

TOPLAMA

(Jurnal Komunikasi dan Pengabdian Masyarakat)

E-ISSN: 3025-2652

<https://altinriset.com/journal/index.php/toplama>

Vol.1, No. 2 , January 2024

GROWING AWARENESS OF ENVIRONMENTAL LOVE IN YOUTH: AN ACTION TOWARDS A PROSPEROUS VILLAGE IN LAMBAI VILLAGE, LAMBAI DISTRICT, NORTH KOLAKA DISTRICT

Lukman Ismail^{*1}, Sam'un Mukramin², Muhammadong³

Universitas Muhammadiyah Makassar^{*1,2}, Universtas Negeri Makassar³

Email: lukmanismail@unismuh.ac.id^{*1}, sam_un88@yahoo.co.id²,

muhammadong@unm.ac.id³

Abstract

Objective study This is to give information, service, education, grow awareness, and love the environment on teenagers: an action going to the village of Lambai, District Lambai, Regency North Kolaka. As for the method used, i.e., the method used in the study, this is PAR (Participatory Action Research). PAR is an approach that involves research involving all relevant parties in a way that is active in participatory study and ongoing action. The results of the study show that in running outreach programmes, the love environment for village prosperous in Village Lambai, District Subdistrict Wave faces a number of challenges in environment, economy, and cial. Because that is, the extension programmes that are designed with notice context cal Teenagers, as agents of change, need to be empowered to do so and play an important role in reaching objective development, prosperous villages, and sustainability. Recommended extension programmes cover strengthening the curriculum education environment, development of extracurricular programmes, empowerment of teenagers in taking decisions, training and workshops, use of social media, visiting programmes in the field, development of material education creative, partnership with the community, engagement programmes ilies, and mo, and monitoring and evaluation of sustainable

Keywords: Love for the environment, teenagers, prosperous villages

Abstrak

Tujuan penelitian ini adalah untuk memberikan informasi layanan edukasi menumbuhkan kesadaran cinta lingkungan pada remaja: sebuah aksi menuju desa makmur di Desa Lambai, Kecamatan Lambai, Kabupaten Kolaka Utara. Adapun metode yang digunakan yakni Metode yang digunakan dalam penelitian ini adalah PAR (Participatory Acion Research). PAR adalah pendekatan penelitian yang melibatkan semua pihak yang relevan secara aktif dalam partisipatif untuk mengkaji tindakan yang berlangsung. Hasil penelitian yaitu Dalam menjalankan program penyuluhan cinta lingkungan untuk desa makmur di di Desa Lambai, Kecamatan Kecamatan Lambai

menghadapi sejumlah tantangan lingkungan, ekonomi, dan sosial. Oleh karena itu, program-program penyuluhan yang dirancang dengan memperhatikan konteks lokal. Remaja, sebagai agen perubahan perlu diberdayakan agar dapat memainkan peran penting dalam mencapai tujuan pembangunan desa yang makmur dan berkelanjutan. Program penyuluhan yang direkomendasikan mencakup penguatan kurikulum pendidikan lingkungan, pengembangan program ekstrakurikuler, pemberdayaan remaja dalam pengambilan keputusan, pelatihan dan workshop, penggunaan media sosial, program kunjungan lapangan, pengembangan materi pendidikan kreatif, kemitraan dengan komunitas lokal, program keterlibatan keluarga, dan sistem monitoring dan evaluasi berkelanjutan.

Kata kunci: *Cinta lingkungan, remaja, desa makmur*

INTRODUCTION

Basically, environmental problems in villages are complex issues and require a deep understanding of the factors that influence them. Water pollution is just one aspect of the many environmental challenges faced by rural communities. To understand this problem thoroughly, it is necessary to analyse various factors that can provide a complete picture of environmental conditions in the village (Baro'ah & Qonita, 2020). One of the factors that can cause water pollution in villages is agricultural activity. Agriculture is often the backbone of the economy in many villages, but excessive use of chemical fertilisers and pesticides can harm water quality. Agricultural waste, such as pesticide residues and fertiliser residues, can pollute water sources and threaten the health of local communities.

