

ROLE OF ENVIRONMENTAL COMMUNITIES IN KAMOJANG NATURAL JAVA NATURAL RESERVATION

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Abstract: *Environmental awareness especially conservation areas are a strategic thing that needs to be socialized to the community. The existence of a Nature Reserve which is the highest status of a conservation area must be socialized to the community because of its strategic function as a support for human life. The region's conscious campaign was carried out by an environmental community calling itself the Nature Lovers Communication Forum (FKPA) in preserving the nature reserve by trying to socialize the awareness of the nature reserve area, especially in the Kamojang area through the save ciharus movement. The purpose of this study was to identify communication planning carried out by nature lover's communication forum (FKPA) in educating people in the Kamojang (CAK) Nature Reserve area in West Java, identifying communication efforts carried out by FKPA in preserving the environment through a save ciharus movement in the reserve area natural Kamojang, West Java. The purpose of the next study was to identify communication strategies of FKPA in the preservation of the Kamojang nature reserve in West Java through a campaign to save. This research is descriptive with a qualitative approach. The results showed that communication planning carried out by nature lover's communication forums in educating the public about environmental awareness included strategic planning, managerial planning, and operational planning in the movement to save the forest. Efforts made by nature lovers in maintaining the preservation of nature reserves include; Forest rescue campaign on social media such as Twitter and Instagram, educates mountain climbers not to enter the nature reserve and dispose of litter, carry out damaged land restoration activities with the community. The communication strategy carried out by FKPA is to form volunteers and environmental activists as the spearheads in nature conservation campaign activities and conduct roadshows to schools about the nature reserve area.*

Keywords: *Environmental Community, Save Ciharus Movement, Communication Planning, Communication Strategy, Nature Reserve*

Introduction

The existence of a nature reserve area plays a strategic role as a support for life. Referring to the categorization of conservation areas by the International Union for Conservation of Nature (IUCN), the establishment of conservation areas in Indonesia is regulated in the Law of the Republic of Indonesia Number 5 of 1990. Conservation areas in Indonesia are conserving natural resources through the protection of life, preserving plant species diversity and animals and ecosystems and sustainably utilize natural resources and ecosystems. Conservation areas in Indonesia include Nature Conservation Areas, Nature Conservation Areas and Buru Parks. Nature reserves here include Nature Reserves and Wildlife Reserves which play an important role in the conservation of living natural resources and providers of ecosystem services which are certainly useful for the community.

Kamojang Nature Reserve is one of the conservation areas that has experienced degradation and environmental damage. The intervention of communities around the area and the activities of Pertamina's geothermal companies carried out in nature reserves has exacerbated damage in conservation areas.

The movement to save forests must be initiated by an environmental community that calls itself the Nature Lovers Communication Forum that protects the reserve area from increasing environmental damage.

The save movement must be motivated by a group of money activists who care about the Kamojang nature reserve. Community intervention in the area that causes severe damage includes:

1. Mountain climbers who enter and pollute nature reserves when camping.
2. Automotive activities in the form of trail motorbikes which cause sedimentation of land and damage to the Kamojang nature reserve.
3. Interventions on forest encroachment, illegal logging and clearing of agricultural land in nature reserves.

The following is the damage data for the Ciharus nature reserve forest:

Table 1. Result of Calculation of Indicator of Integrity of Ciharus Forest Area CA Kamojang

No	Indicator Field	Value Intensity	Scale Relative	Weight	Score
1	Original tree species	87,0 %	5	0,012	0,060
2	The original primate species are protected	0 %	1	0,109	0,109
3	The original bird species are protected	29,0 %	3	0,028	0,084
4	Exotic plant species	5,9 %	5	0,035	0,175

5	Exotic species	0,0 %	5	0,081	0,405
6	The area woke up	0,8%	5	0,314	1,57
7	Poaching wildlife	Throughout Year	1	0,001	0,001
8	Tree theft	Throughout year	1	0,002	0,002
9	Forest fires	Season dry	3	0,014	0,042

