PANDAWARA AS A MODEL OF YOUNG GENERATION PARTICIPATION IN ENVIRONMENTAL ISSUES

Anggaranta Sajidan Keliat[1], Marsya Adwa Nadzifa[2], Quina Malkha[3,]
Mazaya Zatalini[4,] Siti Rahmadani Lubis[5]

[1,2,3,4,5] SMAS Al Azahar Medan, Indonesia.

Corresponding E-mail: [1)]sajidananggaranta@gmail.com, [2)]mmarsya786@gmail.com, [3)]quinamalkha07@gmail.com, [4)]mzatalini@gmail.com, [5)]sitirahmadani138@gmail.com

Abstract

This study aims to analyze the existence of Pandawara Group in influencing the participation of the younger generation in environmental issues. This study also aims to invite the community to do greening. Thus we can maintain our sustainability by building a community group to maintain the sustainability of nature in Indonesia, and most importantly reduce the use of hanging plastic waste. One of the causes of flooding in every part of Indonesia, and around 36.50% of flooding in Indonesia is caused by garbage that clogs every river in every river in Indonesia, thus inhibiting the flow of river water to the beach or ocean. And in this study we will discuss one by one.

Keywords: Pandawara Group, Environment, Young Generation,technological determination theory,campaign,social media,plastic waste,generation z,tiktok

1. INTRODUCTION
Background

As time goes by, many rivers and seas in Indonesia contain a lot of garbage. Thus, many young people's thoughts arise to preserve nature in Indonesia, especially students or young people. Many positive things have been shown by young people or students, for example, a group that already exists in Indonesia that was founded on " **August 19, 2022"** called the Pandawara Group, which was founded because they were victims of the effects of natural disasters caused by environmental damage, these five friends from Bandung were moved to start a mutual cooperation action to clean rivers and beaches which was carried out by students or teenagers.

And because of the positive effects that have been given by Pandawara, Pandawara has also inspired teenagers who have created the " **Bombar Group"** which originates from Padamara, East Lombok, which has been known for its inspiring actions by Pandawara, namely by helping to clean up trash in the river. The main purpose of establishing Pandawara Group is to invite the young generation in Indonesia to care about the environment through real actions, such as not littering and being willing to clean up the trash in front of them. Pandawara Group also wants to provide education to the community about the importance of preserving nature or protecting the environment and the role of society in preventing environmental damage.

And now the Pandawara Group consists of 5 people who were formed in **"August 2022",** namely: Agung Permana, Gilang Rahma, Muhammad Ikhsan, Rafla Pasya, Rifki Sa'dulah. began to gain a lot of public attention after they shared video content of cleaning trash from rivers via TikTok social media. As of this writing, they have garnered up to 8.4 million followers. Through the analysis research of Pandawara Group in influencing the participation of the younger generation on environmental issues, the author aims to make the public aware of the importance of protecting the environment, and the importance of the younger generation for a sustainable Indonesia. Pandawara Group as a young generation has provided an example and education to other young generations.

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2. IMPLEMENTATION METHOD

This study uses a qualitative method. Qualitative methods are research methods that produce analysis procedures that do not use analysis procedures or other quantification methods. This qualitative approach is explained by a descriptive method, which is interpreted according to Nawawi as a problem-solving procedure that is investigated by describing the current state of the subject or object of research based on the facts that appear. Data collection techniques in this study were carried out based on written secondary data such as scientific, books, articles related to the youth participation model.

The data obtained through the research process above is then followed up with data analysis. According to Miles and Huberman as quoted in Ulber (2010: 339), it is stated that data analysis consists of three flows that occur simultaneously, namely data reduction which is the process of selecting, focusing on simplification, abstracting, and transforming raw data that emerges from written notes in hand. Data reduction is a form of analysis that sharpens, classifies, directs, and discards the unnecessary. Second, data presentation is a collection of structured information that allows for drawing conclusions and taking action. Third, drawing conclusions, namely a brief verification of the thoughts that cross the analyst's mind while he is writing, a review of field notes, or perhaps so thorough with the reviewer to develop intersubjective agreement.