In addition, according to Dewi and Sukma (2020) unsustainable agricultural practices, such as deforestation and environmentally unfriendly land use, can cause soil erosion. This erosion can then result in sediment flows into rivers and water sources, which can reduce water quality and damage aquatic ecosystems. Another problem that often occurs in villages is the lack of adequate sanitation infrastructure. An inefficient waste management system can cause household waste and domestic waste to pollute rivers and springs around villages. Polluted water can cause the spread of disease and have a negative impact on the health of village residents.

Apart from water pollution, solid waste is also a serious problem in many villages. Lack of adequate waste management facilities can result in the accumulation of waste around villages, which in turn can pollute the land and water. Waste that is not managed properly can also be a source of disease and detrimental to environmental sustainability. Furthermore, climate change is an additional factor that complicates environmental problems in villages. Climate change can cause extreme weather, such as floods and droughts, which can damage infrastructure, reduce agricultural productivity, and create uncertainty in meeting water needs (Erfana & Kamsina, 2021).

Hajiannor (2021) said that it is important to recognise that environmental problems in villages are not limited to physical aspects only but also involve social and economic aspects. For example, a lack of public awareness and education about the importance of

environmental conservation can be an obstacle to overcoming this problem. Often, village communities do not have sufficient knowledge about ways to preserve the environment and the impacts of these detrimental practices. Economic factors also play an important role in environmental problems in villages. Some rural communities may be trapped in a cycle of poverty and forced to prioritise daily needs rather than thinking about the long-term impact on the environment. This can result in the unsustainable use of natural resources to meet daily needs without considering long-term consequences.

Apart from that, according to Hasnidar (2019) uncontrolled industrialisation around villages can also be a cause of environmental problems. Industrial activities often create hazardous waste and air pollution that can damage public health and local ecosystems. Lack of regulation and law enforcement for industrial activities can increase the risk of negative impacts on the environment. In the context of environmental problems in villages, empowering local communities is also the key to achieving sustainable solutions. Communities need to be actively involved in the decision-making process regarding the environment, and education and training programmes can help increase their understanding and awareness of the importance of environmental conservation.

According to Hidatullaili (2022), the adoption of green technology and sustainable practices can also be concrete steps to overcome environmental problems in villages. For example, implementing organic farming systems, efficient waste management, and using renewable energy can help reduce negative impacts on the environment. In this case, cooperation between the government, non-governmental organisations, and the private sector is very important. The government needs to develop policies that support sustainable practices and provide incentives to communities and companies that contribute to environmental conservation. Non-governmental organisations can play a role in advocacy, education, and monitoring the implementation of environmental policies. Meanwhile, the private sector can play a role in adopting environmentally friendly practices and investing in green technology innovation.

It is important to remember that solutions to environmental problems in villages are not one-size-fits-all. Each village has its own unique characteristics and challenges, so a holistic and integrated approach is needed. In-depth evaluation of environmental conditions, active community participation, and cross-sector collaboration are the keys to achieving sustainable development at the village level. Apart from that, environmental protection efforts in villages must also integrate aspects of economic and social development. Sustainable economic development can help reduce pressure on the environment by creating alternative livelihoods that do not damage the ecosystem. Education and training can also play a key role in building community capacity to manage natural resources sustainably (Masduki & Hartono, 2013; Mutmainnah & Ramadani, 2023).

Furthermore, according to Marzuki (2023) to increase village communities' access to resources and technology that support sustainable practices, This involves providing basic infrastructure, such as good sanitation, clean water management systems, and waste treatment facilities. In addition, women's empowerment in the context of

environmental conservation can also play an important role because women often have a key role in managing natural resources in the household and community. Mistini (2020) believes that the involvement of international parties can also make a positive contribution to solving environmental problems in villages. International assistance can help in capacity building, the transfer of green technologies, and the implementation of sustainable projects. International cooperation can also open up opportunities for the exchange of knowledge and experience between countries, which can help villages in different regions learn from each other.

In addressing environmental problems in villages, it is also important to take into account the rights of local communities. Approaches that respect human rights, the right to a healthy environment, and the right to participate in decision-making are more likely to be successful. Participatory involvement of communities in environmental policy planning and implementation will ensure that proposed solutions reflect the needs and aspirations of local communities. No less important is continuous monitoring and evaluation of the implementation of environmental solutions in villages. This makes it possible to assess the effectiveness of the steps taken, identify areas requiring improvement, and make necessary adjustments over time. Regular evaluations can also help in measuring long-term positive impacts on the environment and community welfare.

