

The Behavior of Society in Environmental Cleanliness Care on Gemar MTR Program in Makassar City

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Abstract

The trash volume was increased in the city of Makassar, that environmental problems caused by the behavior of the society for less care about the cleanliness of the environment. Therefore, Makassar City Government policy urgently needed to resolve the problems. This research aims to describe and analyze the behavior of environmental cleanliness care in Makassar City Society and the implementation Gemar MTR program to forming behavior of environmental cleanliness care in Makassar Society. This research uses qualitative research methods with the techniques of data collection through interview, observation, and study documents. The results showed that the people of Makassar City have a high understanding of the complexity and environmental impacts, so that the people be able to show their behavior of environmental cleanliness with several efforts such as disposing of waste in the provided places, actively participating in environmental cleaning activities, handling and sorting out the waste correctly through the 3R principle (reduce, reuse, recycle). Furthermore, the implementation of Gemar MTR has been running pretty well, through the active performance of the implementer program in the field, so that these programs can positively impact to forming and improving behavior of environmental cleanliness care in Makassar Society.

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INTRODUCTION

Makassar City is one of the metropolitan cities in Eastern Indonesia which is inevitable from various complexities and environmental problems. Environmental problems in Makassar are influenced by various factors, one of them is high population growth rate. BPS data shows that the population of Makassar City in 2014 reached 1,429,242 people in the area of 175.8 km². Such as, in the previous year as many as 1,408,072 people, which means the rate of population growth reaches 1.50% per year with a population density of 8,131 inhabitants per km² (BPS Makassar, 2015).

The population growth indirectly affects the increasing production and piles of garbage in Makassar City. Data from Makassar BPS shows that the total of waste piles in Makassar can reach 4,494.86 m³ per day and most of them are organic waste which reach 3,165.73 m³ per day or 70.43% from the total waste (BPS Makassar, 2015).

Increasing waste production is the result of the behavior of citizens who do not care about the cleanliness of the environment, like throwing the waste not in place. If it is ignored, the waste can block drains or waterways during the rainy season, so that it will automatically cause puddles and flooding at some point in Makassar areas.

The poor problem of environmental cleanliness, caused Makassar City Government initiated and began to promote some excellent innovative and creative management programs of environmental cleanliness. Gemar MTR (Makassar Society is not Dirty) is the superior program of Makassar City Government to manage and improve behavior of environmental cleanliness care in Makassar Society.

MTR program has been implemented since 2014 and it is the mainstay program of the Mayor of Makassar to realize its vision and mission to make the city of Makassar as a world-class comfortable city. Makassar City Government initiated several support programs to succeed MTR such as Makassar Clean Allay (Mabello), Me and My School not Dirty, Waste Banks (Pomanto & Rizal, 2014).

Based on the description of problem data that has been presented, then this study aims to describe and analyze the behavior of environmental cleanliness care in Makassar society, and describe and analyze the implementation of MTR program to forming the behavior of environmental cleanliness care in Makassar City.

METHODS

This research uses qualitative research method with case study approach. This research is focused at some point of area and sub-district in Makassar City such as in the surroundings of Tanjung Bayang Beach (Tamalate Sub-district), Paotere Port (Ujung Tanah Sub-district), Tallo River (Tallo Sub-district), City Center (Panakkukang Sub-district), City Border (Biringkanaya Sub-district), and around TPA Antang (Manggala Sub-district).

This research data is obtained through observation techniques, interviews, and document studies. Informants in this study are the people of Makassar City, related offices, and stakeholders. Informants from the people of Makassar City, classified by age, job types, and education level. Meanwhile, the informants from related offices and stakeholders of MTR program are officials or staffs in Makassar City Government and in the Environment Agency, the local area of Sub-District, Head of RT/RW, and the private sector environmentalists. In this research, the data validity test using triangulation technique. The data analysis steps used are data collection, data reduction, display data, and conclusion.

RESULTS AND DISCUSSION

The Behavior of Environmental Cleanliness Care in Makassar Society

The behavior of environmental cleanliness care in this study is based on several indicators, that are the environmental complexity understanding, the environmental impact understanding, action and commitment to maintain the environmental cleanliness.

The environmental complexity understanding in Makassar society shows, most of the people has already understand about the complexity or problems that happens in their

environment. The level of environmental complexity understanding in Makassar Society shows in the chart as follows:

