

Media In “*Gerakan Cikapundung Bersih*”

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Abstract

Cikapundung is the river that divides Bandung which provide aesthetics function as well as maintain city's stability. This supposedly clean and well-kept river is in fact very dirty and filled with various waste. The accumulation of waste in Cikapundung River resulting siltation threaten the balance of the ecosystems. Flood and waste will be the main problem of the city if this poor situation cannot be overcome. Therefore, the Government has included the river in their priority program of the development plan. The rehabilitation of the river has been proclaimed through Gerakan Cikapundung Bersih (Clean Cikapundung River Movement). As an campaign event, the messages from Gerakan Cikapundung Bersih must be delivered to the audience effectively. Considering this, by using case study descriptive approach, this research sought to reveal the various types of campaign media used in Gerakan Cikapundung Bersih. Data were collected from interviews, observations and literature study. The results showed that media used in Gerakan Cikapundung Bersih are outdoor and alternative media. However, the most effective way to deliver campaign messages is direct communication (interpersonal), especially by Kuya Gaya 15 community through their activities such as kukayaan and gotong royong. Word of mouth (interpersonal communication) is the method which drive of the success of the campaign.

Keywords:

Media In; Gerakan Bersih; Cikapundung

INTRODUCTION

Initiated by Bandung City Government, Gerakan Cikapundung Bersih (Cikapundung Clean Movement) is a movement to campaign the awareness of river cleanliness. The poor condition of Cikapundung made it a priority for Bandung City development program both in medium term (2009-2013) and long term (2005-2025). It's been a main priority because it divides Bandung from north to south. Its upstream is in north in Lembang and it empties into Citarum River in south. Its 11-kilometers-riverbanks are

now inhabited by more than 75,000 people who live in more than 1,100 buildings. This makes the river basin narrower. According to the latest data, 90% of waste produced by the riverbanks people is directly disposed to Cikapundung, resulting it to receive more than 5.5 million liters of waste daily.

This poor condition made Bandung City Government realize the environment problem should be addressed immediately. The accumulation of garbage silting Cikapundung adversely affects the ecosystems of Bandung. If this cannot be

addressed, flood and garbage will always be the main problem for Bandung. Thus, supported by West Java Provincial Government and the Central Government, Gerakan Cikapundung Bersih was initiated to rehabilitate Cikapundung.

During the leadership of Mayor Dada Rosada, the Government of Bandung realized that the apprehensive environmental condition must be addressed right away. The accumulation of waste in Cikapundung River resulting siltation threaten the balance of ecosystems. Flood and waste will be the main problem of the city if this poor situation cannot be overcome. This government-planned rescue program cannot work well if there is no support from many stakeholders, especially from Cikapundung riverbanks people themselves. They are the ones who interact with the river and own a great deal with its existence. They are both the object and subject of Gerakan Cikapundung Bersih (GCB). Therefore it is needed a strong synergy between the government and the riverbanks people to succeed this environment development movement.

Dada Rosada, the past mayor of Bandung, said that to restore the original function of Cikapundung is not easy and indeed it is needed a long time and effort.

Considering this, the GCB is implemented gradually and continuously. GCB consists of seven stages: social service, sediment dredging, river normalization, building inventory and layout change from backing to facing to the river, river border arrangement, septic tank construction, and greening.

These stages cannot be implemented well if there is no strong synergy between the riverbanks people, who are the object and subject of the program, and the government. The synergy will develop if there is an effective communication from the government to the society in regard to this government-initiated program. Thus, the research aims to reveal the campaign media in Gerakan Cikapundung Bersih.

LITERATURE REVIEW

According to Roger and Storey in Venus (2004: 7), campaign is a communication activity in conveying messages through a network of communication channels in an integrated manner and organizing such communication activities with the aim of producing impact on individuals in large numbers, and or community groups in accordance with the targets to achieve, at a certain term.