In dealing with environmental problems in villages, the role of education should not be ignored. Comprehensive environmental education, from the elementary school level to the advanced level, can shape people's thinking and behaviour towards the environment. These educational programmes can introduce sustainability concepts, environmentally friendly practices, and the importance of maintaining ecosystem balance.

Thus, efforts to overcome environmental problems in villages must be holistic, involve various parties, and integrate economic, social, and environmental dimensions. Increasing community awareness, local empowerment, and cross-sector collaboration are the keys to achieving sustainable development at the village level. Only with this approach can we create sustainable villages where people can enjoy balanced and sustainable economic, social, and environmental prosperity.

Lack of love for the environment, especially among teenagers in villages, is a serious problem that can have a long-term impact on environmental sustainability and community welfare. This phenomenon reflects a lack of understanding, awareness, and involvement of the younger generation in environmental conservation efforts. To overcome this problem, it is necessary to take a holistic approach involving education, community participation, and creating a supportive environment.

One of the main factors causing a lack of love for the environment among teenagers is their lack of understanding of the relationship between the environment and human welfare. Inadequate environmental education in village schools is often the main cause. A curriculum that does not properly include environmental aspects or lacks resources to support learning about the environment can result in teenagers not receiving adequate information about the importance of preserving the environment.

Therefore, the first step in overcoming this problem is to strengthen the environmental education curriculum in village schools. This curriculum should include an understanding of local ecosystems, the impact of human activities on the environment, and sustainable solutions. Interactive learning approaches, such as field trips, practical experiments, and environmental-based projects, can help increase students' understanding and interest in environmental issues.

Apart from that, it is necessary to strengthen the role of teachers in providing inspiration and motivation for students to care about the environment. Teachers can be agents of change who motivate students to participate in environmental conservation activities, such as planting trees, cleaning the environment, or taking part in environmental education programs. Making environmental learning interesting and relevant for students can help awaken their interest in and love for the environment. Furthermore, out-of-school approaches are also important in increasing teenagers' love of the environment. Non-governmental organisations, community groups, and local institutions can play a role in providing extracurricular programmes or volunteer activities that focus on environmental conservation. Involving teenagers in these activities can help them feel the direct impact of environmental conservation efforts, which in turn can increase their love and responsibility for the environment.

It is also important to utilise technology and social media as a means to increase youth awareness and involvement in environmental issues. Online campaigns, podcasts, and social media platforms can be used to spread information about environmental conservation, the challenges faced, and steps individuals can take. Creating interesting and relevant content can help build an online community that cares about the environment among teenagers.

In this context, involving youth in local decision-making processes can also be an effective strategy. Providing them with opportunities to participate in community forums, village development projects, or environmental conservation initiatives can provide a sense of ownership and responsibility for their environment. Encouraging youth's active participation in environmental policy planning and implementation can create more meaningful and sustainable engagement.

Apart from a lack of understanding and involvement, modern lifestyle and technology can also be factors that influence teenagers' love of the environment. Teenagers' exposure to consumerist culture, gadget use, and fast lifestyles often makes them disconnected from nature and pay less attention to the environmental impacts of these habits.

Therefore, efforts need to be made to change the paradigm and mindset of teenagers regarding their lifestyle. Consumer education that provides an understanding of the impact of consumer products on the environment can help young people make more sustainable choices. Apart from that, developing activities that prioritise outdoor activities, such as hiking, camping, or ecotourism activities, can help generate a sense of love for nature and the environment.

Developing extracurricular activities that focus on the environment can also be an effective solution. Environmental clubs, nature research programmes, or conservation projects can be a place for teenagers to develop an interest in and love for the environment. Creating communities or discussion forums in schools or villages to discuss environmental issues can also be an effective way to increase awareness and understanding among teenagers.

Furthermore, support from the family also plays a key role in shaping teenagers' attitudes towards the environment. Parents can act as positive examples by demonstrating sustainable practices in everyday life, such as good waste management, using renewable energy, or planting trees around the house. Teaching the values of sustainability and love of the environment from an early age can help shape sustainable attitudes and behaviours in adulthood.

