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Socializing Fragrant River Program as a Strategy for Introducing Environmental Literacy to the Upper Citarum Community

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Abstract:

This study aims at finding out how the processes of socialization to make a river became fragrant in Bandung, West Java, Indonesia. By this socialization, there was a hope for introducing environmental literacy to the community, so that appeared the idea of the Fragrant River of Citarum. Having socialized, there were series of knowledge, cognitive skills, attitudes and responsibilities examined to introduce environmental literacy to the community, especially the upper Citarum inhabitants. This study is qualitative in method and a case study in approach. Through such data collection techniques as observation, interviews, and documentation studies this writing follows the Miles and Huberman's interactive model in analyzing the data. The results of this study show that the environmental information literacy owned by the residents of the upper Citarum River is not good in maximizing the information and knowledge they have for the surrounding environment. However, Citarum Fragrant program was very effective in bring the information and knowledge to the community in overcoming the waste dumped to the river.

Keywords: information literacy; river inhabitants; water pollution; Bandung; West Java

JEL Classification: Q53; M14; Y80.

Introduction

The problem of river pollution is a problem that haunts the world. Why not, it can cause people to live in an unhealthy atmosphere. People who are close to major rivers that pass through cities face this problem (Goh 2019). The same is true of the Bandung community, which has a population of 8,670,501 people. In this city, there is a large river flows from the highlands of South Bandung to Jakarta, namely Citarum River (Jawa Barat 2011; Febrianto 2019).

Citarum River flows through 12 district / city administrative regions. Based on data obtained from the Regional Environmental Management Agency (BPLHD) of West Java Province, Citarum supplies water for the needs of 28 million people. Citarum is a river that is a source of drinking water for people in Jakarta, Bekasi, Karawang, Purwakarta, and Bandung. With a length of about 269 km flowing through the irrigation area for 420,000 hectares of agriculture, Citarum is the source of Indonesia's economic pulse of 20% of GDP (Gross

Domestic Product) with an industrial stretch along Citarum River. Citarum is the longest and largest river in the province of West Java. In addition, it greatly affects the lives of the surrounding communities. Utilization of Citarum River varies from upstream to downstream from those that meet household needs, irrigation, agriculture, and livestock, to industry.

Ironically, the water flowing through Citarum has been polluted by various wastes. The most dangerous are toxic and dangerous chemical wastes from industry. According to data from BPLHD in 2014, currently in the upstream area of Citarum, there are around 500 factories and only around 20% process their wastes, while the rest dispose of their waste irresponsibly to Citarum tributaries or to Citarum directly without supervision and actions from the authorities (government).

Seeing this phenomenon, since May 2014 the then West Java Governor Ahmad Heryawan was determined to make Citarum a clean river. Here the West Java Provincial Government has programs to realize this purpose. Ahmad Heryawan together with BPLHD made Citarum Bestari Movement program (Clean, Healthy, Beautiful and Sustainable) or abbreviated as GCB, to restore the function of Citarum River to benefit the people of West Java. However, this program does not run smoothly and a close to failure. The government again launched a program for Citarum with the name Fragrant Citarum that has a target to make Citarum clean again and the water upstream is drinkable. The Fragrant Citarum program itself projected in seven years. There are three stages in Handling Citarum: upstream, middle and downstream. The implementation is integrated by the central, provincial, district / city governments as well as all relevant ministries, including, Kodam III / Siliwangi and the West Java Regional Police.

The upper Citarum River is located in Lake Cisanti of Tarumajaya Village of Kertasari Subdistrict of Bandung Regency of West Java. Lake Cisanti is famous for being very beautiful and has become a tourist attraction. Tarumajaya village itself has the potential in the form of tea, quinine, forestry and agriculture plantations, especially potatoes and carrots. This village is also a farming village in Bandung Regency where milk production supplies PT. Ultra Jaya and Frisian Flag through South Bandung Livestock Cooperatives (Koperasi Peternakan Bandung Selatan, KPBS) of Pangalengan.

Although it has a very important meaning, the residents of Tarumajaya Village themselves do not know what the Fragrant Citarum program is. Around Cisanti, very few people know information about the environment. In fact, knowledge of environmental information literacy is the most important component of environmental education. The importance of understanding good literacy needs to deliver to the people in Indonesia so that this knowledge can be disseminated and useful, to prevent undesirable things on the environment in Indonesia.

1. Literature Review

Information is an undeniable need in daily life. In various activities, humans need information to fulfill and support aspects of life in various fields. The existence of information makes humans able to continue learning so that it can enrich the knowledge they have.

Information is data that has been processed into a form that is meaningful to the recipient and useful for current or future decision-making (Allen, Adams and Flack 2019). Based on this definition, information is the result of processing facts-based data into a form that is more useful and has more meaning for the recipient, including for decision-making. Information is also data processed so that it can have value for its users when it delivered at the right time and place to solve problems, and can support knowledge and skills.

Information can support the recipient's knowledge and skills. The source of information coming from the internet, documents, people, institutions, objects or situations. The presence of the internet as an information technology allows people to produce a variety of information, so information exchange can be done very quickly which can also affect the quality of information (Wellman and Gulia 2018).

There are three things to qualify an information quality: accurately, timely, and relevant (Hodgin and Kahne 2018). Accurately means that information must be free from mistakes and misleading. Information must be accurate because there may be a lot of interference when the source of the information reaches the recipient of information, which can change or damage the information. Timely means the information conveyed to the recipient is not late, because information is the basis for making a decision. Relevant means that information has benefits for the wearer. The relevance of information for each person with others varies.

Many Indonesians have started to know the term literacy, still many people who do not know the meaning and how to apply it (Yuldinawati, van Deursen and van Dijk 2018). There are also people who are not aware that they have this ability, even though the ability of information literacy needed in today's advanced era, an era that information could be easily obtained. The information available today is many and varied because it is influenced by technological developments.

Information literacy itself is the ability to manage knowledge and the ability to learn continuously. In detail, information literacy is the ability to realize information needs and when information is needed, critically evaluate information, organize and integrate information into existing knowledge, use and communicate it effectively, legally and ethically (UNESCO 2006).

In the field of library and information science, information literacy is often associated with the ability to access and make the most of available information. The following is a definition of information literacy according to the American Library Association: "Information literacy is a set of abilities requiring individuals to recognize when information is needed and have the ability to locate, evaluate, and use effective needed information." (ALA 2016).

This definition explains that information literacy is a series of a person's ability to identify the information they need, access and find, evaluate, and use information effectively. Paul Zurkowski (President of Information Industry Association) was the first who put forward the term "information literacy" in the United States in 1974. He explained that people who are literate of information are people trained in the application of my sources in their work.

After Zurkowski, the definition of information literacy emerged by Australian and New Zealand Literacy (ANZIL). Agreement on the definition of Information Literacy was only in 2005 when the IFLA, UNESCO and the National Forum for Information Literacy (INFIL) held a high-level meeting at the Bibliotheca Alexandrina in Alexandria, Egypt. The definition of Literacy Information as the results of the meeting is that information literacy "encompasses knowledge of one's information concerns and needs, and the ability to identify, locate, evaluate, organize, and effectively create, use and communicate information to address issues or problems at hand; it is a prerequisite for participating effectively in the Information Society, and is part of the basic human right of lifelong learning."

This definition explains that information literacy is a set of abilities and knowledge to be able to determine the needs and abilities to identify, evaluate, organize, and create work and can communicate that information to solve problems that can support lifelong learning. Here information literacy is closely related to the ability to think critically and requires the ability to analyze information to be used appropriately in solving problems.