In "Manajemen Kampanye: Teori dan Aplikasi", Venus also explains campaign in more detail: (1) as a planned and up-to-date effort to inform, educate, or convince the public for a specific purpose, (2) using symbols to affect human beings in such a way to raise a certain behavior desired by the communicators, (3) a continuous marketing communication activity plan which is implemented on a schedule that shows a role or media (television, radio, magazines, newspapers, and movies), (4) public campaign is a communication activity in conveying messages through a network of communication channels in an integrated manner and organizing such communication activities with the aim of producing impact on individuals in large numbers, and or community groups in accordance with the targets to achieve, at a certain term.

Based on the definitions above, it is concluded that campaign is a planned communication activity to provide information, educate, persuade and affect a bunch of individuals or communities through media (television, radio, magazines, newspapers, and more) in order to reach desired goals at a certain time. Venus also states that the materials and contents of a campaign are usually related to: (1) the theme, topic, and issue

to raise the response, (2) the goals of the campaign, (3) the program or planning of the campaign, (4) the objectives of the campaign.

To talk about the types of campaigns, in principle, is to talk about the motivation behind them. In turn, it will determine the direction of the campaign and the goals to achieve. So there is inherently an interconnection between motivation and campaign objectives. Therefore, Charles U. Larson (1992) in Venus (2004: 10) classifies the types into the following three categories: Product-oriented campaigns, candidate-oriented campaigns and ideologically or cause oriented campaigns. As described in Nowak and Warneryd's campaign model (in McQuail & Windhal, 1993 in Venus, 2004: 23), there are eight systematic, interconnected elements to notice in a campaign: (1) intended effect, (2) competing communication, (3) communication object, (4) target population & receiving group, (5) the channel, (6) the message, (7) the communicator, (8) the obtained effect.

The following is the relevant campaign model adapted from Manajemen Kampanye, Antar Venus (2004).

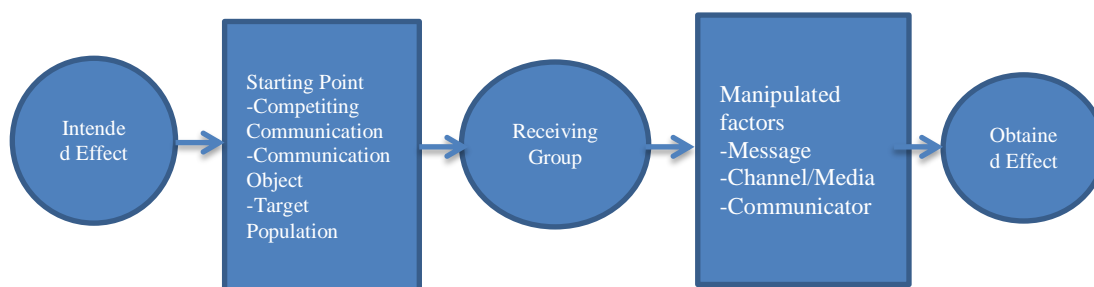


Figure 1. Nowak and Warneryd's Campaign Model

According to the model, there are 3 elements included to factors to design to reach desired obtained effect: channel, message, and communicator. This research focus on campaign messages in Gerakan Cikapundung Bersih. Beside media and communicator, message is one of manipulated factors. What is meant by manipulation here is a message in a campaign must be designed in such a way as to be able to persuade the target audience, so that the obtained effect of the campaign can be achieved.

METHOD

The writers used qualitative method to reveal the campaign media in Gerakan Cikapundung Bersih. They chose it because the problem to explore thoroughly is a social problem and the research was conducted in natural setting. As stated by Cresswell (2010: 15), a qualitative research is a process to explore social and human problems. In this research, the writers sought to build a complex and

thorough description, analyze words, report respondents' detailed viewpoint and did all of these in a natural setting.

The research used case study approach. This made the research be able to provide a comprehensive description and explanation about every action of the community who realize the importance of clean environment, particularly of Cikapundung River. This is in accordance with Mulyana (2002: 201) that states that case study is a comprehensive description and explanation about various aspects of an individual, a group, an organization (community), a program, or a social situation. By fully studying an individual, a group, or an event, the writers would like to provide a comprehensive and in-depth viewpoint about the object studied.