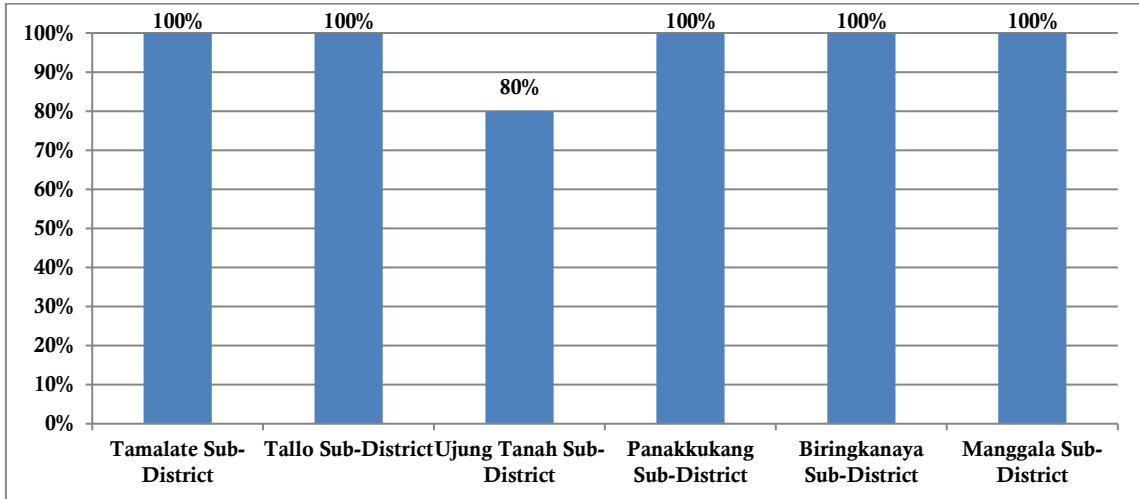


Figure 1. Chart of Environmental Complexity Understanding in Makassar Society

The chart shows that 96.66% of the total informants or as many as 29 people of informants already know and understand well the complexity or environmental problems that happens in their regions. Most informants or the people of Makassar gave a statement that environmental cleanliness issues are a frequent problem in their environment.

The environmental impacts understanding, should also be owned by every element of society. Most people in Makassar City already understand about environmental impact due to human behavior. The facts shown in the chart image as follows:

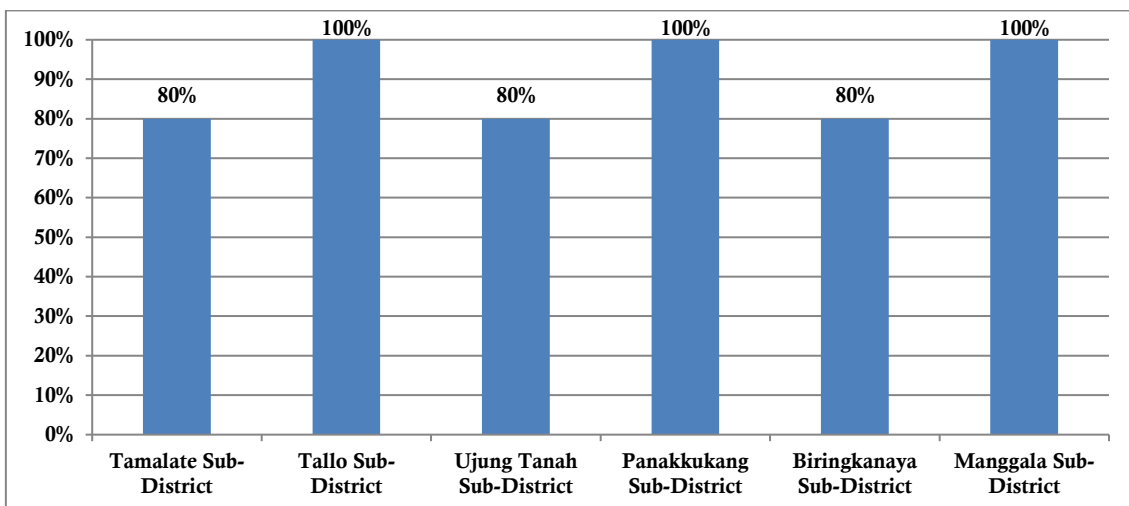


Figure 2. Chart of Environmental Impact Understanding in Makassar Society

The environmental impact understanding in Makassar society is 90% on the chart. As many

as 27 people from a total of 30 informants have been aware of any environmental impact caused

by the environmental ignored by human behavior. The people of Makassar City understand and know the environmental impacts on the media information, school bench, and the environmental experience they have experienced themselves.

An action plan for saving the environment is a manifestation of every society's understanding of complexity and environmental impact. That action is absolutely must be owned by every people to realize a comfortable and clean environment in the city of Makassar. Most people in Makassar City have made efforts to maintain the cleanliness of the environment in several ways, including as follows:

- a. Disposing waste in the place that has been provided in Makassar City
- b. Actively participate to clean up the beach, river, alley, and other environments every Friday and Sunday morning
- c. Handling waste according to the 3R principle (reduce, reuse, recycle)
- d. Sorting out the organic and non-organic waste properly
- e. Composting organic waste to be used as home garden plants manure
- f. Utilizing non-organic waste such as plastic, iron, cans, etc. to be a valuable and economical item
- g. Rebuking and reminding each other and giving and example about environmental cleanliness behavior to their family, relatives or to other people.

One of the behavior of environmental cleanliness care in Makassar society can be seen at the picture below. (Figure 3).

The picture shows the situation of people who have cleaned up the River and Beach in Makassar City. Participation of environmental cleanliness activities in Makassar City has involved every element of society, including local society from adults to children, environmentalist, officer and janitor from Makassar City Government and officers from private company.