Information literacy is a support for information users to carry out lifelong learning activities independently. By understanding literacy, we can independently learn from the information we need. The information needs can make us draw lessons from the process of processing that information into someone who is literate of information. We feel the benefits of information literacy in our daily lives. This is because of the demands of the era that has entered the era of globalization and the era of digital as it is today. Just a simple example, like when choosing clothes, of course we need accurate information before making a purchase. Small things like this too and certainly unwittingly require information literacy skills. The way we look for that information and how we look for it is an information literacy competence. Here we can see the small benefits of an information literacy ability. Almost in all decision-making processes, we need information literacy.

There are several benefits of information literacy, namely: (a) helping to make decisions. Information literacy helps us in making decisions to solve problems. When people have enough information, the person can make the right decision. (b) Become a human learner in the knowledge economy era. By having information literacy skills, the opportunities for learning are always more open so they can learn independently. (c) Creating new knowledge. Someone who has information literacy skills will be able to choose the right and the wrong. So it is not easy to believe the information obtained and so new knowledge will emerge (Gretter, S. and Yadav, A., 2018).

According to David Thorpe (2019) by having information literacy skills, an individual is able to: determine accurate and complete information that will be the basis for making decisions. (b) Determine the limits of information needed. (c) Formulate information needs. (d) Identify potential sources of information. (e) Develop a successful search strategy. (f) Access the information needed effectively and efficiently. (g) Evaluate information. (h) Organize information. (i) Combine selected information into a person's knowledge base. (h) Use information effectively to achieve certain goals.

Information literacy is useful for the era of globalization, especially in the field of information such as today. Literacy can be beneficial for students, the public, and workers. Every literary individual can create new knowledge from the incorporation of new information with information that used in problem solving including problem solving about the environment.

Most of the history that is meant by the word "literacy" means literature or more generally namely education or learning. Only since the end of the 19th century does the word literacy refer to the ability to read and

write and in a broader sense to become knowledge or education. Many competencies arise from the existence of this literacy such as scientific literacy, information literacy and environmental literacy (UNESCO 2006).

Environmental literacy is the ability of each individual to behave well in his daily life, by using his understanding of environmental conditions. Environmental literacy can be empowered through formal learning in schools; empowerment of environmental literacy in schools done if students are trained in mastering aspects and competencies of environmental literacy. Aspects of environmental literacy that the community must possess to master environmental literacy include aspects of knowledge, skills, attitudes, and behavior (Olsson *et al.* 2019).

In conditions that currently environmental literacy is one of the important things to consider. Environmental literacy is defined as: knowledge of environmental concepts and issues, disposition of attitudes, motivation, cognitive abilities, skills, self-confidence and appropriate behavior to apply that knowledge to make effective decisions in various environmental contexts. Individuals show the degree of environmental literacy if they are willing to act on the goals that improve the welfare of other individuals, society and the global environment, and are able to participate in community life (Hollweg *et al.* in Igbokwe, 2016). Competencies that must be possessed by the community to master environmental literacy are identifying environmental issues, analyzing environmental issues, evaluating potential solutions to environmental issues, proposing actions to resolve environmental issues (Allen, Cunliffe and Easterby-Smith 2019).

There are several standards or components of environmental literacy that can be used to measure a person's level of environmental literacy, namely: (a) Environmental Issues; (b) Interaction of the Earth System; (c) Material Cycle and Energy Flow; (d) Population, Society and Ecosystem; (e) Human and Natural Resources; (f) Environment and Health; (g) Environment and Society (UNESCO 2006).

The aim of improving environmental literacy is to prepare people who are able to understand and overcome these problems. Only people who have environmental literacy can find solutions with concrete evidence for this challenge. Through assessment of environmental literacy, we can find information about the level of one's environmental literacy (Igbokwe 2016). The objectives of environmental literacy are: (a) Developing investigations, investigations, and analytical skills on the environment; (b) Acquiring knowledge about environmental processes and human systems; (c) Developing skills to understand and deal with environmental issues; (d) Training personal and social responsibilities for environmental decisions (Saitoh, Tago, Iijima and Sano 2019).

A person is said to have environmental literacy if: (a) they reflect at least four categories of environmental education according to the Tbilisi conference, namely knowledge, attitudes, skills, and participation (behavior); (b) they can handle at least three main thematic emphases on environmental education, namely nature, environmental issues and sustainable solutions to environmental problems and issues (Cole and Snider 2019).

Thus environmental literacy can be said as the ability of each individual to behave well in his daily life, by using his understanding of environmental conditions. Environmental literacy is not a new scientific discipline or even a new concept in studying human relations to its environment. Humans have so many possibilities, so many alternatives to minimize deficiencies of existing environmental conditions.

2. Methodology

The method used in this study is a case study, considering this study is about the specificity and complexity of a single case and tries to understand the case in a particular context, situation and time. This study is so unique, important and beneficial for the reader and the community at large. This case is important for the interests of certain communities, organizations or communities. Thus, this unique case will provide useful input for other groups and organizations in addressing the problems faced (Edmondson and Harvey 2018).

The Fragrant Citarum Program held in Citarum river area and divided into 20 sectors which each sector has different tasks. However, the researchers did not examine the 20 sectors. Researchers only studied in sector 1, which was in the zero kilometer of Citarum.

The subject of this research is "social situation" which consists of three elements, namely, place, actor, and activity which all interact synergistically (Spradley in Roulston and Choi 2018). Therefore, here involved many informants who can provide information about the situation and condition of the research site (Strydom 2018). In this study, the informants are two kinds, namely: (1) Key Informants, namely those who have the basic information needed in this study. In this study the key informant in question is the people who are members of the program planning and program implementation, namely the Tarumajaya Village Head, the Fragrant Citarum Program Coordinator in Sector 1, and Citarum Head of BBWS (Central River Region) Program and General Planning. (2) Additional Informants, namely the people involved in the Fragrant Citarum program, both residents and village officials who witnessed the Fragrant Citarum program. The Additional Informants in this study were

the Secretary of Tarumajaya Village, the local RW Heads, and the local residents who participated in the Fragrant Citarum Program.

Types of data in this study include: (1) a brief history of Citarum River; (2) the vision and mission of Tarumajaya Village; (3) organizational structure; (4) geographical, economic and cultural conditions of the research location; (5) Fragrant Citarum program; (6) the number of administrators and sympathizers; and (7) other information media.

Data sources in this study are oral and written sources. Oral data came from people directly or indirectly involved in the Fragrant Citarum program. The written data arised from documents owned by Tarumajaya Village and Fragrant Citarum 1 Command Post and documentation of the results of Fragrant Citarum Program program activities in the form of pictures, videos or photos. The source of the data used to obtain objects in this study. In addition, researchers also tried to get data through interviews. Here the researcher begins to compile an interview guide that used as a research instrument. In preparing the interview guide, all questions directed to answer "how" and "why", and at certain levels answer the question "what" (what / what). According to Yin (2014), determining the type of research question is a very important stage in each study so that for this task requires patience and sufficient time supply.

The verification done by looking back at data reduction and data display to conclude undeviatly. In accordance with the opinions of Huberman and Miles (2002), the analysis process is not once made, but interactive, back and forth. After verifying, conclusions drawn based on the results of research presented in narrative form. Withdrawal of conclusions is the final stage of data analysis activities (Dunlap 2019).