Case study approach looks at a case as a full entity and not a collection of parts or score of variables (Ragin in Mulyana, 2002: 203). Thus, case study is holistic and multisources. Therefore, the writers sought to collect data from various

resources related to the topic of the research.

As stated by Yin (2010), a case study research can use six different evidence: documents, archives, interviews, direct observations, participant's observations, and physical devices. In this research, data are collected from direct observations, interviews, and literature study. Direct observations were made on a number of activities conducted by the Kuya Gaya 15 community in an effort to raise awareness of clean environment among the people in Cikapundung riverbanks. In-depth interviews were conducted to the chairman and members of Kuya Gaya 15 community, the head of RT, and several people of Cikapundung riverbanks. The observations and interviews were made to collect primary data, while secondary data were collected from literature study on various documents and archives related to the topic.

The analysis of research data used interactive model stated by Matthew B. Miles & Michael A. Huberman (1992, in Salim: 2001). They state that data analysis consists of three stages: (1) data reduction, focusing attention on simplification, abstraction, and the transformation of rough data acquired from the field (2) data display, describing the collection of

organized information for (3) conclusion drawing and verification. The researcher sought to find the meaning of every symptom acquired from the field, recorded the regularity or the possible explanation and configuration, the flow of causality, and proposition. As long as the research continued, any established conclusions would be continuously verified until a valid and solid conclusion obtained.

RESULT AND DISCUSSION

Gerakan Cikapundung Bersih as a Social Movement

Gerakan Cikapundung Bersih (GCB) is a program that aims to improve environmental awareness among community who live in Cikapundung riverbanks. According to Wood and Jackson (in Sztompka, 1994:326), social movement is closely related to social change. It has various causal status related to change. Gerakan Cikapundung Bersih (GCB) can be seen as a mediator for a positive social change.

The current Cikapundung River looks very different from the past. As stated by Pak Herman S., the head of RT 10 RW 15, Kelurahan Tamansari Kecamatan Bandung Wetan, Pulosari region was a bamboo plantation. The Cikapundung riverbanks was full of bamboos. At the

beginning, before 1950s, Pulosari region was not flanked by two rivers—just traversed by the stream of Cikapundung River on the eastern of the region. However, after the dam on the north had broken-down, the region was hit by a flash flood. Much, much soil was carried away by the flood, and in the end it formed a new watershed on the western of the region.

Based on the information about past condition from the informants who have lived in the region for more than 20 years, the community experienced the past condition and the benefits of Cikapundung River. As a social movement, Gerakan Cikapundung Bersih is considered conservative.

Conservative movement is a movement which leads to the past and emphasizes tradition by working to improve the institutions, laws, ways of life, and the established beliefs of the past but eroded and discarded in the course of history. That's precisely what happened to the awareness of clean environment of the community who live in Cikapundung riverbanks.

The current condition of Cikapundung is the conclusive evidence that the community's environmental awareness has been eroded. The dirty river and the habit of disposing waste into the river is the

evidence of the decline of past tradition. As the time goes by and the community's needs increase, the past tradition has gone to a negative direction. This led to Cikapundung River contamination and a far-from-healthy environment.

Gerakan Cikapundung Bersih is a movement that aims to improve institutions, laws, ways of life, and faiths that were established in the past but eroded today—the awareness of clean environment. The movement is clearly carried by the Government of Bandung. However, since this is a social movement, the society must play an active role to grow the awareness of clean environment and make the river beautiful and healthy so that it provides lots of benefits for the entire society of the riverbanks and wider society. Social movement should be understood as (1) the collectivity of mutual action; (2) the purpose of mutual action is particular changes in the community in the same ways; (3) the collectivity is relatively dispersed but lower in degree than formal organization; (4) the action has a relatively high degree of spontaneity but are not institutionalized and unconventional. So social movement is a collective action that are organized loosely, without institutionalized ways to make change in a

society. This is exactly what happened to Gerakan Cikapundung Bersih as well.