Source: BKSDA 2017

Based on the table data above, the Kamojang Nature Reserve is generally a disturbed area. Good conditions are tree species that form native forest vegetation, the absence of exotic wildlife and the lack of exotic plants. Weaknesses or conditions that reduce the integrity of the CA Kamojang region are the absence of protected primate species. In addition, there is wildlife hunting and tree theft throughout the year and relatively non-forested areas. Mulyana et al. (2010) say that there are no conservation areas that are not under pressure and none without community intervention. The buffer zone is believed to be able to reduce negative impacts and increase positive impacts, both from conservation areas to surrounding communities and vice versa (Wild and Mutebi, 1996). The existence of villages around the conservation area must be able to become a buffer zone (Buffer Zone). Buffer Zone is the area that surrounds or coordinates with the core area and identified, to protect the core area from the negative impact of human activities. Where only activities that are compatible with conservation goals are feasible. Similarly, the existence of villages around the Kamojang nature reserve.

The Save Ciharus movement is an environmental communication movement. Strategic communication has become an interesting study because it was formed by volunteers who have diverse backgrounds from various communities of nature lovers in West Java. The community has a very important role in the environmental conservation movement campaign.

The save movement must try to provide socialization and awareness to educate the public in maintaining the nature reserve and not destroying the area. The "SaveCiharus" environmental movement is a campaign movement that aims to increase people's insight into saving forests and nature reserves. The movement also provides conservation education and awareness to the community about the status of conservation areas, information on potential disasters caused by area damage, forest restoration and tree planting as well as information about protected habitat species. The save ciharus movement is one of the persuasive efforts taken by the Community of environmental activists in collaboration with the village government and the community. Efforts to save the environment must try to socialize the area so that people have awareness and knowledge about conservation areas, because not all places can be visited including nature reserves. Identification of problems in this research are:

1. How is the communication planning carried out by the Nature Lovers Communication Forum (FKPA) in the Kamojang (CAK) Nature Reserve area in West Java?
2. What efforts have been made by the FKPA environmental community to preserve the environment through the save ciharus movement in the Kamojang area of West Java?
3. What is the communication strategy conducted by FKPA in preserving nature reserves?

The research method used is a constructivist approach, with a case study approach. The case that was raised was a save ciharus movement in the Kamojang nature reserve area. Case study research reveals the case as a whole and comprehensively.

Literature Review

Communication will only work effectively when all elements in the communication function and run well. The ongoing process of communication between humans or humans towards the natural environment, the essence is the process of creating and exchanging symbols. There are certain symbols that they catch and then interpreted together. In the process there can be a variety of meanings. According to Nirwana (2006) the effectiveness of communication encompasses stages that consist of identifying target audiences, determining communication objectives, designing messages, selecting communication channels, establishing communication budgets, and determining communication mix, and measuring communication outcomes.

A more comprehensive view, delivered by Richard Jurin (2010). Environmental communication according to Jurin (2010: 15) is a systematic generation and exchange of messages, relationships between individuals about the environment and human interaction with nature.

Hallahan (2017) defines the use of communication as a mission for strategic communication. To get the communication effect in accordance with expectations, it is necessary to design and planning a mature communication. Behavioral changes can occur in three domains: Cognitive Sphere (knowledge), Affective Sphere (mental), Psychomotor domains (ability). According to Alan Hancock, the level of Communication Planning consists of: strategic planning, managerial planning and operational planning. In addition to communications planning, this research also explores the communication strategies of environmental activists through the save ciharus movement.

The success of effective communication activities is largely determined by the determination of communication strategies. On the other hand, if there is no good communication strategy, the effect to get the effect of communication in accordance with expectations, it is necessary to design and plan mature communication.

On the other hand, there is no good communication strategy, the effect the communication process (especially mass media communication) cannot have a negative effect. While to assess the communication process can be reviewed using the communication model. In the process of ongoing communication carried out to assess the success of the process.

