

Developing Citizens' Environmental Awareness in Environmental Preservation in Slums Area

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Abstract—The environment is one of the global issues of citizenship in the 21st century. Urbanization as a result of globalization makes the emergence and development of dense and slums in urban areas appear. The purpose of this study is to analyze efforts to build environmental awareness of citizens towards environmental conservation, especially in dense and slums in urban areas. This research uses a qualitative approach, with a case study method. Data collection techniques through in-depth interviews, observation, and documentation. The results showed that the concept of Citizenship Education can be found in building citizen awareness as an effort to preserve the environment in slums. The concept of building slum into a tourist village becomes a new alternative in growing and bringing up new concepts in an effort to build environmental awareness of citizens. Efforts that can be made to build environmental awareness are changing the mindset and behavior of the community to care for the preservation of the environment in which they live. Efforts to build environmental awareness of citizens are implemented through the participation and appreciation of the community to be directly involved by working together to build and organize slums into tourist villages. The values of concern for citizens in preserving the environment are based on the values of the spirit of mutual cooperation, togetherness, the spirit of unity, the spirit of hard work, and the values of independence, this can be a broad model for the formation of citizen awareness in environmental preservation.

Keywords: *developing, citizens' environmental awareness, environment preservation, slum area*

I. INTRODUCTION

Environment is one of the global issues that are very influential on human life. Environmental issues are very influential in every aspect of life for all humanity and bring a lot of considerable impact in everyday life. In addition, this issue has become a global issue that has yet to be resolved. Furthermore, globalization has had a major impact on human life, the positive impact of globalization has made it more comfortable and easy for human life, but on the other hand, globalization has caused an increase in the flow of urbanization. Rapid urbanization has a new impact on the emergence and development of dense and slum residential areas in urban areas.

The problems of slum neighborhoods are the basis for creating other very complex problems such as health, hygiene, economics, and social. The results of research conducted by Tanjung (2002) revealed that slum environmental conditions greatly influence the social behavior of people living in the area [1]. Where in this case the social environment becomes one of the factors that can influence the process of development and formation of a

person's behavior. So slums will affect the formation and behavior development of someone living in the slum. For this reason, in order to create a process of development and formation of behavior towards good character, adequate environmental conditions are needed.

To overcome environmental issues, especially for slum environmental problems that have an impact on the formation of a person's behavior, one common solution is to establish environmentally conscious communities, establish institutions in providing information on the environment, socialize the importance of the environment, and determine policies from the government [2]. However, these solutions still cannot overcome the global issues, it is important to have the role and awareness of each individual to be able to participate in protecting the environment. This awareness and willingness starts from the living environment, where this is the easiest to do and as a form and effort to restore the environmental order so that the impact of environmental problems which are certainly very troubling and impact on other life factors can be resolved.

From the impact that has been stated, the slum environment will have an impact on the behavior of citizens. Then education is needed to change the mindset and awareness of citizens to educate and preserve the environment. The challenges of the 21st century are not only in the country's economic development sector, but also environmental issues that will influence the development of national identity. Education is one of the strategic sectors that are expected to be able to make a real contribution in maintaining the identity of the Indonesian people. Citizenship Education (PKn) is one of the typical Indonesian subjects that contains the content of Pancasila values with one of its outputs being to make the generation of the nation a good citizen by sticking to the national identity of the Pancasila. The application of Citizenship Education in the 21st century is not only needed in the context of the class and taught and theoretical only, but also applied in society as an implementation of the theory obtained.

One vehicle for implementing Citizenship Education that can be implemented by all communities is participating in environmental conservation activities. Citizenship Education has natural alignment with environmental education and science [3]. So that the awareness of every citizen is needed to participate in protecting the environment. This is based on the

rights and obligations of every citizen towards the preservation of the natural environment that arises from an acknowledgment that humans and nature are part of the ecosystems that exist on the earth where humans and nature depend on each other.