3. LITERATURE REVIEW
Technological Determination Theory

Technological determination concludes that incidentally the changes that occur in the current surrounding area are influenced by technology. The consequences are also positive and negative depending on how individuals or more respond to it. Based on one of the Technological Determination Theories explained by Mashall Mcluhan based on the Theory "The Medium Theory" explains that media is a form of the message itself. Technological Determination Theory is how a medium and communication stage can create human thought stimuli in the form of emotions, feelings, and technological values that can influence communication made through social media (Khazim & Andarini, 2021)

Campaign

A campaign is an activity that shows an attitude that can encourage other people to have the same attitude, actions, and knowledge as the campaigner or disseminate information according to Hartono and Fauzi, 2019. According to Pfau (1993), a campaign is carried out with full awareness, developing and carrying out a structured action within a certain time frame which has the aim of producing stimulation for many people.
There are four campaign indicators according to Farelly (2002), namely:
1. Campaign integrity
2. Campaign Role
3. Campaign methods
4. Campaign target audience

Social media

The birth of the internet that can be accessed through various technologies that exist today. Starting an era of new media progress which is called digital media. Digital Media is a mixture through communication in the form of video, sound, text, and graphics that use internet technology. (Rizky & Putri 2023). Social media users can easily use social media in communication activities in various forms such as producing works in the form of education for people who use social media. An online campaign can be said to be good and good if it has the characteristics of entertaining, educating, persuasive, storytelling, sharing, and easy to find (According to Diaomon). Communication through social media has an interesting process and can improve relationships with

each other (Papasolomu & Melanthiou, 2012). According to Rogers and Storey, a campaign is a communication activity summarized in an organized manner with the aim of realizing a certain thing for the majority of the target audience in a continuous time within a certain time. (Setiawan and Salmiyah Fithrah, 2018)

Plastic waste

Plastic is still widely found and used in daily activities for various community activities throughout Indonesia. Plastic is often used because of various factors from its relatively cheap, durable, lightweight, and rust-proof materials. Piles of plastic waste can hinder local community activities and environments because plastic itself has non-biodegradable properties. This property makes plastic the second largest contributor of waste that can cause environmental pollution. (Septiani et al., 2019)

According to Jambeck et al (2015) Indonesia is currently ranked second as a plastic waste emitter with an average weight of 0.52 kg of waste per person per day in the world. In the observation of pollution itself in the form of plastic waste at a depth of 3m, especially on Panggang Island and Pramuka Island. (Septiani et al., 2019). Plastic and other environmentally unfriendly materials are used in packaging in large quantities, which will have a bad impact on the environment. This is because plastic is non-biodegradable, meaning it is very difficult to decompose. (Rahmawati & Andrini, 2023)

Generation Z

According to Hellen Chou P. (2012:35), Generation Z is a generation that grows and develops along with the growth of technology and digital dependence. The theory above is further supported by Pitoewas et al., 2020 that Gen Z is a generation that is constantly exposed to technology and is skilled in mastering it. (Pitoewas et al., 2020)**.** Generation Z is a generation born between 1995 and 2012, and since birth they have been familiar with digital technology such as smartphones, laptops, computers, tablets, and televisions. (Pojiono, 2021) Generation Z enjoys technological advances and wider and easier internet access than previous generations. This makes it easier for Gen Z to access and interact with their surroundings, so they can use technology skillfully and intelligently to become more creative. (Purvaningrum & Andrini, 2023)

TikTok

Tiktok is one of the most popular social media applications from young to old people today. The development of Tiktok is quite rapid because in a few years this application has more users than other social media. ZHANG YIMIN is the inventor of the tiktok application in September 2016. The purpose of tiktok was developed with the hope of being able to display creativity, experience, and learning for users all over the world through social media that can be reached by almost the entire world population. Tiktok is a video-based social media application that can provide interesting effects and can be used by users. This application has support such as adding music with many choices that can be used by its users (Hartono & Fauzi, 2019).

4. RESULTS AND DISCUSSION
1. Public Awareness by Pandawara About Waste

Pandawara group has become more frequent in collaborating with the community due to the impact of the social media *platform* , TikTok. Seen in one of the videos posted by Pandawara group, they formed a team from the community to clean the environment. Youth play an important role in raising environmental awareness in society. They can be pioneers in educating the public about environmental issues such as climate change, deforestation, pollution and land degradation. By organizing seminars, workshops and social campaigns, youth can help the public understand the importance of protecting the environment. Awareness alone is not enough. The younger generation must take specific actions to protect the environment. They can participate in activities such as

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planting trees, cleaning beaches, and reducing the use of single-use plastic. These actions, if carried out on a large scale, will have a major impact on the environment.Pandawara Group has played a significant role in educating the public about the importance of sorting, reducing, and recycling waste. Through their social media campaigns, they have successfully conveyed messages about waste management and its negative impacts. They have not only changed people's mindsets about waste, but also provided concrete and measurable solutions to address environmental issues. Their role in building partnerships and involving the community is also very important in creating sustainable long-term change. This solution can be implemented by involving more groups or individuals who take similar initiatives in disseminating information and raising public awareness about the importance of sustainable waste management. In one of the videos posted by the Pandawara TikTok account, several names of areas and each group that are similar to Pandawara in the area are mentioned. There are 19 names of cities/areas along with the names of their teams mentioned by Pandawara in the video. "There are still more than 40 people that we have not been able to show, it is not us who have advantages, but God who has made those people aware," the video caption reads. From this video, we can already see the positive impact of Pandawara directly.

