those statistic results conclude that people's waste management awareness remains lacking. Which means, public awareness towards the environmental sustainability needs to be improved

One of the potential industry to cause environmental pollution is catering business. This type of business is one of the businesses that are in great demand by the people of Surakarta. A number of catering business among others Kusuma Sari, Sidomulyo, Kino, Rizal, Aulia Milano, and many more. As commonly known, catering is a type of business that provides culinary services for people who need certain events such as wedding receptions, birthdays, seminars, or other related events. As a provider of cuisine, catering business certainly has its own impact on the environment, especially waste water and garbage. In case those wastes are properly managed, the circulating pollution to the environment is unavoidable.

No matter how serious or not is the problem of environmental pollution, it should not be underestimated. The concern for environmental pollution needs to be addressed as soon as possible to prevent a greater impact which threatens human life, i.e. the spread of diseases, floods, and dirty air proliferation in addition to detrimental to health, ecosystem damage, and so forth.

Some people have not been aware that this home industry greatly contributes to waste affecting our surrounding environment. The waste produced out of this industry does not have a big impact depending on the catering industry scale. The data obtained from Surakarta City Environment Agency mentioned that there are several criteria for catering industries to have the Environmental Management Documents. The criteria among others are having a capacity of more than 1,000 servings / day or having a building area of 1,000 m<sup>2</sup> up to less than 10,000 m<sup>2</sup>.

Those criteria are therefore needed to regulate any home industrial community or catering entrepreneurs to pay serious attention to the environment sustainability. The waste produced can be managed as good as possible in a way to prevent for continuous environmental damage in the country.

According to Dean Curtin (cited Isin and Turner, 2002: 75), ecological citizenship is a new idea that is strived to establish citizens' awareness in shaping humanity as a whole in who in charge to protect the environment. Therefore, the government and other environmental institutions should provide understanding and motivation to establish a caring citizens to their environment. In that sense, Szerszynski (2006: 75) reveals that the essence underlying the importance of establishing the ecological citizenship can be realized through personal commitment in learning more about the environment, being the agent who are willingly taking action in maintaining, managing and preserving the environment.

Ecological citizenship covers the activities related to empowering the citizens in acquiring knowledge, skills, and attitudes required to identify their values and goals related to the environment and the ability to behave according to their knowledge on the predictable consequences (Berkowitz, et. Al., 2005: 228).

Julius F. Nagel, (2011: 8) argues that environmental awareness should be well inculcated to citizens from the early age. The socio-economic pressures of the people who rely their lives on natural resources can be well-developed by making efforts in providing information-oriented to

increase society environmental awareness. The level of human exploiting attitudes to environment, in many cases, has reached the alarming rate.

Companies, including catering businesses, in their activities, can be said to have the potential to cause certain impacts on the environment. This is as mentioned by Scherer and Palazzo (2008) which states that companies also play a role, consciously or not, in shaping the contemporary understanding of citizenship. (in Crane and Matten, 2008: 385).

Based on the description above, this study aims to describe the efforts to form ecological awareness to grow the character of caring for the environment, especially the catering business community in Surakarta. This research is interesting to study because there are still many people who do not have the awareness of the importance of preserving their environment so that efforts to encourage people to have awareness of environmental sustainability are important.

## **METHODS**

This study is designed with descriptive approach by applying the method of literature study. This approach was chosen because the author wished to describe the theory and findings of the literature search concerning the environment and Civics education.

Additionally, qualitative approach was chosen, which in line with Ghony, M. Djunaidi and Fauzan Almansur's suggestion, (2012: 25) the qualitative approach is intended to describe and analyze the existing phenomena, events, social activities, attitudes, beliefs, perceptions and thoughts of individuals as well as in groups. Bogdan and Taylor in Lexy J. Moleong (2007: 4) further explain that qualitative methodology is a research procedure which produces descriptive data both written and oral data taken from people's words and their observable attitudes and behaviors.

The final results of qualitative research were in written reports form. The results of this qualitative research are strongly influenced by the researchers' views, thoughts and knowledge. The research report reflects data excerpts illustrating the presentation report. The data were taken from interviews, field notes, photos, videotapes, personal documents, notes or memos and other official documents. (Moleong, 2007: 11).

## **DISCUSSION**

Catering business is a business entity based-culinary provider services for party business needs such as wedding receptions, birthdays and other related events. The business produces wastes of cans, cardboard boxes, or other used media such as plastic made-food containers etc. Organic wastes among others are the processed food scraps, which potentially polluting water both in sewers and rivers.