Citizenship Education as a multifaceted and cross-scientific scientific study with the mission of developing education to improve various competencies of citizens (civic competencies) which includes civic knowledge, civic skills, civic disposition, civic competence, civic confidence, and civic commitment. So that Citizenship Education (PKn) will aim at the development of smart and good citizenship or smart and good citizens [4]. Mariyani (2017) said that good citizens not only have knowledge and active participation but also have the character of citizenship that cares about the environment [5]. Therefore the importance of efforts to establish ecological citizenship whose essence is the ethical and moral procedures of citizens towards their environment in a responsible manner is able to be wise in safeguarding, managing and preserving the environment.

In addition to forming an environment of citizenship that cares for the environment, it is necessary for the participation of citizens to participate in preserving the environment. The participation of citizens in preserving the environment must be based on human being as part of the environment itself. Damage to the environment is basically also damaging to the human self itself [6]. Therefore citizen participation is needed not only to invite citizens in the process of implementing programs issued by the local government but also citizens to participate in providing opportunities to identify problems, solve them, make decisions, implement, monitor and evaluate.

One new inspiration as a solution to improve the environment or a solution to the problem of slum areas was born from Kampung Bekelir, which is one of the villages located in the city of Tangerang, Banten. Kampung Bekelir is an interesting location to study because of its enormous role in participation-based environmental management and community independence as well as trying to change the lifestyle of people and the environment to become a tourist village. This change has become one of the new solutions to organize slums and densely populated areas to become tourist villages in helping to empower their communities.

Its success was transformed into an innovation for the slums in Tangerang, so they began to emerge thematic villages in the city of Tangerang to deal with the same problems with Kampung Bekelir. This change is one of the new solutions to create a community that is aware and concerned with the environment to implement clean and healthy living behavior, this step is taken starting from reforestation activities in the home yard which is a densely populated area which certainly does not have enough land to build a park or forest, utilizing walls or buildings as a medium to beautify and beautify the village by socializing the wisdom of the city of Tangerang, campaigning for clean and healthy living behaviors, social messages through media images, mural paintings, graffiti, and writings to invite residents and tourists visiting to care and love the environment.

II. THEORETICAL REVIEW

This research applies the theory of awareness development by Yunus Wahid who states several indicators

of awareness [7]. The first one is the possession of knowledge. The second is having the tendency to accept. The third is respecting, which will be an attitude. Implementation in real life is the fourth. This research also uses Talcott Parsons theory declaring that effort to save environment can be done using two approaches namely individual approach and social system and structure pattern approach [8].

For a deeper analysis, this research uses the theory of developing citizens' environmental care affirmed by World Wide Fund (WWF Malaysia) declaring that citizens' environmental care development can be executed through some phases namely providing environmental knowledge, delivering environment management skills and the ability to overcome and prevent environmental problem (environmental skills), existing of feelings and motivation towards environment preservation (environmental attitudes), and emerging of residents' participation in conserving the environment through pro-environment activities (environmental participations) [9].

It is expected that the research findings are useful in developing concept and pattern that are applicable by certain groups to improve and design new ideas regarding utilization of environment rights to the society. Citizens who are aware of their right and obligation towards the environment will create good citizens and harmonious link with the nature. This research is also expected to open citizens' mind addressing their right and obligation as citizen to preserve nature environment.

III. RESEARCH METHODS

This research applies qualitative approach. The design is a case study. The design is chosen as this research will reveal in depth about how the concept of building citizens' awareness in environmental conservation in Bekelir Village. Data were gathered using in-depth interview, participant observation, and documentation. The selection of participants was done purposively. Reason on criteria of the participants in this study were people who understood the development concept of Kampung Bekelir. Thus, the participants of this study are the hamlet chief of 001 (RW. 001) Babakan, the chief of Babakan neighborhood, founder of Bekelir Village, and residents who actively participate in activities in Bekelir Village.