The theory for qualitative research will function as a provision to be able to understand the social context more broadly and deeply (Flick 2018). Although qualitative researchers are required to master a broad and profound theory, but in carrying out qualitative research, qualitative researchers must be able to release the theory they have. Theoretical framework in this study, discusses the theory or model used by researchers as a foothold in conducting research. In this study, researchers used the environmental literacy model according to North American Association for Environmental Education (NAAEE).

In the context of this study, the researchers tried to find out the knowledge, cognitive skills, attitudes, and responsible behavior of Tarumajaya villagers towards the Fragrant Citarum program carried out in their environment. To discuss the findings of the field used related theories or models. So to discuss findings related to knowledge, cognitive skills, attitudes, and responsible behavior of Tarumajaya villagers, a model of environmental literacy according to North American Association for Environmental Education (NAAEE) is used. Where by using environmental literacy models can explore the values of information needed in this study. In addition, the purpose of this study is to know the knowledge, cognitive skills, attitudes, and responsible behavior of the villagers of Tarumajaya against the fragrant Citarum program in the perspective of environmental literacy. Therefore, with this environmental literacy model researchers can enter the world of interpretation of people who become informants. In this case, the researcher can enter the life of Tarumajaya villagers in this Fragrant Citarum activity so that they can explore the information needed for this research.

NAAEE is an institution that handles environmental-based education to create a sustainable world. NAAEE has members in more than 30 countries; NAAEE also collaborates with 54 countries, provinces and regional affiliate organizations based in the United States, Canada and Mexico. NAAEE has a vision and mission to make a world that is sustainable and has environmental and social responsibility. Our mission is to accelerate environmental literacy and community involvement through environmental education.

According to NAAEE, a person's environmental literacy status can be measured based on the criteria of environmental literacy components, namely: knowledge, cognitive skills, attitude and behavior (NAAEE 2011). This solidifies the researcher to use this model because it is very suitable with the objectives to be achieved by researchers.

In the context of this research, the knowledge, cognitive skills, attitudes, and behaviors of the responsibilities under study relate to knowledge about information literacy in the context of the environment. This knowledge includes how citizens process information relating to the Fragrant Citarum program, which contains information on how to care for Citarum River. The cognitive skills in question are the skills of citizens in processing information obtained and applied it to the surrounding environment. The attitude is the attitude of the citizens towards the surrounding environment and the attitude of the citizens in responding to the fragrant Citarum program in their area. In addition, the responsibility behavior here is the behavior of citizens towards their responsibility towards Citarum River. Therefore, to release the four components, the researchers uses this environmental literacy model.

In NAAEE's view, humans are social beings, so awareness of their concern for the world of life is a social awareness. Humans are required to understand each other to fellow beings and their environment and act in the same reality. Thus, there will be reciprocal acceptance, understanding on the same basis, and the typification of the shared world. It is through this typification that humans learn to adapt to the wider world, by also seeing themselves as people who play a role in their own lives.

The researcher will also elaborate on the results of the study and conduct a discussion on Environmental Information Literacy of Tarumajaya Village residents regarding the Fragrant Citarum program that researchers have obtained during the research period. The results in this study obtained using several data collection techniques, namely observation, interview, and literature study.

The researchers observed the activities in the Fragrant Citarum program and contributed to the Program in 2018. The researcher also conducted interviews directly with the research informants who were the heads of the Fragrant Citarum program and the Fragrant Citarum Program Coordinator. Interviews are conducted face-to-face, and then the researchers conduct library studies related to the objects of research, namely the Environmental Information Literacy of citizens.

Next, the researchers explain the answers to the questions that are the focus of this research, including the Information Literacy of the Environment owned by the residents, the cognitive skills of the citizens, the attitude of the citizens towards the Fragrant Citarum program, and the citizens' responsibility towards Citarum River in Tarumajaya Village.

3. A Case Study

Fragrant Citarum Program

The program of Fragrant River is a plan for an objective activity. In addition to the objectives, in the program there are participants, organizers, activities and results of the activity itself. The program will follow the functions and objectives from the program itself, and then the definition of the program will vary in understanding. The program is the principle when it stands alone, but does not explain something. This principle can run if the functions and objectives achieved from the program itself.

There are two meanings for the term "program". In general, "programs" are "plans". This plan may be in the form of a desire to continue higher education, find a job, help parents in fostering a business, or perhaps not yet determine any program. Another general understanding of the definition of "program" is a unit of activity (Stephen, Robbins and Edward 2018). Meanwhile, according to, the Program is an activity applied to a written statement about something understood and cultivated. The program describes what needs to do and why it needs to implement. The program can be described in the form of a written statement about the situation, goals to be achieved, papers to be solved, and ways to solve them (Mertens and Wilson 2018).

The program in this study is a program that is able to clean the river. Citarum program arises because of the sadness of Citarum River that contaminated with various types of waste. This program proclaimed various proposals, the point of which is to preserve Citarum River water so that become clean and drinkable, at least at the upstream. Citarum River is well known to foreign countries and many outside media cover it, but unfortunately Citarum is famous not because of its beauty or beauty. Citarum is well-known for its dirty and poor water quality due to industrial waste and domestic waste. The Fragrant Citarum program was proclaimed directly by the central government through the Ministry of Maritime Affairs Coordinating Ministry on February 2018.

The lack of education for the people where they live around Citarum about the importance of caring for the environment is also a major obstacle to the pollution of Citarum River. The lack of public awareness of Citarum River is a matter of the homework of the Fragrant Citarum program manager. The Fragrant Citarum program manager must carry out the importance of educating the community around the banks of Citarum River about the importance of caring for the surrounding environment, especially Citarum River. The researcher intends to find out whether residents whose homes traversed by Citarum river flow already have an understanding of information literacy about the environment.

Researchers conducted research in the village of Tarumajaya. It is directly adjacent to the headwaters of Citarum River. If the villagers whose residence is in the upper Citarum River care about the sustainability of Citarum River and maintain the cleanliness of Citarum river water, then this positive thing will flow to the residents traversed by Citarum River and will contribute to the preservation and cleanliness of Citarum River. They should properly protect the environment around them for the sake of the survival in the future.

The Fragrant Citarum Program arose because of the concern of the new leader of the Kodam III / Siliwangi (Military Regional Command of West Java), Maj. Gen. Doni Monardo, who immediately gave special attention to the damage to the ecosystem that occurred along Citarum River flow. Not only giving attention, Doni

Monardo also completing Citarum River flow conditions, which are increasingly alarming so that the impact will not be worse for the environment and prevent greater threats to the generation of the nation, especially residents who are around the river and depend on the necessities of life of water. The River reaches 269 km in length. In order to facilitate and accelerate the purpose of the mission to save Citarum river ecosystem, Kodam III / Siliwangi approached any party from the riverbank community, environmental activists to the head of the local area. In this case, Kodam III / Siliwangi did not want to play games in running this program, considering that previously there were many efforts to deal with Citarum River problem, but there were no significant results. So that the handling requires sincerity and commitment from all parties.

The name Fragrant Citarum used as the name of the program taken from the name of its own river, Citarum and *Harum*, here has a deep meaning that this river can return to its name all over the world and not famous for its filth. Fragrant here also means to get praise because of its direction and beauty. Maj. Gen. Doni Monardo has the view that Citarum River, which is returning to normal and sustainable, is an important part of the effort to "protect the Unitary State of the Republic of Indonesia". The TNI Commander was inspired by the successful revitalization of the Amazon forest in Brazil, which was successful thanks to the involvement of the army, including the active role of the army in improving environmental ecosystems in various countries. Maj. Gen. TNI Doni Monardo wanted to make a program that is truly mature and has a high percentage of success; in this case, the program viewed from a management perspective by making major changes related to regulatory, structural, and certainly cultural aspects.