In the city of Surakarta, there are many found entrepreneurs who offer for catering services. However, the produced wastes sometimes left without properly managed; this will certainly be a cause for major environmental pollution problems. The management on wastes can be realized in case the community, especially the catering entrepreneurs shows their responsible attitudes and concern for environmental sustainability. The ecological awareness certainly helps to shape people's attitudes in dealing with the environmental issues, such as on how people manage wastes in environmentally friendly ways.

Environmental awareness can be succeeded, among others, by holding socialization activities to some authorized parties, such as environmental institution. Those typical socialization activities can be in the forms of counseling, gatherings, seminars or workshop of relevantly themed the importance of environmental preservation. These efforts can be carried

out by working cooperatively between the community, the government, and institutions which concern the environmental sustainability.

The socialization on environmental preservation, i.e., may elaborate people's insights on the importance of having a healthy environment, benefits of preserving the environment, as well as the arising danger and effect due to environmental damage caused by people's low awareness on the environmental sustainability. From a legal standpoint, the environmental awareness also needs to be highlighted. In addition, there are still many people who lack of sufficient knowledge about the law that regulates environmental sustainability.

In holding socialization activity, people need to cooperate with various parties. In the context of environmental sustainability, it is necessary to involve related institutions, among others the environmental agencies, society, and the municipal government (Pemkot) as policy holders and institutions which hold autonomous authority. Without having cooperatively worked with several related parties, the environmental sustainability socialization will never be succeeded.

The efforts in preserving environment require systematically arranged method, tiered and continuously conducted programs (Ridwan, 2013: 60). These environmental conservation programs were carried out in the following ways: (a) Conducting land management according to conditions and potential ability of the land, and regulating irrigation or drainage systems which prevent water flow from flooding; (b) doing special treatment to waste, such as proceeding them before being disposed, which is strategically done to prevent environmental pollution; c) Conducting reforestations on critical, barren and deforested lands and carrying out a system of logging or selective cutting down on trees to maintain forest sustainability, coastal water resources to keep animals from dying; (d) Creating and using environmentally friendly industrial goods; (e) Monitoring and evaluating attitudes of the agents in charge for the Forest Concession Rights to prevent these people exploiting the forest on a large scale.

The environmental agency is an institution that holds an authority and is in charge for environmental issues. This agency can play a role as a resource person who will be willingly to open public insights on the environmental sustainability, the impact of environmental damage, and the benefits of environmental sustainability for people's lives, as well as the laws governing the environmental conservation.

Based on those elaborated opinions, it is expected that the society's awareness on the importance of protecting the environment can increase. The more increase on society's awareness, the better their attitudes towards environmental sustainability.

The city government can serve as an interface to hold socialization activity about environmental preservation, in addition to broaden people's insight towards the environmental sustainability from a legal standpoint. By broadening people's insights about the environmental sustainability it significantly helps government to inculcate society's awareness in preserving the environment. Regarding the role of the government concerning the efforts to succeed the environmental conservation, it has been stipulated in the law on Article 9, No. 4 of 1982 concerning the principles of environmental management, which argues that it is the Government responsibility to grow and develop society's awareness by conducting environmental management through counseling, guidance, education and research on the environment.

Society plays a central role in environmental conservation activity. People's attitudes in addressing the environment greatly determine the existing environmental conditions. Bad habit such as littering needs to be rethought, whether such a thing can be justified in the context of environmental preservation. In a larger scale, a catering business company's attitudes certainly have a greater risk damaging the surrounding environment. As Puspitasari suggests that in exploiting the nature, there is no need competing to green the wider natural environment, we

should first make a good change on our surrounding environment. An environment with good natural conditions is a reflection of excellent moral values" (Puspitasari 2016: 54).

In addition to fostering efforts to socialize the importance of protecting the environment, engaging the academic society or intellectuals, experts in the field of environment is quite necessarily. This aims to further examine the cases of environmental damage that they have researched. The research or discourse they describe helps them providing the society's understanding and awareness on the importance of maintaining environmental sustainability.

### ***Exploring the insights of environmental sustainability***

Society needs to be reintroduced and broaden their insight on issues and the importance of the environmental sustainability, which includes knowledge about notions of environment, the importance of maintaining and preserving a healthy environment, the benefits of a healthy environment for human life, strategies used to sustain the environment, as well as the adverse effects of environmental damage as a result of human action who do not have concern for environmental sustainability. By inculcating these insights, the society shall have sufficient knowledge about the environment which helps them encourage society's awareness to environment in which one lives.

