

Community Relations Strategy for The Promotion of the Eco Green Campaign in Realizing Nature Tourism with Local Wisdom

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Abstract: *The Ciliwung River is a source of life for the community around the DAS (Watershed Area) River) which are in the areas of Jakarta, Bogor and Bekasi. But now this has happened tremendous damage to the ecosystem in Ciliwung and most of it was caused by human's doing. Some of the damage to the Ciliwung river ecosystem, among others, is waste pollution whether it's because of industrial waste and household waste because of land conversion from upstream to downstream, forcibly taking riparian areas for housing, hotels, villas, factories and shopping centers and offices. Mat Peci Community is a community that cares about the Ciliwung River which has the aim of providing education about the importance of preserving the Ciliwung river to maintain natural ecosystems. The results of this study indicate that the community strategy carried out by the Mat Peci community is in line with the explanation above, namely community development based on self-reliance and participatory. There are three community development strategies that are carried out, namely environmental conservation (Environment), providing education about river conservation (Education), and independent empowerment of residents around the Ciliwung river basin (empowerment). Dialogic communication carried out by the Mat Peci community is a collaborative concept, namely building interactions between residents, the Mat Peci community and organizations, companies or other institutions by building facilities, infrastructure or carrying out activities that provide knowledge and benefits both scientifically and economically to create 'capital'. social', namely the economic independence of citizens, where residents can use infrastructure to meet their needs or make colors for river conservation and recycle waste as a source of livelihood.*

Keywords: *Community, Relations, Eco, Green, Mat Peci*

Introduction

The Ciliwung River is a source of life for the community around the watershed (Watershed Area) in the Jakarta, Bogor, and Bekasi areas. But now there has been tremendous damage to the ecosystem in Ciliwung and most of it is caused by human activities. Some of the damage to the Ciliwung river ecosystem includes waste pollution due to industrial waste and household waste due to land conversion from upstream to downstream, forced taking of river border areas to be used as housing, hotels, villas, factories and shopping centers and offices.

Land conversion and waste pollution are the main problems of ecosystem damage in Ciliwung. The results of research monitoring the Mat Peci community in the North and South

Tugu Villages show that deforestation or forest land conversion in the Ciliwung watershed is increasing from year to year.

Two problems that destroy the Ciliwung watershed ecosystem, namely land conversion and waste pollution, occur due to the lack of public knowledge due to river conservation. So the Mat Peci community or the Ciliwung and Environment Care Society is here to provide education to the community around the Ciliwung watershed to help preserve the Ciliwung river so that there will be no more severe ecosystem damage and our children and grandchildren can enjoy clean rivers and abundant groundwater because the river is maintained well.

The Mat Peci community with the tagline “environment-education-empowerment” is a community formed by the community and has a common view of the cleanliness of the beauty of the beauty and the preservation of the environment and watersheds. Through the Eco Green Campaign carried out by the Mat Peci community. The Eco Green Campaign carried out by the Mat Peci Community aims to provide education and build awareness for the community around the Ciliwung watershed to be able to preserve rivers and watersheds so that ecosystems are maintained and avoid environmental disasters due to ecosystem damage. The target audience of the Eco Green Campaign program is the community, children and other community members who live in the Ciliwung watershed and its surroundings. (Mat Peci Community, 2019)

Some of the programs in the Eco Green campaign include providing education for the community about nature conservation and watersheds (DAS) by providing adventure tours along the Ciliwung watershed, Ekoriparian Ciliwung is a riverside educational park with thematic concepts based on ecology, economy, social culture (local wisdom).), education and learning, and community empowerment, as well as the climate village program, which is a program of community activities in residential areas with the concept of mitigation so that the community can independently identify environmental conditions, adapt to the impacts of climate change and reduce disaster risk in their area, in addition to the two communities He also invited people to care about the Ciliwung watershed through a program to revitalize the watershed area to become a hydroponic planting area and a live pharmacy. (Mat Peci Community, 2019)

The implementation of the program discussed in this study by the author is the implementation of the Mat Peci Community Branding campaign to realize nature tourism with local wisdom.

The uniqueness of the first campaign is that the Mat Peci community is the only environmental community that cares about the Ciliwung river, and has affiliations with other environmental communities such as WWF, this is based on an interview with Mujiyatno, the administrator of the Mat Peci community.

The second uniqueness is that the Mat Peci community is the only one that provides education not only to adults, but also has other community institutions that focus on providing education to children through the establishment of the Ciliwung River School where school children can visit the Ciliwung River School and learn about river conservation. for free.

Based on the background above, the author concludes by making the title "Branding Strategy Eco Green campaign for the Mat Peci Community to realize nature tourism with local wisdom" which will be studied in this study.

Literature Review

The researcher in this study uses Dialogic Theory because it is to see how the process of communication and interaction between the Mat Peci community and various parties related to the Eco-Green campaign can create Eco-tourism through the Eco-Green Campaign strategy.