The President and his staff who went directly to the field and enacted the Presidential Decree regarding the handling of the Fragrant Citarum program so that it was immediately shaded and supervised by the state and local officials. With the Decree, the program to improve the condition of the longest river in West Java will be even stronger.

Information Literacy of Environment

Environmental Information Literacy is the knowledge of the citizens of the Fragrant Citarum Program in their area, as well as information about the Fragrant Citarum Program whether the community understands the purpose and benefits of this Program. "Environmental Information Literacy owned by residents regarding the Fragrant Citarum program was initially lacking, we just often do socialization activities every Friday about our program and at the same time join together and mingle together with the residents. Maybe citizens will gradually understand our goals and help us in this activity".¹

Based on the results of the interview on the Citizens' Environmental Information Literacy regarding the Fragrant Citarum Program, it was initially not responded well by the local residents. However, with all the efforts made by TNI (*Tentara Nasional Indonesia*; Indonesian National Army) members on duty there, the residents finally understood the purpose and took part in helping in this Fragrant Citarum program. Then the Fragrant Citarum Program Coordinator held a meeting involving the Village Chief and the Neighborhood Chair around to invite the citizens to take part in the Fragrant Citarum program so that the program went according to plan and there were no significant obstacles to the continuity of the program. Here is the statement of Mr. RH as Tarumajaya Village Chief: "Information Literacy of the community's environment here is lacking, the matter of environmental concern as well as residents here are less concerned about their own environment. Maybe the people here are the livelihoods of farm laborers, breeders, and PT workers so they go home immediately to rest, Saturday to make a farm to take care of their gardens, so yes I as the chief of the village understand if the residents are less enthusiastic about this Fragrant Citarum Program".²

In addition, the Head of Program and General Planning at BBWS Citarum, said that:

"When the Commander III / Siliwangi, Mr. Doni Monardo preached to us the Fragrant Citarum Program will be held from upstream to downstream by inviting residents taking part and giving knowledge to the citizens about the importance of keeping Citarum I was confused. I was confused as to whether residents there (Tarumajaya village) wanted, while their livelihood was from breeding livestock and there were many factories and their workplaces which they automatically dumped their waste into Citarum River".

But I am sure that the TNI soldiers will certainly be able to invite the people there to help this program.³

¹ An interview with Col. Inf. CG as Sector 1 Fragrant Citarum Program Coordinator, [12/27/2018] in Bandung.

² An interview with RH, Tarumajaya Village Chief, [12/26/2018] in Bandung.

³ An interview with AR, [12/26/2018] in Bandung.

The statement of the results of triangulation and the two informants confirmed that many people in Tarumajaya Village lacked awareness of their own environment because their livelihoods depend on Citarum River and there is no beneficial reciprocity for Citarum River itself. Lack of citizen information about the Fragrant Citarum program caused citizens assume that this program does not have any significant impact on their lives. The residents only focus on their work and are indifferent to the Fragrant Citarum program.

In this case, the TNI Members tried to disseminate the goals and benefits of the Fragrant Citarum Program to the residents of Tarumajaya Village by formulating the objectives of the Fragrant Citarum Program and conducting learning to the citizens on the importance of protecting the surrounding environment for the survival of future generations.

The Purpose of the Fragrant Citarum Program

The first phase carried out by the 386 Raider Battalion Infantry Team which was assigned in Sector 1 namely Tarumajaya Village was to plan the formulation of the objectives of the Fragrant Citarum program to local residents. The plan to formulate the objectives of the Fragrant Citarum program carried out when the inauguration of the Fragrant Citarum Program held in Lake Cisanti, attended by the President of the Republic of Indonesia, Mr. Joko Widodo (Jokowi). The plan to formulate the objectives of the Fragrant Citarum program is carried out through coordination meetings or leadership meetings consisting of the General Chairperson, Program Coordinator, and Head of the Fragrant Citarum Program. Before going to the formulation stage of the Fragrant Citarum program objectives, first is to re-plan the Fragrant Citarum program, which previously was the Bright Citarum (Bestari) program. Re-planning of this program was conveyed after the Head of Fragrant Citarum Program Division was ready to describe and rearrange the program that had previously become a new program and had objectives that could be realized to the citizens. Mr. AR explained as follows: "When the Commander III / Siliwangi, Mr. Doni Monardo wanted to make a revitalization program for Citarum River. He immediately pointed me as the Head of Program and General Planning Division of BBWS Citarum. I thought why didn't I continue and improve on the shortcomings of the previous program, the original program was good but lacked personnel."⁴

The discussion on conceptualizing the Bright Citarum program resulted in an agreement, namely changing the name of the program into the Fragrant Citarum program and forming a team coordinator for the Fragrant Citarum program. After deciding to form a new program through a coordination meeting or leadership meeting described above, the next step taken by the Fragrant Citarum Program Coordinator is to conduct socialization activities to the surrounding community and plan work programs in the field in each sector. The socialization agenda was a step in formulating the objectives of the Fragrant Citarum program. The President of the Republic of Indonesia, Mr. Joko Widodo, as well as the inauguration of the Fragrant Citarum program attended the activity of formulating the objectives of the Fragrant Citarum program.

Col. Inf. CG explained this socialization and inauguration activity is as follows:

"After our programs and goals have been formed, we only need to socialize the program to local people. Then we held the inauguration of this program, to attract the interest of the people, we also invited Mr. Jokowi and the environment ministry to come here. Mr. Jokowi was also willing to socialize the program directly to the community and join the tree planting program. Hopefully in the future people will be willing to help us clean up the river and want to reduce the disposal of household waste that is usually disposed of into the river."⁵

The objectives of the Fragrant Citarum program are as follows:

Table 1. Matrix of Fragrant Citarum Program Objectives

No.	General Objectives	Special Objectives
1	Returning the Fragrant Citarum	<ul style="list-style-type: none"> ▪ Save Citarum River ecosystem, especially those in the Lake Cisanti area ▪ Restore the clarity of Lake Cisanti until the water can be drunk ▪ Plant 7000 trees on the riverbank from Km 1-10
2	Growing a culture of environmental care for citizens	<ul style="list-style-type: none"> ▪ Create a waste bank for each neighborhood in sector 1 ▪ Utilizing wastes to be of economic value ▪ Make terracing in rice fields adjacent to the river flow

Source: An Interview with Col. Inf. CG, 2018

⁴ An interview with AR, [12/26/2018] in Bandung.

⁵ An interview with Col. Inf. CG as Sector 1 Fragrant Citarum Program Coordinator, [12/27/2018] in Bandung.

Based on the results of field data, the findings that the researchers obtained were: (1) Members of the TNI sector 1 carried out the formulation of the Fragrant Citarum Program by utilizing the momentum when the President of the Republic of Indonesia, Mr. Joko Widodo, came to attract the interest and attention of the residents of Tarumajaya Village. (2) In formulating the objectives of the Fragrant Citarum Program members of the TNI sector 1 hope that citizens help and participate in contributing to the activities carried out in Tarumajaya Village.