Additionally, introducing teenagers to opportunities to interact directly with nature can provide valuable experiences. Environmental education programmes outside the classroom, such as field trips to nature, visits to national parks, or ecotourism activities, can open teenagers' eyes to the beauty of nature and encourage them to explore it with a sense of admiration and love.

In this context, it is important to create a physical environment in the village that supports a love of the environment. Arranging green spaces, city parks, and environmentally friendly public facilities can create an atmosphere that invites and motivates teenagers to interact with nature. Adopting sustainable design in village development, such as the use of renewable energy, recycling systems, and preserving green land, can be an important step to creating an environment that supports love of the environment.

To overcome the lack of love for the environment among teenagers in villages, cooperation between the government, schools, families, and communities is very important. Improving the environmental education curriculum, increasing youth access to environmentally-based extracurricular activities, and increasing awareness through social media and online campaigns can be concrete steps.

Furthermore, empowering teenagers in decision-making and active participation in environmental conservation initiatives will create a greater sense of ownership and responsibility for their environment. Consumer education, lifestyle changes, and family support are also key factors that need to be considered in changing teenagers' attitudes and behaviours towards the environment.

Thus, overcoming the lack of love for the environment in villages, especially among teenagers, requires joint efforts from various parties to create an adequate learning environment and support. Only with a deep understanding, high awareness, and active involvement of teenagers can we create a generation that cares about the environment and is ready to become agents of change in maintaining the sustainability of the earth.

METHOD

The method used in this research is PAR (participatory action research). PAR is a research approach that actively involves all relevant parties in participatory study and ongoing action. Method PAR research aims to change action deeds to directions that are more in line with the method of research and then applied in an action in a participatory way by the researcher. PAR is a type of method study that has three reject measures, i.e., participation, research, and action.

In the programme to raise environmental awareness in teenagers: an action towards a prosperous village in Lambai Village, Lambai District, North Kolaka Regency. In this research, researchers, as facilitators, facilitate providing education regarding fostering a sense of love for the environment among residents in collaboration with the North Kolaka Regency environmental service. The study consists of three steps. First, analyse the problem, plan accordingly, and collaborate with the local residents. Researchers and the public have discussions related to planning, investigation, evaluation, and mapping. Second, determine the place to be made an educational place. Researchers and the public together determine the place based on the location or area that becomes a point of gathering inhabitant information. Third, implementing health education programmes for the community with the theme of village cleanliness and its impact on community health.

RESULTS AND DISCUSSION

Lambai Village, which is located in Lambai District, North Kolaka Regency, is an area that plays an important role in building the foundations of a prosperous village. To achieve this goal, it is important to focus attention on adolescents as agents of change. Analysis and counselling regarding love of the environment for teenagers in Lambai Village is the key to forming sustainable thought patterns, attitudes, and actions towards a prosperous and sustainable village.

Lambai Village has rich natural potential but also faces environmental, economic, and social challenges. Therefore, involving teenagers in village development efforts is a crucial step to ensure the sustainability and success of development. Counselling on love of the environment not only provides an understanding of the importance of preserving nature but also links it to the welfare and future of the village as a whole.

First of all, the environmental outreach in Lambai Village, which will be held on November 24–25, 2023, must start with an in-depth understanding of the local context. An analysis of environmental conditions, community lifestyles, and factors that influence village sustainability provides a strong basis for designing relevant and effective extension programs. Identifying the environmental potential and challenges of Lambai Village will help formulate strategies that suit the specific needs of the village.



Image: Environmental love education

It is also important to understand the social and economic dynamics in Lambai Village. Factors such as social structure, education level, and economic level play an important role in shaping people's perceptions and behaviours towards the environment. Therefore, extension should not only focus on environmental aspects but also consider the closely related social and economic context.

In analysing teenagers in Lambai Village, an in-depth understanding of their needs and aspirations is needed. Teenagers are often a dynamic and adaptable group. Therefore, it is possible to tailor environmental education to the needs and interests of teenagers in Lambai Village. Understanding teens' trends, lifestyles, and aspirations can help create an approach that is engaging and relevant to them.

Next, an analysis needs to be carried out regarding the extent of teenagers' understanding of environmental issues. Are they aware of the impact of human activities on nature? Do they understand the concept of sustainability and how it relates to village welfare? An analysis like this can help detail the level of knowledge and awareness that needs to be the main focus in extension.