The dialogical theory of public relations was proposed by Kent and Taylor (1998, 2002) to promote the relationship between organizations and their general organization. Although it started with building relationships through Internet or Web applications, the principles have been applied in other areas. The authors describe dialogic communication as both a process and a product, to provide a procedural means by which organizations and their publics can communicate interactively with one another (Kent and Taylor, 1998).

Kent and Taylor show that the relationship between the public and the organization can be created, adapted, and changed through a process of dialogical interaction. As such organizations must be willing to interact with the public in honest and ethical ways to create effective organizational-public communication channels (Kent, Taylor, & White, 2003). In this way, they explain the engagement can be described as ideographic, being “concrete, hazy and fleeting” at the same time” (Taylor and Kent, 2014, p. 385). To this day engagement is described as a commitment, something that attracts people or holds their attention,

and as an interaction (Taylor & Kent, 2014).

Taylor and Kent (2014) introduce and debate a dialogical approach to engagement between an organization and its publics, in which the engagement process will be seen as an essential feature of dialogue. For them, “Engagement is part of dialogue and engagement, organizations and the public can make decisions that create social capital. Engagement is an orientation that influences interaction and an approach that guides the process of interaction between groups” (Taylor & Kent, 2014: 384). Kent (2008) notes that dialogue will be refined by research, extended by further theory, and validated as organizations look at how values incorporate a dialogical orientation into their relationships with the public. Thus, when these three scenarios are aligned, the promise of a dialogic public relationship will be fulfilled.

Methodology

Methodology is defined as a process, principle, procedure used to find the answer to a problem. Another definition states that methodology is a general approach to studying research topics. (Mulyana, 2010:145).

Qualitative research focuses on multiple methods, which involve an interpretive, naturalistic approach to the subject matter. This means that qualitative researchers study things in their natural setting, trying to understand, or interpret, phenomena in terms of the meanings people bring to them. Qualitative research involves the study of the use and collection of various empirical materials – case studies, personal experiences, introspectives, life stories, interviews, observational, historical, interactional, and visual texts – that describe routine and problematic moments and meanings in an individual's life. (Denzin and Lincoln 2005:2)

Qualitative research uses a variety of methods, such as intensive interviews or in-depth analysis of historical materials and is concerned with comprehensive reports of multiple events or units (King et al. 1994:4). Like quantitative research, it can be used to study a variety of issues but tends to focus on the meanings and motivations underlying cultural symbols, personal experiences, phenomena, and a detailed understanding of processes in the social world. In short,

qualitative research focuses on understanding the processes, experiences, and meanings people give to things (Kalof et al. 2008:79).

Qualitative research is about interpretation (Blumer 1969; Strauss and Corbin 1998; Denzin and Lincoln 2003), or Verstehen [understanding] (Frankfort-Nachmias and Nachmias 1996). It is a “multi-method,” involving the collection and use of a variety of empirical materials (Silverman 2013) and approaches (Silverman 2005; Flick 2007). It focuses not only on the objective nature of behavior but also on its subjective meaning: individuals' records of their attitudes, motivations, behavior (McIntyre 2005:127; Creswell 2009), events and situations – what people say and do in particular places and institutions (McIntyre 2005:127; Creswell 2009), Goodwin and Horowitz 2002:35-36) in social and temporal contexts.

The method used in this study is a qualitative research method because the research is inductive, namely the research begins by trying to collect data from phenomena that occur in the community and find a model or development of an existing digital communication model concept. In addition, this research produces descriptive data in the form of words both written and oral through the process of observation and interviews with resource persons and observing members of the mat peci community or people who have participated in mat peci community activities. This study also seeks to create meaning on how the Eco Green Campaign branding strategy was built by the Mat Peci community to realize nature tourism with local wisdom.

This study also seeks to build a meaning on how the branding strategy of the mat peci community can increase public brand awareness about the mat peci community as a community that cares about the environment and increase awareness of river conservation.

Creswell (2012) states several characteristics of a case study, namely: (1) identifying the “case” for a study; (2) The case is an event that occurred within a certain period of time; (3) Case studies use various data sources that provide a complete and in-depth picture of the responses of the parties involved in an event. (4) In case study research, researchers will explore the case and describe the context or setting of a case.

So based on the explanation put forward by Cresswell, that the case study approach is an exploration of a case at a certain period that occurs in one place, can be in the form of a single case or various through in-depth and detailed data collection and involves various sources of information that are "rich" in a single case. context.

Cases can be studied from a program, event, activity or an individual.

So that case studies can be said as research where researchers seek to explore an event or case in a time or activity (program, event, process, institution or social group) and collect complete and in-depth data using various data collection procedures during a certain deadline.

Then Creswell (1998) states that if you use the case study method, you can use various sources of information, namely, observations, interviews, written and audio-visual materials, documentation, reports. The context of the situation in the case study consists of the physical setting, social setting, historical and economic.