Teaching Citizens to Care for the Neighborhood

After formulating the objectives of the Reading program, the next step in planning the Fragrant Citarum program is to teach citizens to care about the surrounding environment, namely Citarum River. The residents were taught to love the surrounding environment more, one of them is by inviting residents to make a Garbage Bank, which later each RT (*Rukun Tetangga*; neighborhood) has one Garbage Bank. The waste bank here is only for inorganic waste, which is plastic waste and glass that is difficult to decompose, for inorganic waste, it needs a way to decompose quickly by burning. So, the Waste Bank referred to here is a Waste Bank, which each RT must make with mutual cooperation with existing TNI members, the size of this Garbage Bank is 5x2 meters based on sand and cement. For organic waste, TNI members teach people to maximize this organic waste by making compost or planting it directly on the ground, in this way organic waste becomes more useful and useful for residents and the environment. This sector 1 work program then became the teaching procedure for the Fragrant Citarum program as well as what was stated by Mr. RH the following: "The Waste Bank program is a good program for citizens, this program makes citizens care about their own garbage. Besides that, residents also don't waste garbage into the river anymore because there is a garbage bank".⁶

According to Mr. RH the residents became concerned about their own garbage and this activity strengthened the people because it was carried out through mutual cooperation. In this Waste Bank Program, researchers went directly to this activity and joined the RT 7 residents at the time of making the Garbage Bank, carried out by members of the TNI and RT 7 residents in an empty land close to RT 7. The activity carried out on 4 March 2018 were the process of sharing information to citizens, here the information giver namely TNI members provide knowledge and information, citizens as recipients of information receive this knowledge, here there is reciprocal communication between the giver and recipient with their respective arguments. This makes the activities of making this Garbage Bank a place to share information between members to citizens.⁷

According to the researchers, the activities applied in each RT are very suitable to make residents have knowledge about environmental information in their area and increase the awareness of citizens about their own area. This activity makes people more aware of the intent and purpose of the Fragrant Citarum Program thanks to the activities carried out and the benefits for the residents and the environment in the area.

In addition to the activities of making waste banks, activities that are very useful according to researchers are the activities of utilizing waste into more valuable items. This activity is usually done at the Tarumajaya Village Office once a week. This waste utilization activity is very useful for Tarumajaya Village residents because most of Tarumajaya Village residents work as farmers and breeders. Previously, farmers and breeders still throw their waste into the river, while farmers often throw animal waste into Citarum River, which causes Citarum River contaminated with bad odours.

With this waste utilization activity, residents have become more knowledgeable about the use of waste and this allows the reduction of waste that is disposed of by residents to Citarum River. This activity carried out by educating citizens about the procedures for using waste and practiced by members of the TNI, besides that the products produced are usually compost from livestock waste and from animal waste can fed animal feed. This is very possible for mutualism symbiosis between farmers and breeders.

The benefits of activities like this will build the participation of Tarumajaya villagers in managing natural resources so that water is hidden and environmental pollution can be overcome early on, and Citarum river water can be enjoyed by future generations. Another impact of the activities carried out in the Fragrant Citarum Program is actually to increase the creativity of citizens in waste management and change the behavior patterns and mind set of citizens about the importance of protecting the environment.

Based on the results of the field data, the findings that researchers get in the field are: (1) Citizens more often help this Fragrant Citarum Program on Saturdays or Sundays because residents have a busy day. (2) With

⁶ An interview with RH, Tarumajaya Village Chief, [12/26/2018] in Bandung.

⁷ An interview with RH, Tarumajaya Village Chief, [12/26/2018] in Bandung.

the education of members of the TNI, making citizens have more information on the use of waste and waste produced.

4. Discussion

The concept of information literacy was initially in 1974, and then the advancement of science was increasingly developing various information literacy models. The development of information literacy finally gave birth to various information literacy models from existing ones to the very new ones, one of which was Environmental Information Literacy. Literacy of environmental information is the ability of each individual to utilize information applied in their daily information, using their understanding of environmental conditions. In the concept of environmental information literacy for the residents of Tarumajaya Village, there is a need for planning.

Planning is an important aspect in carrying out an activity. Without a good plan, an activity will not run well. Likewise, in Citarum program activities, the members of TNI sector 1 carefully planned the activities they made according to the main objectives of the Fragrant Citarum Program with the citizens as the target. This plan aims to be an effort to shape the habits of citizens who care about their environment, especially Citarum River; planning aspects have a vital position in supporting the activities of the Fragrant Citarum program. Planning in a program according to Zanin, Comuzzi and Costantini (2019) are guidelines for implementation and control, determining the strategy for implementing activities, determining the objectives or framework of actions to achieve certain objectives.

The planning strategy of the Fragrant Citarum program carried out by members of the TNI sector 1 as an effort to shape the habits of citizens to love the environment in the Tarumajaya Village area, the first is to set the goals of the Fragrant Citarum program itself. The agenda to formulate the Fragrant Citarum program objectives was carried out through the Inauguration activities by President Joko Widodo guided by the Coordinating Minister for Maritime Affairs and attended by the Governor of West Java, Regional Commander III / Siliwangi and West Java Regional Police Chief.

The activity of formulating the objectives of the Fragrant Citarum Program to the citizens was intended to make citizens believe in the benefits provided by the Fragrant Citarum Program carried out in their regions. In the results of the study, it was explained that the Environmental Information Literacy owned by the citizens was lacking regarding the Fragrant Citarum Program, which made people less or unwilling to contribute to the Fragrant Citarum Program, which even benefits the citizens themselves. The purpose of Citarum program is as follows.

The general purpose of the Fragrant Citarum program is to restore Citarum fragrant. From the general objective, there are Stages of achievement of specific Targets, namely: (1) the phase of socialization: changing people's mind set, behavior and livelihood habits with greater results. (2) The phase of garbage cleaning: lifting garbage, making landfills, planting vertices and 'tarum' trees. (3) The phase of waste management: checking riverbanks, socialization, and conducting legal actions for factories that are still throwing waste into the river. (4) The phase of reducing floods: greening upstream rivers and lifting sedimentation.

After these stages carried out again the division of the sector with the division of this sector is intended so that each sector can collaborate with citizens in overcoming the problems that exist in each Citarum river basin. Each region has different problems, which later this problem is the responsibility of each sector to make its own problem solving in order to achieve common goals. The division of this sector are: (1) the river is divided into 17 task forces, each task force gets 18-19 Km of Citarum River. (2) Special Task Force: Lake Cisanti area, Saguling Reservoir Area, Cirata Reservoir Area, and Jatiluhur Reservoir Area. (3) Each task force in the Command, by the Task Force Commander / Coordinator with the rank of Colonel. (4) The Task Force members are divided into 4 teams: (a) Socialization team (Army and Navy soldiers, Ulama, Academics, Environmental Activists and Activists, Sociologists, Anthropologists, Livestock Experts). (b) Ecosystem Protection Team (garbage cleaners, sedimentation, tree planters, etc.). (c) Law Enforcement Team.

Therefore, the Task Force assigned in Sector 1 in Tarumajaya Village must be able to approach the residents to build a sense of trust and a sense of responsibility of the citizens in the Fragrant Citarum Program and invite citizens to participate and contribute to activities organized by the Task Force served in Tarumajaya Village. This approach activity also teaches citizens to care about the surrounding environment.

Based on the results of the above research, we can see that Environmental Information Literacy taught by members of the TNI really has real benefits in people's lives. By carrying out activities and participating in the Fragrant Citarum Program, residents have more information about the environment and citizens can innovate in the process of utilizing agricultural, animal husbandry and waste management. That way, it is successful because the citizens have implemented what obtained from the Fragrant Citarum Program into their daily lives.