The realization of people action to maintaining the environmental cleanliness, should be fully supported by the commitment of each individual people in Makassar city. The

environmental cleanliness sustainability of Makassar City in the future, will be achieved when every people have own commitment to keep continuously their environmental becoming clean.



Figure 3. The Behavior of Environmental Cleanliness Care in Makassar Society

The understanding and behavior of environmental cleanliness care in Makassar society based on research facts, strengthened by some previous research result such as the research results by Yunitasari (2016), Sadam (2016) Azhar (2015), Pinto (2015), Riswan (2011), & Djaelani (2011) indicating that there is a relationship or influence between the level of environmental understanding with the environmental conservation behavior. Moreover in other research by Setyowati (2017), Nurpratiwiningsih (2015), Banowati (2014), Dewi (2012) & Wibowo (2012), through their research shows that the role of the society is very important to conserve the environmental sustainability.

Implementation Gemar MTR Program to Forming Behavior of Environmental Cleanliness Care in Makassar Society

Makassar City Government as a leading sector in this MTR program formulated a very philosophical and fundamental goal in the effort to overcome the people mindset problems to living clean. That goal is the main focus of the city government to succeed the MTR program, because the action that has been happening in general society is behavior to damage the environmental cleanliness. On the basis of that goal, the government of Makassar City initiated several work programs such as Makassar Clean Allay (Mabello), Me and My School are not Dirty, and Waste Bank.

Makassar clean allay program (Mabello) has been running well in Makassar City. The people of Makassar City are now routinely doing clean-up activities in every allay of their residence. They do that activity every Friday and Sunday morning directed by local government apparatus such as Camat (Head of Sub-district), Lurah (Head of Urban Village), Head of RW (Hamlet) and RT (Neighborhood).

The enthusiasm of Makassar Society in these activities is considered high because the city of Makassar routinely made an assessment of the cleanest allay, so that the people competing each other to clean up allay in their environment.

Me and my school is not dirty 'is one of program to form clean behavior of students in each school in Makassar City. Through those program, Makassar city government considers that the habituation of clean life behavior should be started early by involving the students in each school in Makassar City, especially in elementary and secondary schools.

Me and my school is not dirty program has running well in some schools in Makassar city. Through those program, the students are taught and given examples of clean behavior with various activities such as cleaning up the school yard, cleaning up the city environment, and utilizing the waste become a useful item through the Waste Bank program in each school.

The Waste Bank program is one of the success benchmarks of environmental cleanliness

management in Makassar City. The Waste Bank currently has totaled 776 units and spread across every Hamlet (RW) and schools in Makassar City. With that program, the people have to understand and know about the importance in the proper handling of waste processing.

Most people of Makassar City explained, that with the Waste Bank program, society nowadays are no longer directly dispose of household waste their have, but start moving to use it by collecting any non-organic waste, such as plastic, cans, and iron to be weighed in every Waste Bank Unit (BSU) in their residence area. Sometimes some people reuse their waste into handicrafts that have benefits and value. The knowledge of people in processing the waste, they get through empowerment and training by private company who involved in the Bank Waste Program.

Implementation of Gemar MTR program in Makassar City to forming environmental cleanliness behavior is shown in table as follows:

Table 1. The Environmental Cleanliness Behavior Impact in Makassar Society

Gemar MTR program	The environmental cleanliness behavior impact
Makassar clean allay (Mabello)	Makassar society is getting more routine and actively participating to cleaning up the environment
Me and my school is not dirty	Students are more active and diligent to cleaning up the environment and become more active to handling waste through the waste bank program at school.
Waste bank	Makassar society is getting more active utilizing household waste to be weighed in the waste bank or recycling into stuff that have value for use

Source: Research data 2017

Gemar MTR program that has been implemented since 2014, has been proven to give some positive impacts for the habituation and culture to clean life in Makassar Society. So that people can be motivating to keep the environment in the future.

The findings on research about policy influence or positive impact of policy to improve cleanliness behavior, has been reinforced by some previous research results. Such as the research by Nisa (2017), Banowati (2015), & Arrendondo (2012) shows with the implementation of models,

policies or regulations to the environment, it can be improve conservation behavior in society.

Similarly, the results of research Sharma (2013) which illustrates that policy implementation variables can affect and increase environmental awareness in society. In addition, Suchiatningsih (2015) & Sunarjan (2017) research shows that the active performance of government and stakeholders through empowerment, can have a positive impact on the social and economic life in society.

CONCLUSION

Gemar MTR programs have a real impact to improving environmental cleanliness behavior for Makassar Society. The achievement of environmental maintenance by the society, can not be separated from the active role of Gemar MTR implementers in Makassar city.

Through that program, people already knows and understand the importance of maintaining environment cleanliness. The people behaviors it showed through the efforts such as handling, sorting out, and processing the waste, participate in environmental clean activities, and having strong commitment to keep the environment in this day and in the future.

Makassar City Government, related offices and stakeholders program is expected to be more optimizing the main goal of the MTR program, so that the behavior of environmental cleanliness becoming a self-motivation, culture and habits in Makassar Society.

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