The Types of Media in Gerakan Cikapundung Bersih Campaign

Gerakan Cikapundung Bersih (GCB) is a program that aims to increase environmental awareness among the people who live in Cikapundung River Banks. As a campaign, Gerakan Cikapundung Bersih is a communication activity in conveying messages through a network of communication channels in an integrated manner and organizing such communication activities with the aim of producing impact on individuals in large numbers, and or community groups in accordance with the targets to achieve, at certain terms, namely medium-term (2009-2013) and long-term (2005-2025).

Inherently, there is an interconnection between the motivation and the goals of Gerakan Cikapundung Bersih. To talk about the types of campaigns, in principle, is to talk about the motivation behind them. In turn, it will determine the direction of the campaign and the goals to achieve. Thus, based on Charles U. Larson's classification (1992) in Venus (2004: 10), Gerakan Cikapundung Bersih is considered an idea-logically or cause

oriented campaign, a campaign oriented to specific goals and led to social change. Therefore, Kotler classify this a social change campaign, a campaign that aims to deal with social issues through changes in attitudes related to public behavior.

In Nowak and Warneryd's campaign model (in McQuail & Windhal, 1993 in Venus, 2004: 23), there are eight elements to notice in a campaign. They are (1) intended effect, (2) competing communication, (3) communication object, (4) target population & receiving group, (5) the channel/media, (6) the message, (7) the communicator, (8) the obtained effect. The elements are systematic and interconnected. One of them is channel/media.

The channels used in socializing Gerakan Cikapundung Bersih are outdoor media such as billboards and banners installed in strategic places and alternative media like T-Shirt. To convey important messages of Gerakan Cikapundung Bersih, Bandung City Government officially use outdoor media. But, the riverbanks people consider it ineffective because the messages are unattractive and not much exposed to people for they are so cursory. What makes them unattractive is the formal language style they use. Theoretically, there are three message

styles: (1) formal, composing message by formal sentences; (2) informal, composing message by message effectiveness; and (3) combined, composing message by combining formal and informal styles.

riverbanks people, the target audience of the campaign.

In addition to outdoor media, the GCB also uses alternative media: T-shirts, which are distributed to the riverbanks



Figure 2. Formal Message Style in Outdoor Media

In that pictures, we can read "orang bijak tidak buang sampah ke Sungai Cikapundung (wisemen do not waste to Cikapundung River)" and "peliharalah sumber air dengan tidak menyimpan sampah dan limbah ke sungai (maintain our water source by not disposing waste into the river)." These two sentences

people. They can wear them continuously, so that means they can be exposed to campaign messages on the T-shirts repeatedly. In contrast to outdoor media, people consider messages on alternative media very interesting and well-received.

This is due to the use of informal style on the T-shirts messages: the everyday



Figure 3. Informal Message Style in Alternative Media

clearly show formal style conveyed by the government, the initiator of the GCB, to the

language is easily understood by the riverbanks people. The informal elements can be seen from the use of Indonesian,

Sundanese, the mother tongue of the riverbanks people, and English, the considered-cool-and-catchy international language.

The three pictures above show the use of informal language on campaign messages. The first message "Save me! Cikapundung sanes wadah runtah" use a combination of English and Sundanese with improper grammar rules. The English "Save me!" is combined with "Cikapundung sanes wadah runtah" which means "Cikapundung is not a dumpster." Similarly, the second and third T-shirts both use Sundanese, the mother tongue of the GCB campaign area.

Venus in *Manajemen Kampanye* (1009; 84) states that, in a campaign, mass media communication tends to be placed as the main communication channel because it's the only media to achieve large audiences. In addition to its ability to multiply the dissemination of information, mass media also has the ability to persuade audiences. A campaign strategy that entirely uses mass media as a communications channel is commonly referred to as media oriented campaign.

But even so, what is stated above is different from one happens in Gerakan Cikapundung Bersih. Mass media is used only as an additional medium for delivering

campaign messages. In Gerakan Cikapundung Bersih, the use of interpersonal communication channel is very important to optimize the messages that have been delivered through mass media.