In the Research Results section, the researchers present a number of data from the object under study. Data presentation is one of the activities in making research reports done so that they understood and analyzed in accordance with the desired objectives.

Kertasari Subdistrict is also the core zone of Citarum River; covering eight village areas, namely: Tarumajaya Village, Cibeureum, Cihawuk, Cikembang, Neglawangi, Santosa, Sukapura, and Resmitinggal. Tarumajaya Village is a newly formed village from Cibeureum Village; Tarumajaya Village is the newest village in Kertasari Subdistrict. Tarumajaya Village is located in an area with hilly topography with an average height of 1700 meters above sea level (masl.) with mountainous climate and supported by the morphological conditions of the fertile mountainous land which makes Tarumajaya's village area mostly a agricultural area.

In addition to agricultural potential, Tarumajaya village also has potential in the fields of plantations and livestock. The potential of Tarumajaya village plantations in the form of tea, quinine and forestry, and agricultural potential are mostly controlled by vegetables in the form of potatoes and carrots, and the potential in terms of livestock in the forms of dairy cows, broilers and chickens. Tarumajaya Village residents mostly work as farmers, breeders, and factory workers. In addition Tarumajaya village has Lake Cisanti tourism area which is the zero point of Citarum river or upstream of Citarum river, the largest and widest river in West Java which has a length of around 269 Km and divides 12 Regencies / cities to the Karawang Regency.

Lake Cisanti holds water from the seven main springs of Citarum River. Namely the springs of Citarum, Cikahuripan, Cikoleberes, Cihaniwung, Cisadane, Cikawangkat, and Cisanti; with water discharge reaching 200-400 / liter per second. Located in Tarumajaya Village of Kertasari Subdistrict of Bandung Regency with an area of approximately 5 hectares and is located on an area of 10 hectares in the Perhutani area, the foot of Mount Wayang. Lake Cisanti has a depth of 3-4 meters, with an average water depth of 2.5 meters. Not only is its role very important for the source of life for the people of West Java, Lake Cisanti is one of the witnesses of history from the time of the kingdom to the era of colonialism first. Lake Cisanti is a '*petilasan*' (stopover place) of Dipatiukur, a regent of the Priangan regents in the 17th century.

Citarum is the longest and largest river in the province of West Java with a flow of 297 km. This river that almost divides West Java comes from the spring of Mount Wayang (south of Bandung City), flows north through the Bandung Basin and empties into the Java Sea. "Citarum" comes from two words, "Ci" and "Tarum." "Ci" taken from the word "Ca" in Sundanese means "water". While "Tarum" is a type of plant that produces purple or indigo colors, which are used as natural dyes in traditional fabrics.

Citarum is an ancient river. Upstream at Gunung Wayang, Bandung Regency (1,700 masl.) passes through the bottom of the basin and flows towards the Saguling Reservoir, and finally flows into the north coast of Java Island, precisely in Karawang Regency. With a length of about 269 km, Citarum is the longest and largest river in West Java province. Citarum River has a very important role for the socio-economic life of the community, especially in West Java and DKI Jakarta. Citarum River water is used as a source of raw water, agricultural irrigation, fisheries, and a source for hydroelectric power plants to supply Java and Bali, as well as a supplier of water for industrial activities.

In the last twenty years, environmental conditions and water quality along Citarum River flow have decreased significantly. The rapid process of urbanization that occurs because of accelerated development is linearly proportional to the development of industrial activities, the high rate of population growth, settlement areas and the conversion of land as a built area. Various negative impacts arise as accumulative compensation from the inconsistent rapid development of economic development activities with environmental conservation.

Almost every rainy season floods threaten various regions in West Java. River water pollution due to industrial and agricultural activities has reached a level that is harmful and can threaten the health and livelihood of the community. The complexity of the problems that occur in Citarum River Basin is a common challenge in the recovery and management efforts to become a better Citarum River. This is inversely proportional to the role and function of Citarum River, the role and function of Citarum, namely: (a) Supplying irrigation of 420,000 ha. (b) Cultivation of freshwater fisheries. (c) Source of drinking water and all community needs along the watershed. (d) Suppliers of drinking water raw materials 80% of the population of DKI Jakarta. (e) Jatiluhur hydropower suppliers 187 MW, Saguling 1,400 MW and Cirata 1,008 MW.

Citizen Cognitive Skills

The results of the interview with Mr. DG as a citizen regarding aspects relating to people's cognitive skills based on interview guidelines said the following: "My livelihood is a farmer, the way I look after the environment around me by making terraces to prevent landslides. The condition of the paddy fields here is mostly in mountains with

sloping land. I also only use a little pesticide so in if God will it won't damage the water so the water is safe to flow into the river".⁸

In connection with the results of the interview above, the cognitive skills of the community towards the surrounding environment is lack, as an interviewee said: "The way I look after the environment by utilizing dirt or waste this dairy cow is produced as compost fertilizer, although it is rather difficult and complicated. From this compost I can get extra income because farmers usually like to make purchases even though it is not how much the price is but at the same time facilitates the benefits for people and the environment".⁹

Based on the results of the interviews above with the two informants interviewed by the researcher, the researcher can conclude that in maintaining the surrounding environment, residents have their own cognitive skills based on their livelihoods. Residents also have the knowledge to process waste and use it into something that is useful and does not damage the environment. However, in connection with this, researchers dig deeper about the cognitive skills of citizens towards Citarum River. Mr. DR as the Secretary of Tarumajaya Village said in the interview as follows: "The residents here are divided into two parts, some are pro and some are contradictory. The pro are usually farmers and farmers. Unlike the laborers, workers because they work in factories and often waste their waste into the river; it may be a matter of concern for the environment".¹⁰

The community in Tarumajaya Village divided into two parts, there are those who are pro and some are contra, this affects the cognitive aspects of the residents because the social environment of Tarumajaya Village residents impedes the cognitive development of its citizens to have a role in the Fragrant Citarum Program properly.¹¹ In this case, there must be control for the people who are still contradictory to Citarum Program. The TNI members in charge in sector 1 already have plans to make a special approach to the citizens who still do not support the activities in the Fragrant Citarum Program. This is in line with what conveyed by Mr. Col Inf. CG as the Fragrant Citarum Program Coordinator for sector 1:

"The approach of the contra citizens is necessary; the people who contradict will hamper the purpose of this Fragrant Citarum Program. The approach we take is educative approach, by educating these counterparts about the importance of protecting the environment. In essence, we will change the mind set of these counterparts, in treating the environment in their area."¹²

Based on the results of field data, the findings that researchers get are: (1) Citizens actually already have cognitive skills in behaving, but not all citizens who want to contribute to this Fragrant Citarum Program. (2) The residents of Tarumajaya Village divided into two parts, the Pro and the Counter for the Fragrant Citarum Program, which inhibits the cognitive development of citizens.

Cognition is an activity or process of acquiring knowledge (including awareness, feelings, etc.) or an effort to recognize something through one's own experience. Cognitive skills are skills as the results of activities or processes of acquiring knowledge through our own experience. According to Cole and Packer (2019), the cognitive realm is the realm that includes mental (brain) activity.