Anwar Arifin in the book 'Communication Strategy' states that: In fact the strategy is a conditional decision as a whole about the actions to be taken, to achieve the goal. So, formulating a communication strategy, it takes into account the conditions and situations (space and time) faced and that might be faced in the future, to achieve effectiveness. With this

communication strategy, it means easy and fast to make conscious changes to the audience. (1984: 10). Furthermore, communication strategies must be able to communicate: ways of communicating, which can: disseminate information about how to implement instructions: how to communicate with: face-to-face communication, used when we expect the influence of behavior change because persuasive communication is more persuasive, but very weak in terms of persuasion.

Results of Research and Discussion

The environmental community that has carried out the Save Ciharus campaign is a forum for nature lovers communication. Communication by environmental community activists does not only occur in the context of community and community relations but also among stakeholders. Hallahan (2017) defines the use of communication as a mission for strategic communication.

The further investigation is: communication planning, communication efforts carried out by the environmental community in preserving conservation areas and communication strategies carried out by environmental activists. According to Wahyudi (2010) the communication plan must be careful and precise in determining who speaks to whom through what.

In the communication strategy the role of the communicator is very important, which is why communication strategies must be flexible so that communicators as implementers can immediately make changes if the implementation encounters obstacles. One way to communicate is to use the five-step A-A Procedure approach, called AIDDA; A Attention, I Interest, D Desire (passion), D Decision (decision), A Action (activity). The following is an illustration of the picture of the communication strategy:

Figure 1: Communication Strategy



Managerial planning involves managing campaign activities by simultaneously educating volunteers, both cadres in the community itself and in the community, such as village institutions, youth cadets, and mothers from village cadres. The efforts made by nature lovers forums must go through a forest rescue campaign on social media such as Twitter and Instagram by creating a page of #save ciharus and #sos ciharus.

Figure 2: #Saveciharus | Photo: Special



Other efforts carried out by environmental volunteers include garbage collection and also cleaning medical waste. The communication action by inviting community members to participate in the save ciharus movement in the campaign to save the forest. Conservation Area.

Installation of signs on the border of the West Kamojang Nature Reserve and Protection Forest in the Atawas area. The following is a picture of one of the volunteers who posted a bulletin board about a nature reserve:

Figure 3: Bulletin Board of Nature Reserves



The next effort is to restore and green the damaged area. Ecosystem restoration activities aimed at: recovery and enhancement of plant diversity of natural forest ecosystems, restoration and improvement of natural forests, especially for species recovery, selected (key) animal populations, recovery and improvement of hydrological functions and control of soil erosion, building capacity and local community participation in forest management (ecosystem

restoration). The following are recovery activities carried out by the environmental community:

Figure 4: Restoration Activities Undertaken by The Ward Community



The communication strategy adopted by FKPA in the rescue protection campaign was to empower environmental activists as the spearhead in conducting conservation education to the community to protect the nature reserve area from damage, using social media for campaigns to preserve nature reserves.

Conclusion

Planning communication conducted by nature lover's communication forums including; planning at the strategic level that emphasizes communication to the public through the save ciharus movement, managerial level planning about communication and information, both in the form of internal communication and in communicating with the community.

Efforts to safeguard the environment are communication actions of environmental activist volunteers, including: efforts made by nature lovers should be a forest rescue campaign on social media such as Twitter and Instagram by making hastag #save ciharus and #sos ciharus, educating mountain climbers not to entering the nature reserve, urging the public not to carry out activities in the ciharus forest, such as trail activities that damage the land and cause sedimentation of land one meter deep, start restoration activities and replant damaged land with the community.

The communication strategy carried out by FKPA is to establish and empower environmental volunteers in Kamojang conservation activities, using social media and other internet media to expand regional conservation campaigns and conduct roadshows to high schools about the status of the nature reserve area.

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