SUMBER: https://vt.tiktok.com/ZS2KehNqE/

2. Pandawara Group Collaboration with the Community, *Volunteers,* and Government

Through the power of social media, they invite the public and their followers on social media to come together to clean up trash. Starting from the dirtiest beach in Indonesia which was transformed into a clean one through the cooperation of various elements. The presence of public initiatives in social environmental programs should receive support from many things. This nation needs more collaboration than competition. The dogma of a late hero is no longer valid, the problems of this nation cannot be solved with a 'One Man Show'. Collaboration is one thing that young people now like. Through collaboration, they are not alone. Pandawara has collaborated with several companies including government agencies to carry out waste cleaning activities in certain

locations.

SUMBER: https://vt.tiktok.com/ZS2KJTDao/

Through its social media accounts, Pandawara Group invited residents to help clean Sukaraja Beach as the 2nd dirtiest beach in Indonesia according to them, located in the Jalan Ikan Selar Teluk Betung Bandar Lampung area. As a result of their invitation, thousands of residents gathered to help clean and lift various types of garbage that filled the edge of Sukaraja Beach. "Garbage is the business of all living humans. Stop blaming," said Gilang, a representative of Pandawara Group.

In the Sukaraja Beach clean-up action, the Bandar Lampung city government together with the TNI Polri unit also went down to the location by bringing a number of heavy equipment to facilitate the cleaning process. With this action, it is certainly expected to be a driving force for the Lampung community to continue to maintain the cleanliness of the beach. In another video it is also mentioned that Pandawara needs many *volunteers* to clean Gebang Beach, Cirebon Regency. Pandawara Group has prepared more than 4,000 portions of food for *volunteers* who are ready to work with them. In the process of making this food, Pandawara also collaborates with 'Kecap Sedap' in terms of making, distributing, and marketing.

3. Education and Socialization of Environmental Cleanliness by Pandawara

One of the projects run by Pandawara Group is "Environmental Education in Schools." Through this project, they work with various schools in selected areas to provide a better understanding of the importance of maintaining a clean environment, especially rivers. Volunteers from Pandawara Group visit schools and give interactive presentations on the negative impacts of waste on river ecosystems and how each individual can play a role in maintaining a clean environment every day. In this effort, Pandawara Group hopes to change the mindset and behavior of students who will be the next generation to care more about the environment. Schools are ideal places to teach values and awareness about environmental cleanliness to the younger generation. In this case, Pandawara Group has a great opportunity to run its campaign in schools. Socializing environmental cleanliness in schools can shape students' mindsets and behaviors. They learn to appreciate nature, avoid littering, and practice healthy hygiene. This is not only a good habit, but also helps students become responsible citizens.

Pandawara Group has visited one of the schools in Bandung city, namely SMPN 2 Bandung. They held a socialization about environmental cleanliness to students of SMPN 2 Bandung. They also invited students to practice the knowledge they had given. The students were given *a challenge* to process unused items (trash) into useful or valuable items. In this *challenge* , students of SMPN 2 Bandung used used bottle caps, used newspapers, used bottles, and used cardboard to be processed into valuable materials. Pandawara Group has also held a competition to collect the most trash with an electric bike as the prize. This *challenge* was participated by 20 selected *volunteers* who would collect the most trash in one of the cleanest forest and river areas in the city of Bandung. This *challenge* is purely entertainment behind their intentions and goals to educate the entire community not to damage the environment that is still maintained.

4. Pandawara Group Obstacles

In doing anything, of course, it is not free from problems or obstacles, as did the Pandawara Group when carrying out its actions. In a video interview on *the Youtube channel* "gt.bodyshot", the Pandawara Group said that one of the obstacles in their activities was the weather. Bad weather such as rain can cause floods or flash floods that can sweep them away. The next obstacle is the community who are not yet aware. The Pandawara Group knows that there are several places that they have cleaned but are dirtied again by the local community. In fact, some people throw garbage into the river when they are carrying out the river cleaning process. The absence of a waste disposal site (TPS) in the area they clean is also an obstacle for them because the potential for people to litter becomes greater. In addition, the public response to Pandawara's content is not all positive. After uploading the video for the first time, Pandawara received criticism from the public. The public considers the content uploaded by Pandawara only to gain popularity.

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5. Conclusion and Suggestions

From the results and discussions that have been presented, it can be concluded that increasing public awareness is the key to changing behavior and creating environmentally friendly habits. Education must be carried out in real action and requires conclusive collaboration between the community, government, and other agencies. The emergence of Pandawara Group as a role model for Indonesian society can make Indonesia a better country in terms of cleanliness and togetherness. The environment is everyone's responsibility, not just the government or the community in the region. The suggestion from this study is to increase environmental education to the younger generation so that this nation has a good next generation.

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