Benjamin S. Bloom *et al.* (Fonseca Amorim *et.al.* 2018) argued that the taxonomy of cognitive domains includes six levels of thought processes, namely: (1) Knowledge, is the ability of a person to recall or recognize again about names, terms, ideas, symptoms, formulas and so on, without expecting the ability to use them. This knowledge or memory is the lowest thought process. (2) Understanding is a person's ability to understand or understand something after something known and remembered. In other words, understanding is to know about something and can see it in various aspects. A student is said to understand something if he can provide an explanation or give a more detailed description of it by using his own words. Understanding is a level of thinking ability that is higher than memory or memorization. (3) Application is the ability of a person to apply or use general ideas, procedures or methods, principles, formulas, theories and so on, in new and concrete situations. This application or application is a higher-level thinking process than understanding. (4) Analysis, including the ability to detail an entity into parts so that the overall structure or organization understood properly. (5) Synthesis is the ability of a person to detail or describe a material or condition according to smaller parts and able to understand the relationship between the parts or factors that are one with the other factors. Synthesis is a process that combines parts or elements logically, so that it transforms into a pattern that is structured or in the form of a new pattern. The synthesis level is higher than the level of analysis. (6) Assessment or evaluation here

⁸ An interview with DG, local citizen, [3/26/2018] in Bandung.

⁹ An interview with AK, a local citizen, [12/26/2018] in Bandung.

¹⁰ An interview with DR, [12/27/2018] in Bandung.

¹¹ An interview with DR, [12/27/2018] in Bandung.

¹² An interview with Col. Inf. CG as Sector 1 Fragrant Citarum Program Coordinator, [12/27/2018] in Bandung.

is a person's ability to make judgments about a situation, value, or idea, for example if someone is faced with several choices, then he will be able to choose the best choice, in accordance with the standard or criteria.

In a discussion about the cognitive impairment of citizens, the researchers measured it using Bloom's Taxonomy as a measure of the level of skill of the Tarumajaya Village residents regarding the Fragrant Citarum Program held in their area. Based on the results of the research above, the residents of Tarumajaya Village already have the knowledge and understanding of this Fragrant Citarum program. Residents have also applied the knowledge they gained from the Fragrant Citarum Program to their lives as a tangible form that citizens contribute to this Fragrant Citarum Program. As was the case with the interview with Col. Inf. CG as Sector 1 Fragrant Citarum Program Coordinator: "Indeed, the people here actually understand and are smart about ways to protect the environment, but the residents seem not to care about Citarum river and give more importance to the benefits of their livelihoods. But since the Program was in place, residents seemed afraid and instead applied the results of their knowledge and understanding of the environment and supported the Fragrant Citarum Program."¹³

It is clear here that cognitive skills possessed by citizens emerged due to the encouragement of fear or reluctance towards TNI members who were active in their area. However, the positive thing here is that citizens become more able to apply their knowledge and understanding of the environment.

Attitudes of Citizens

The members of the TNI routinely carry out the Fragrant Citarum program activities. On Sundays TNI members invite citizens to help and contribute to the ongoing activities. Through the activities in the Fragrant Citarum program, the attitude of the citizens recognized in addressing the Fragrant Citarum program in their area. Citizens' attitudes expressed through the responses and active role of citizens in the Fragrant Citarum program.

From the results of interviews and observations made by researchers, the residents of Tarumajaya Village fully support the activities of the Fragrant Citarum Program. The residents who feel helped by the activities of the Fragrant Citarum Program can get free education and guidance outside formal education, utilization of agricultural products, and utilization of livestock products.

An interview with Mr. DG as a local citizen and as a person who witnessed the journey of the Fragrant Citarum Program since it first began until now, says that local support for Fragrant Citarum activities is quite high. Not only that, when the Fragrant Citarum Program was first started, the activities inside were not only for parents, but there were also programs for children and homemakers. As Mr. DG says: "The people here are even grateful for the presence of this Program, rather than Citarum River being increasingly polluted which also loses us as local residents, instead we feel guilty about polluting Citarum. Even with the existence of this program, we benefit a lot, our environment is clean, people become smart, the economy increases because members often snack in stalls."¹⁴

Other evidence that the community supports the Fragrant Citarum Program is the fact that this Program generates benefits not only for the environment but also for local residents and residents of West Java. As stated by Mr. TD as the RW (*Rukun Warga*; local citizenship association) chairperson:

"If I think this program is like a helping god, because we can see with our own eyes with real evidence that has a very positive impact on citizens. First, there is a greening program, there are cropping patterns that have been designed and arranged in such a way. Examples include coffee trees, standing trees, terracing and relocations that 360 residents' houses are planted with trees. And this program is a blessing not only for the residents of Citarum River, but also for the people of West Java."¹⁵

For some, the fragrant Citarum Program was like a helper for the residents of Tarumajaya Village whose houses on Citarum riverbank were due to the existing relocation, residents had decent homes unlike before. From the two informants, the researchers concluded that the attitude of Tarumajaya Village residents was actually very happy with the existence of the Fragrant Citarum Program and greatly helped by the activities carried out in the village. For example, this joint opening activity, residents are very enthusiastic to come and gather to enliven the activity to open together held by TNI Members who work with Artha Graha Foundation.

¹³ An interview with Col. Inf. CG as Sector 1 Fragrant Citarum Program Coordinator, [12/27/2018] in Bandung.

¹⁴ An interview with DG, local citizen, [3/26/2018] in Bandung.

¹⁵ An interview with TD, neighborhood chairperson, [3/26/2018] in Bandung.

Based on the results of the field data, the findings that the researchers got were: (1) Residents welcomed Fragrant Citarum Program in their area because it provided many benefits for their lives. (2) The attitude of the citizens is quite enthusiastic when there are activities that are being carried out in their area.

Attitudes can be used as evaluative material for someone, where attitude may be fun or unpleasant (Hughes, Ye, Van Dessel and De Houwer 2019). That is why attitude often makes a person become defensive or just the opposite is more open. Based on the above understanding, the attitude of Tarumajaya Village residents in the existence of the previously defensive Fragrant Citarum Program became open with the activities carried out in their area.

The attitude of the people who were previously apathetic about the Program became more open to the benefits felt by the citizens themselves. This is due to the approach of Sector 1 Task Force that successfully approached the residents with cooperation activities that fostered voluntary attitudes of citizens in participating in the activities of the Fragrant Citarum Program. In addition, with the activities in Citarum Program this fragrant creates a sense of togetherness and kinship between citizens and TNI members who served in Tarumajaya Village.

The Fragrant Citarum program was felt by the residents to help the economy and provide knowledge or information that the residents did not know before. The reciprocal benefits between Citarum program and the openness of the people make this positive for the sustainability of the Fragrant Citarum Program in the future in Tarumajaya Village.

Responsibilities of Citizens

The Fragrant Citarum program is a a common goal and shared responsibility, because Citarum River is a river belonging to the people of West Java. The responsibility referred to here is the responsibility of the citizens to damage Citarum River or damage to other environments in the area caused by themselves or others. This responsibility is a form of self-awareness of the environment. The Village Head said: "As the village head, my responsibility is to give a good example to the community in caring for the surrounding environment, by contributing to every activity in the Fragrant Citarum Program and socializing the program to citizens so that citizens can play a role in helping the program, which later fosters his own concern. That is my responsibility in this Fragrant Citarum program".¹⁶

The quotation results from the interview with the Head of the Village revealed that as a form and responsible effort of the citizens towards the surrounding environment, residents must take part in the activities held in the Fragrant Citarum program which will raise awareness for each citizen to take part in restore the glory of Citarum River. This statement was reinforced by the results of interviews conducted with Mr. AK as a local citizen, as follows: "I as a citizen whose house here must be responsible for this Fragrant Citarum program. My responsibility is to assist TNI fathers every time there are activities that take place. This activity is also for us; our time doesn't help, so shame us".¹⁷

Based on the results of the interviews above, we can see that citizens have a responsibility by contributing to the Fragrant Citarum Program in their area. Residents feel embarrassed if they do not participate in the activities held in the area. This means that citizens have a sense of responsibility for the Program. The activities in the Fragrant Citarum Program and the people who contributed to the activity were a tangible manifestation of the responsibility carried out by the residents in the Fragrant Citarum Program. The basic concept of a responsibility can be started from oneself, family and society.