This study uses a single case design with a holistic type. Holistic single case study research is research that places a case as the focus of the study

Findings & Discussion

The community strategy carried out by the Mat Peci community is in line with the explanation above, namely community development based on self-reliance and participation between the

community and other organizations by carrying the 3 E slogan, namely environment, education and empowerment. The environmental strategy is to build adequate facilities and infrastructure to create a green environment that provides benefits to the community around the Ciliwung river, one of which is by making organic waste processing which can then be used by residents for composting, creating independent gardens at home, making biopore infiltration wells. so that the color has groundwater reserves during the dry season, contains eco-enzymes to neutralize Ciliwung river water, there are also waste bank activities to reduce inorganic waste, make several simple wastewater disposal installations at several points, as well as conservation gardens along the Ciliwung River with the hydroponic method.

While the education strategy is to establish a Ciliwung River School in Srengseng, so that various schools and universities who want to learn about the river environment and river conservation can come to Ciliwung River School. In addition, the Mat Peci community also collaborates with various universities and companies to provide knowledge to the community around the Ciliwung River Basin to use waste into goods of high selling value.

In the Empowerment strategy, namely by forming small groups to create community gardens so that at least the poor can use the gardens for their daily food needs. And invite community groups to make crafts from recycled waste.

This is in accordance with an excerpt from an interview with the head of the Mat Peci community, namely Usman Firdaus, S.Kom:

“Actually, eco green, we are going back to how we reduce disaster risk, for example, cleaning rivers, we reduce the waste. Maybe what we collect every day will decrease over time, at least reduce it if we can't spend it. The river runs from upstream to downstream, sometimes the waste from downstream runs out, so the garbage is upstream. That's what I said, it's hard to spend in total. Because you must spend from end to end. That's the first, for example, we make organic waste processing activities, we make compost, we make fertilizer, the compost is for people who like gardening. Let's continue to make eco enzymes. Now, later it can be poured into water channels because it is formed by positive bacteria, so if we pour it in the river, it will break down which reduces bad bacteria. We make a waste bank activity; the goal is to reduce non-organic waste that is thrown into the river. Then we also make a simple wastewater disposal installation, so we have several waste water disposal spots that people can dispose of themselves. Then there is the use of rainwater which is used as a water source for the community because they usually rarely have water in the dry season, so we build infiltration wells, we make biopori. Continue to do planting activities. Including conservation, so we plant along the river, instead of people throwing garbage, it's better if we plant, cake fruit soil, vegetable land. So, it's like urban plantations. The benefits go back to them, their independence in growing food. For example, yesterday was a pandemic, it was difficult for them to go out, now they grow up at home. Well, that's also one of the considerations they can be independent. Other activities ranging from river utilization, river conservation, including river rescue, yes, the name is an area that likes flooding. So people have to be vigilant. So, all aspects. Because our principle will have 3 aspects. The first aspect of the environment is about the environment, how the environment can be preserved. The second is about education, education, and learning. There is an environment, if there is no education, it will be difficult, so we try to have an educational component. Now, our community teaches us

how to be independent with the concept of empowerment. You can earn money from conservation and waste.”

Based on dialogical theory, dialogical communication as a process and product, to provide a procedural means by which organizations and their publics can communicate interactively with each other (Kent and Taylor, 1998).

The relationship between the public and the organization can be created, adapted, and changed through a process of dialogical interaction. From these interactions and relationships make social capital. If analyzed based on this theory, the dialogical communication process carried out by the Mat Peci community is a collaborative concept, namely building interactions between residents, the Mat peci community and also other organizations, companies or institutions by building facilities, infrastructure or carrying out activities that provide knowledge and benefits both physically and mentally. knowledge and economy so as to create 'social capital', namely.

The term Community Relations (Relations with the community) in Public Relations according to Moore (2004:415) is: "The relationship between a group of people who live in the same place, the same government and have a culture and history that are generally passed down from generation to generation and have the same goals".

According to Jerold in Iriantara (2004:20) Community Relations is: "a community development program through various efforts for the common good for organizations and communities". According to DeMartinis in Iriantara (2004:20) describes Community Relations only as: "a way of interacting with various publics that are interrelated with the organization's operations."

According to Moore (2004:19) Various ways to support community relations activities can be by starting various activities that form good relations with the community, including:

- 1) Dig, shape and make something needed.
- 2) Eliminate something that is causing the problem.
- 3) Introducing the meaning of independence.
- 4) Make more optimal use of what is already owned and involve the poor.
- 5) Sharing of equipment, facilities, and professional expertise.
- 6) Provide teaching, consultation, and training.
- 7) Forming, improving, and enhancing the community.
- 8) Promoting the surrounding community outside the organization's environment.
- 9) Mobilizing and activating the community, and so on

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