The research site is in Bekelir Village located in RW 001, Babakan, District of Tangerang, Tangerang City, Banten. This location is selected as the research site because it gained the title of average slum with high occupancy rate in 2016. Bekelir Village is a village located in the middle of a city which manages to transform from a slum to a tourism-based village combining three concepts namely green village, mural, and graffiti. Bekelir Village has become inspiration for other regions in Indonesia and serves as a reference in enriching the concept of construction arrangement, spatial construction, and artificial and eco-friendly tourism destination. The previously slum, Bekelir Village, is also successful to achieve the first winner in Tangerang during the hamlet competition of *Perilaku Hidup Bersih dan Sehat* (PHBS) or clean and healthy life behavior in 2017 and 2018, nomination as participant in national healthy city (*Kota Sehat Tingkat Nasional*), the winner of FKTS (*Forum Kota Tangerang Sehat* or forum of healthy Tangerang city), nomination of national *Adipura*,

runner-up in *Anugerah Pesona Indonesia* (API) 2018 or award of Indonesia fascination initiated by Ministry of Tourism, Republic of Indonesia in the category of popular creative tourism. Based on the description, Bekelir Village is relevant to be selected as the research site addressing the topic of developing environmental awareness.

IV. RESULTS AND DISCUSSION

The concept of building citizens' awareness in preserving the environment in Bekelir includes the motives of community participation in the construction of Kampung Bekelir, Kampung Bekelir development goals, implementation stages, supporting programs, and the meaning of the Bekelir Village development program for RW communities. 01 Babakan Village. Following this, the researcher described the findings of the development concept of Kampung Bekelir as an effort to build awareness of citizens in environmental preservation.

The results of the study show that the development concept of Bekelir Village can be used as a model and effort in building awareness of citizens in environmental preservation in Indonesia. During the observation, the researchers found that Kampung Bekelir, which was originally categorized as a slum, is currently being transformed into a clean and healthy village-based tourist village by elevating the history and local wisdom of Tangerang City through mural and graffiti works.

Kampung Bekelir is a village that is located in the middle of the city, as a buffer zone of the capital city of DKI Jakarta which has a moderate slum title. Based on the author's initial observations (2018) there has been a change in the awareness of citizens in environmental preservation which has led to the movement of environmentalism in the community of Kampung Bekelir. Kampung Bekelir is a solution that comes from Ibnu Jandi's thinking which is the initiator and drafter of Kampung Bekelir development together with the residents of Kampung Bekelir who want to transform a former slum village into clean and green based on clean and healthy behavior. This is one form of transfer of ideas carried out by Kampung Bekelir in dealing with global environmental issues, this shows that the development of Kampung Bekelir is the first step for Indonesia to be able to realize programs in the issue of environmental damage.

At first Kampung Bekelir was a slum and densely populated village with high poverty and crime rates, RW. 01 is well known in the village for frequent brawls between residents, young people who often consume liquor, and gambling, high unemployment rates, low education levels, and low levels of health and awareness of the importance of the environment. Not a few people in Kampung Bekelir at that time had conservative and closed thoughts, and were indifferent to the environment. It is this behavior that wants to be changed and eliminated by the construction of Kampung Bekelir. The condition of the village like that made the chairman of RW 01 together with the residents have ideas to overcome these problems. By building Kampung Bekelir as a tourist village, it is expected that awareness in environmental preservation will be built along with the changes in the village.

The results of interviews conducted by researchers with key informants Ibnu Jandi who was the initiator of the development of Kampung Bekelir explained the concept of

building Kampung Bekelir not only on the issue of drawing and color-coloring, but on behavioral changes and benefits that must be felt directly by the community. The location of Kampung Bekelir is located in a crowded, rundown and dirty area, as well as the behavior of residents who still like to throw litter to the river that is geographically located in Kampung Bekelir is not far from the banks of the Cisadane river. Residents who do not care about environmental cleanliness are the focus in building Kampung Bekelir to change their ignorance towards the environment.

Changes in the mindset and habits of the people try to be built and changed little by little so that they are aware of their surroundings. This is a challenge in itself, starting from the Clean and Healthy Behavior program launched by the mayor of Tangerang, the community began to improve to create a clean environment and implement a clean and healthy lifestyle. To change the slums stigma attached to the RW. 01 community cooperation activities began to be routinely carried out by residents. Furthermore, the reforestation program by planting villagers' houses with vegetables and medicines began to be encouraged, and the community began to improve by coloring and drawing the circle of roads to look beautiful and comfortable.