Based on the results of field data, the findings that researchers get are: (1) Citizens are obliged to take part and contribute to the activities carried out during the Fragrant Citarum Program as their responsibility to become a community. (2) Residents already have awareness and shame if they do not attend the Fragrant Citarum Program in their area.

Responsibility is the ability of someone to carry out an obligation because of the impulse in him, usually called the calling of the soul. The people of Tarumajaya Village are expected to have a soul call for this Fragrant Citarum Program, the calling of the soul in the form of contributing to the existing activities and helping to sustain the Fragrant Citarum Program in their environment. Hopefully the people of Tarumajaya Village also have a sense of responsibility in the form of attitudes and behavior in the implementation of their duties and obligations in the Fragrant Citarum Program, both for themselves, the wider community, the natural environment, the socio-cultural environment and the surrounding environment. Talking about a sense of responsibility will certainly vary

¹⁶ An interview with RH, Tarumajaya Village Chief, [12/26/2018] in Bandung.

¹⁷ An interview with AK, a local citizen, [12/26/2018] in Bandung.

depending on which angle one is interpreting and the meaning contained in it. In other words, a sense of responsibility is the attitude of completing a task filled with a sense of awareness and sincerity. AR in the triangulation interview shared the same opinion about the sense of responsibility in a program or activity. "A sense of responsibility must be owned by the citizens of West Java, Citarum is not an individual property, Citarum is ours with the people of West Java. We, as citizens of West Java, depend on Citarum but there is no benefit for Citarum. Combine your sleeve, wake up from your sleep, and show your responsibility for Citarum".¹⁸

If the sense of responsibility is instilled in the hearts of each Tarumajaya Village citizen and all West Java residents. Perhaps this Fragrant Citarum Program will run smoothly and Citarum River will be fragrant again. Contributing to the Fragrant Citarum program is actually not just our responsibility as citizens of West Java but also an obligation that we have to carry out because Citarum is the pulse of the people of West Java.

Conclusion

Citizens have actually understood literacy of environmental information, but citizens do not have concern for the surrounding environment and still use the environment as their livelihood without any reciprocity for the environment. Residents are also less concerned about the Fragrant Citarum Program held in their area, residents feel indifferent to the existing environmental activities, but not all residents behave like that. The cognitive skills of Tarumajaya Village residents have reached the implementation stage. That is, residents just apply the information and knowledge gained during the program. The residents welcome Fragrant Citarum Program in their area because it provides many benefits for their lives. Citizens' attitude is quite enthusiastic when there are activities carried out in their area. This means that citizens are open enough to have the Fragrant Citarum Program in their area.

In the activities that took place the residents were quite enthusiastic and contributed to this Fragrant Citarum Program. This proves that the residents of Tarumajaya Village already have a sense of responsibility for the surrounding environment. The Task Force in sector 1 to invite Tarumajaya Village residents to the existing activities should carry out more socialization. Not only in cooperation activities but also individual activities to improve the ability and concern of citizens in protecting the surrounding environment.

The absence of education or teaching about the environment carried out by the Task Force to early childhood in the Sector 1. It is better for education about the environment to be taught early to make future generations become the generation that cares about the environment. The absence of sanctions given to residents if people throw garbage carelessly into the river or damage the environment makes residents sometimes do not want to be bothered in handling the garbage. There should be sanctions that deter citizens if they violate regulations.

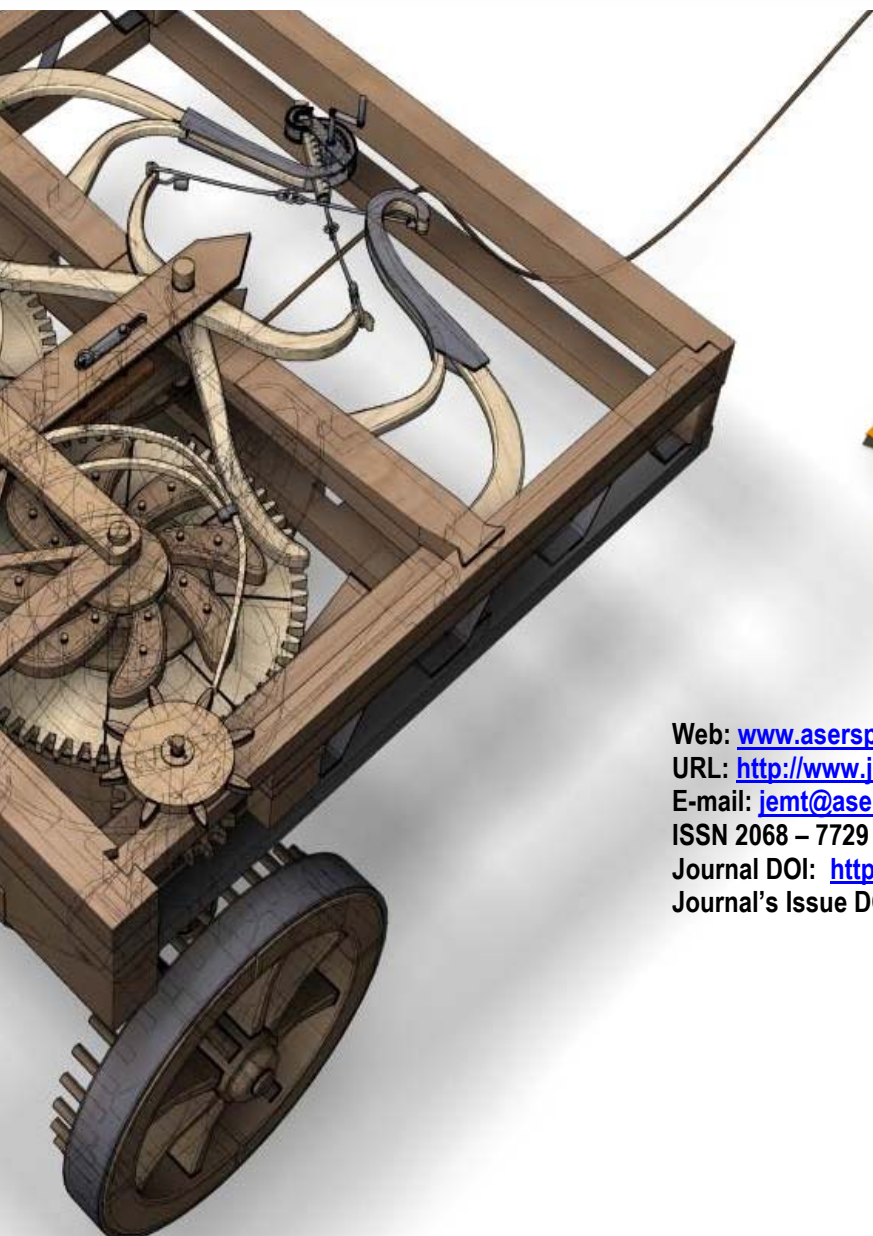
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