It is also important to understand the factors that can influence teenagers' attitudes and behaviours towards the environment. Factors such as peer influence, social pressure, and perceptions of the personal benefits or costs of environmental conservation can play a large role in shaping adolescents' attitudes. With a deep understanding of these factors, extension programmes can be designed to create positive and sustainable change.

After careful analysis, the next step is to design an environmental outreach programme that can achieve the goal of developing a prosperous village in Lambai Village. This programme must be holistic, involving all components of society, especially teenagers, as potential agents of change. Some important elements that can be included in this programme include:

1. Strengthening the Environmental Education Curriculum

Integrating environmental concepts into the formal education curriculum in schools in Lambai Village. This involves refining existing courses, project-based learning, and extracurricular activities that support an understanding and love of the environment.

2. Development of Extracurricular Programmes

Establish environmental clubs or groups in local schools where youth can be actively involved in environmental-based activities. This could include tree planting activities, environmental clean-ups, or holding small workshops on sustainable practices.

3. Empowerment of Youth in Decision-Making

Creating forums or forums for youth participation in decision-making processes related to the environment at the village level. This could include dialogue with the village government, discussion forums, or even a youth representative position on the village environmental committee.

4. Training and workshops

Organising training and workshops related to the environment for teenagers, involving resource persons who are experts in their fields. This may include topics such as waste management, sustainable agricultural practices, and the use of renewable energy.

5. Use of social media

Utilise social media to disseminate information, organise online campaigns, and create online communities that care about the environment. Social media can be a very effective tool for reaching and engaging youth in Lambai Village.

6. Field Visit Programme

Organise field trips to natural locations or environmental projects running outside the village. Direct experience can increase understanding and love of nature.

7. Development of Creative Educational Materials

Develop creative educational materials, such as short videos, infographics, or comics, that are accessible and of interest to teenagers. A creative approach can make counselling more interesting and reach more teenagers.

8. Partnership with Local Communities

Building partnerships with local communities, non-governmental organisations, and the private sector who care about the environment. These partnerships can create opportunities for collaborative projects that support environmental sustainability goals.

9. Family Involvement Programme

Involving adolescent families in counselling programs This may involve special seminars or meetings that discuss the role of the family in supporting a love of the environment at the home level.

10. Continuous monitoring and evaluation

Establish a continuous monitoring and evaluation system to monitor the impact of extension programs. By involving youth in the evaluation process, valuable feedback can be obtained to continually improve the programme.

Through these programmes, it is hoped that teenagers in Lambai Village can become a driving force in creating a prosperous and sustainable village. It is important to create an environment that supports positive change, inspires a passion for the environment, and gives youth a sense of ownership in the future of their village.

However, it is important to remember that this programme must be tailored to the specific needs and context of Lambai Village. The extension process should be a continuous dialogue between facilitators and participants, creating space for the exchange of ideas and allowing for programme adaptation according to changes in village dynamics.

Apart from that, full support from the village government, schools, and the general public is also a determining factor in the success of these programs. Creating synergy between all stakeholders will create an environment that supports positive youth development and village sustainability.

In a long-term framework, an emphasis on character formation, sustainable values, and social responsibility can help form a generation of teenagers in Lambai Village who not only love the environment but also have an awareness of their role in creating a sustainable and prosperous village. Thus, these programmes focus not only on behavioural change but also on deeper social transformation.

CONCLUSION

From the discussion above, it can be concluded that Lambai Village, Lambai District, North Kolaka Regency, has the potential to become a prosperous and sustainable village through empowerment and active involvement of teenagers in environmental conservation efforts. Analysis and outreach to teenagers about love of the environment is the key to forming thought patterns, attitudes and actions that support sustainable village development.

From the analysis, it appears that Lambai Village faces a number of environmental, economic and social challenges. Therefore, extension programs must be designed taking into account the specific local context. Youth, as potential agents of change, need to be empowered so that they can play an important role in achieving the goals of prosperous and sustainable village development.

Recommended extension programs include strengthening environmental education curricula, developing extracurricular programs, empowering youth in decision making, training and workshops, using social media, field visit programs, developing creative educational materials, partnerships with local communities, family involvement programs, and monitoring systems and ongoing evaluation. All of these programs are designed to create an environment that supports positive change, inspires a passion for the environment, and gives teenagers a sense of ownership in the future of their village.