The optimization of this interpersonal communication channel embodies a bi-directional campaign. Gerakan Cikapundung Bersih is strongly relies on Kuya Gaya 15 to spread out the messages of the importance of Cikapundung River cleanliness through their communication network to target audiences. This bi-directional campaign is also referred to as audience oriented campaign. Here is a model of campaign media use in Gerakan Cikapundung Bersih.

Interpersonal communication has an important role in delivering the messages of Gerakan Cikapundung Bersih. The messages delivered by the activists of Komunitas Kuya Gaya 15 are much easier to be accepted by people living in Cikapundung River Banks, particularly in Pulosari. Kuya Gaya 15 community is the drive in the effort of improving the awareness of clean environment within the minds of the community of Cikapundung riverbanks, particularly they who live in Pulosari region, RT 9 and RT 10 of RW 15, Kelurahan Tamansari, Kecamatan

Bandung Wetan, Kota Bandung. Several informants stated that they didn't recognize Gerakan Cikapundung Bersih as a government program. All they recognized was Kuya Gaya. According to most informants, the greening movement, cleaning up the garbage in Cikapundung River and kukayaan are the activities of Kuya Gaya. They said that they got the clean environment messages from Kuya Gaya.

Almost all non-activist Kuya Gaya informants stated that Gerakan Cikapundung Bersih is a movement of Kuya Gaya 15. The society were exposed

or so-called "papalidan" in Sundanese. This activity is very popular and loved by the society of the riverbanks. Beside community members, many people take part in it. This social movement is proven effective in diminishing the habit of disposing waste into the river. Because the river is used as a means to play, the society is moved not to pollute the river. Moreover, they remind each other if they find someone still disposing waste into the river. The following was an expression from a young man who participates in kukayaan to a housewife who got caught throwing away garbage into Cikapundung River.



Figure 4. The Kukayaan Activity

by campaign messages delivered by Kuya Gaya 15 through various activities and media.

Kukayaan, an activity initiated by Kuya Gaya 15, is an effort to grow the awareness of clean river within the people in Cikapundung riverbanks. It is a water activity to go down the river by using a tire,

"Maenya atuh miceun sampah ka Cikapundung. Kotor atuh euy! Urang kan hayang maen kukayaan. Mun loba sampah, kumaha urang ulin kukayaan. Tong miceun sampah ka Cikapundung nya Bu!!

“How come you throw away garbage into Cikapundung. It's polluting! I want to play kukayaan. If the river is full of garbage, how can I play it. Please don't throw your garbage away into the river, Ma'am!”

The awareness of not polluting Cikapundung River has gradually grown in the mind of Pulosari people. But sometimes laziness comes. Many people still pollute the river, but many people also become an agent of change. They are never tired to remind others personally and informally that polluting Cikapundung is an unwise act, as spontaneously spoken from one of the informants that "Wise people do not pollute Cikapundung River". This is exactly what stated on the information board near the bridge in front of the informant's home.

Social movement is a unique movement in a close mutual relationship between internal and external changes. What unique is that it changes community while changes itself as well as mobilizes and organizes to change them more effectively. This was exactly what happened to people. They were the society who live in Cikapundung riverbanks and the subject who made the condition of Cikapundung River getting worse. But

Gerakan Cikapundung Bersih (GCB) begin to change the society and mobilize and organize other societies for an effective change. The charter of Kuya Gaya 15 is a form of this social movement. All activities campaigning Gerakan Cikapundung Bersih are conducted by this community. This government program can be delivered well with the help from Kuya Gaya 15.

CONCLUSION

Media used in Gerakan Cikapundung Bersih are outdoor and alternative media. Outdoor media such as billboards and banners installed in strategic places. Alternative media such as t-shirts, which are distributed to the riverbanks people. They can wear them continuously, so that means they can be exposed to campaign messages on the T-shirts repeatedly. However, the most effective way to deliver campaign messages is direct communication (interpersonal), especially by Kuya Gaya 15 community through their activities such as kukayaan and gotong royong. Word of mouth (interpersonal communication) is the method which drive of the success of the campaign.

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