This is done so that citizens are aware and concerned about the importance of environmental cleanliness and greening for life together. From this, the community was invited to make changes by planting trees and arranging them by utilizing the yard of the house along Bekelir Village. The application of clean and healthy behavior-based villages was initially only to create a clean environment and then began to be initiated by the development of Kampung Bekelir to become a tourist village that carries three concepts namely green, colored, and mural / graffiti.

The creation and construction of Kampung Bekelir was initiated in simple ways and without using the Tangerang City Regional Budget. The development of Bekelir Village is a collaboration between the initiator of Kampung Bekelir, Lurah Babakan, Chair of RW.01, community leaders, youth, Corporate CSR, and the community. The successful development of Kampung Bekelir builds citizens' awareness in environmental preservation, namely by creating community empowerment. Empowerment of human resources is an important aspect in carrying out sustainable development. Ibnu Jandi as the initiator of Kampung Bekelir development focused more on changing people's mindset and behavior.

The concept of empowerment is a process to make the community empowered, in the sense that the community has the power to manage the potential around it, as well as the ability to create independence within themselves [10]. The concept of community empowerment is nothing but an effort to improve the ability of the community to bring themselves to a better direction. In addition, the concept of community empowerment also seeks to create awareness, understanding, utilization, and habituation so that the objectives of a program can be achieved and the desire to empower the community can be realized [2].

In this case Bekelir Village is said to be successful in empowering the community because it has fulfilled the capabilities of each element in the community empowerment process such as the ability to realize the importance of a clean environment, understanding the importance of a decent and

prosperous life, the ability to exploit every potential in the surrounding environment, and the ability to become independent individuals and get used to maintaining the surrounding environment. By conducting counseling and trying to change the community mindset to be environmentally conscious and want to move their hearts and actions to jointly advance Kampung Bekelir. Mutual cooperation and togetherness is the spirit and key possessed by the people of Kampung Bekelir in building a village.

The success of the development of Kampung Bekelir was an effort and hard work of the people themselves who worked together to organize and clean the village to become a tourist village. Concern and hard work of the RW community. 01, which has a strong desire to transform the stigma of slum into a clean and healthy and livable and environmentally friendly village finally materialized. Kampung Bekelir has transformed according to the wishes of its citizens. The highest success in the village revolution is when people have begun to understand the urgency of the environment in life so that as citizens they are moved and desire to advance Kampung Bekelir. In the end, these two years followed by increasing public health and increasing public welfare were able to bring Kampung Bekelir to a higher level.

V. CONCLUSION

Environmental issues have an impact not only on one aspect but will also have an impact on other things that will become a domino effect, relating to poverty, economic growth, the explosion of population, the emergence and development of slums in urban areas, to the effect of the formation process and developments in citizen behavior. The role of the community is very much needed in overcoming this problem, because these problems are present and develop in the community. This problem will be resolved by building citizens' environmental awareness and collaboration with all stakeholders.

The development concept of Kampung Bekelir is intended to arouse environmental awareness, which is to make people aware of the importance of maintaining and preserving the environment for human life now and in the future. The stages in this program are simply seen from the Clean and Healthy Behavior Program (PHBS) and changing the mindset for clean and healthy living so that it can attract all levels of Kampung Bekelir community to participate in building villages. The development concept of Kampung Bekelir from slum villages is becoming a tourist village, which is colored, green, and murals and graffiti.

The Kampung Bekelir community interpreted the development of Kampung Bekelir as a means of education, self-development, self-service, and collaboration between components of the community in Bekelir Village and interpreted as an effort to build community environmental awareness through participation and community appreciation to be directly involved in developing villages. The

development of Kampung Bekelir is also intended to explore and develop and preserve the art and culture of the native regions of Tangerang through beautiful and interesting pictures and paintings. From the concept and meaning it can be seen the values of citizens' concern in preserving the environment based on the values of mutual cooperation and togetherness that can make people aware of the importance of environmental conservation through the development of Kampung Bekelir.

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