However, the implementation of these programs requires full support from the village government, schools and the general public. Synergy between all stakeholders, including youth, is very important to create sustainable change and turn villages into

better places. Programs also need to be adapted to specific village needs and dynamics , and must be part of ongoing dialogue between facilitators and participants.

In conclusion, involving teenagers in a holistic and sustainable way in environmental conservation efforts is an important step towards a prosperous and sustainable village. By creating an educational, participatory and empowering environment, Lambai Village can form a generation of teenagers who not only love the environment, but also have a deep understanding and involvement in overall village development. In the long term, it is hoped that this will create positive social change and ensure the sustainability of Lambai Village for a better future .

BIBLIOGRAPHY

Baro'ah , S., & Qonita , SM (2020). Planting CiLi (Love Environment) On Student Through the Environmental Program School Without Rubbish Plastic . *PANCAR JOURNAL (Educator Child Intelligent And Smart)* , 4 (1). <https://ejournal.unugha.ac.id/index.php/pancar/article/view/309>

Dewi , DIH, & Sukma , SA (2020). LOVE OF THE ENVIRONMENT AS AN IMPLEMENTATION OF RELIGIOUS CHARACTER VALUES: A PERSPECTIVE BASED ON EPHESIANS 5:1-21. *Excelsis Deo : Journal Theology , Missiology , And Education* , 4 (1), Article 1. <https://doi.org/10.51730/ed.v4i1.25>

Erfana , I.R., & Kamsina , K. (2021). Grow Pattern Life Health And Love Environment in Time Covid-19 pandemic . *Dimasejati : Journal Devotion To Society* , 3 (1), Article 1. <https://doi.org/10.24235/dimasejati.v3i1.8017>

Hajiannor , H. (2021). EFFORTS TO GROW THE CHARACTER OF LOVE FOR THE ENVIRONMENT FROM THE PERSPECTIVE OF ISLAMIC EDUCATIONAL THOUGHT. *Tarbiyah Islamiyah : Journal Scientific Islamic Religious Education* , 11 (2), 143–156. <https://doi.org/10.18592/jtipai.v11i2.6137>

Hasnidar , S. H. S. (2019). AESTHETIC EDUCATION AND CHARACTER TO CARE FOR THE SCHOOL ENVIRONMENT. *SERAMBI SCIENCE JOURNAL* , 20 (1), Article 1. <https://doi.org/10.32672/si.v20i1.997>

Hidatullaili , W. (2022). *Planting Character Love Environment Through Sub- Theme Social Sciences Learning ethics Environment of SMP Negeri 1 Balong Ponorogo [Diploma, IAIN Ponorogo]*. <http://etheses.iainponorogo.ac.id/20641/>

Marzuki , M. (2023). THE EFFECT OF IMPLEMENTING A COOPERATIVE LEARNING MODEL OF GROUP INVESTIGATION (GI) TYPE ON STUDENT LEARNING OUTCOMES ON ECOSYSTEM MATERIALS IN CLASS XA OF STATE MIDDLE SCHOOL 2 SINTANG. *NUSRA: Journal Research and Science Education* , 4 (4), Article 4. <https://doi.org/10.55681/nusra.v4i4.1755>

Masduki , M., & Hartono, T. (2013). Culture Work Insightful Love Environment on Follower Congregation Qadiriyyah Wow Naqshbandiyyah Island Meranti . *An- Nida ' ,* 38 (1), Article 1. <https://doi.org/10.24014/an-nida.v38i1.332>

Mistini , M. (2020). *DEVELOPMENT OF CHARACTER LOVE OF THE ENVIRONMENT THROUGH SCHOOL GARDEN IN MI 6 PONOROGO ACADEMIC YEAR 2019/2020* [Diploma, IAIN Ponorogo]. <http://etheses.iainponorogo.ac.id>

Mutmainnah , I., & Ramadani , E.F. (2023). EMPOWERMENT OF CREATIVE INDUSTRY BASED E-COMMERCE IN THE REGIONAL GOVERNMENT OF ENREKANG DISTRICT. *Multifinance* , 1 (2 November), Article 2 November. <https://doi.org/10.61397/mfc.v1i2.51>