Environmental conditions are dependently determined by humans, since human actions affect the environment. This idea reinforced by Soemarwoto's opinion (cited in Hamzah, 2013: 3), who explained that human relations and the environment are circular, which means that everything humans do to their environment will be returned to themselves. Thus, it is quite important that there is an environmentally caring attitude in humans to maintain and preserve the environment, which consequently both humans and the environment share a good reciprocity. On the basis of such opinion, society should sufficiently knowledgeable about their environmental condition, and by having awareness on environment it enables to initiate environmental sustainability, unless it is difficult to realize.

### ***Bad impact of environmental damage***

Human's unfriendly attitudes to environment will be very detrimental to the environment itself. Bad habits such as littering, not managing waste properly, uncontrolled air pollution, and other unexpected attitudes contribute to environmental damage, and will affect humans. As a result of environmental damage may be exemplified such as water pollution, air pollution, soil pollution, flooding, and so forth. All of those things threaten the human lives.

Studies on environmental damage due to environmental pollution have been many conducted. The society can use these studies as a resource to process of fostering people's awareness on the importance of maintaining and preserving the environment.

### ***Legal study of the environment***

The society needs to be insightful to the law governing the environment. In the 1945 Constitution Article 28 H paragraph (1) Chapter XA concerning the Human Rights, which is formulated: Every person has the right to live in physical and spiritual prosperity, to live, and to get a good and healthy environment and the right to obtain health services.

In line with the law that regulates human behavior, Seidman (cited in Nurul A., 2007: 17) formulates several theoretical statements as follows: (1) Each of these legal regulations shows the rules for how a stakeholder is expected to act; (2) What actions will be taken by a stakeholder in response to legal regulations, highly dependent and controlled by applicable legal

regulations, from sanctions, from the activities of the implementing institutions, as well as from the whole complex of social, political, etc. and other forces which work for themselves; (3) What actions will be taken by the implementing agency in response to legal regulations, highly dependent and controlled by applicable legal regulations, sanctions, and the whole complex of social, political, and other forces which work for themselves, in addition to stakeholders and bureaucracy's feedback (4) What actions will be taken by the legislature in response to legal regulations, highly dependent and controlled by the functioning of the applicable legal regulations, from their sanctions, and from the whole complex of social, political, and other forces which work for themselves, in addition to stakeholders and bureaucracy's feedback.

By having legal insight on the environment, society is, therefore, expected to gain the understanding on the environmental issues, which in essence, are legally regulated. It affects the students' attitudes towards the environment. The law that regulates the environment, i.e., the Article 36 of the Law of PPLH: (1) Every business and / or activity that is required to have EIA or UKL-UPL must have an environmental permit; (2) Environmental permit as referred to in paragraph (1) is issued based on decisions on the environmental feasibility as referred to in Article 31 or UKLUPL recommendations; (3) Environmental permit as referred to in the paragraph (1) should inevitably include the requirements reflected in the environmental feasibility decision or UKL-UPL recommendation; (4) Environmental permits issued by the Minister, governor, or regent / mayor in accordance with their authority.

Article 1 number 35 of the Law on PPLH formulates the environmental permits as: Environmental permit is granted to every person who conducts business and / or activity which is obligatory to observe Amdal or UKL-UPL in the context of environmental protection and management as a prerequisite for obtaining a business and / or activity permit.

Thus UUPH has created a new type of permit that has been avoided by the government, namely: environmental permit. This permit apparently is apparently not obligatory on all businesses activities which either potentially has or not damaging risk to environmental sustainability. It is, however, only required for businesses activities which undergo the Environmental Impact Analysis (Amdal) or the activities which require the studies on Environmental Management Plan or Environmental Monitoring Plan (RKL-RPL).

## CONCLUSION

One of the emerging problems due to the society with low awareness over the environmental sustainability is the lack of knowledge about the environment, both in terms of the methods in maintaining, and preserving the environment and the laws which governed it. Some people do not know how to preserve and maintain the environment and the legal consequences due to irresponsible actions leading into the environmental damage.

The society, especially the catering entrepreneurs, should place themselves as the agent that promotes a better environmental sustainability. This is possible bearing the business they run produces waste and used things. The wastes which have not been properly managed can definitely be a major cause for the environmental pollution. Some of the catering entrepreneurs hold Amdal which should not only be informed about ways in properly managing the wastes but also play a key role to promote it themselves, etc. Therefore, doing socialization with regard to environmental sustainability is urgently important.

The socialization of environmental sustainability to society can be realized by holding programs which engaged relevant parties such as government or environmental agencies in Surakarta City, society, in addition to experts or academics. The socialization was conducted to

provide knowledge and insight to the society concerning the importance of preserving and protecting environment, the impacts of environmental damage, and the laws governing attitudes in preserving the environment. This insight is expected to open the community's awareness on environmental sustainability.

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