



THE NARRATIVE OF THE ENVIRONMENTAL CRISIS: STUDY ON TEXT IN PUBLIC SPACE AT MALANG SCHOOL, INDONESIA

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Abstract

Environmental crisis is problems of human behavior. Humans mistakenly view nature and mistakenly place themselves in the context of the whole universe. Mistakes of the human perspective on nature stem from anthropocentric ethics. Excessive and irresponsible exploitation of natural resources is a manifestation of anthropocentric behavior. Human anthropocentric behavior portrayed creatively in the outdoor media in the school's internal public space. Some posters displayed in several schools in the Greater Malang region show strong symptoms of anthropocentric behavior. This qualitative study describes the results of linguistic landscape data to find the symbolic function of environmental crisis. The research data in the form of visual-verbal information and ecological ideas were taken from poster displayed in public spaces around the school at public and private Junior, Senior, and Vocational high school in Malang City, Indonesia. Data was collected using documentation (photography) and analyzed ethnographically. As a result, environmental education posters contain ideas about the environment, namely crisis, and conservatives. These two ideas simultaneously make confusion an ethical orientation. The intended ethical orientation is wise behavior in water use, waste management, and environmental sustainability. In addition to messages on waste handling and management and saving water, educational posters also convey crisis messages. As a follow-up, the findings of this study can be used in the curriculum at school so that poster material can become a learning medium.

Keywords: *environmental crisis, environmental education poster, waste management, apocalypse*

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INTRODUCTION

Environmental problems cannot be avoided because humans live and develop in the environment, interact with the environment, and depend on the environment. Dependence on the environment will affect the pattern of human interaction with it. The dependency that is not based on wisdom will give birth to exploitative patterns of interaction. This interaction pattern is destructive because it tends to damage the environment. Conversely, dependency based on wisdom will give birth to conservative patterns of interaction. This constructive pattern of interaction will take into account environmental sustainability.

Environmental problems are not merely technical problems but human behavior problems. Likewise, the current global crisis is a moral problem, a global moral crisis. Therefore, ethics and morality are needed to overcome them. The current global environmental crisis is rooted in fundamental-philosophical errors in the understanding or perspective of humans about themselves, nature, and human place in the whole ecosystem. In turn, this erroneous perspective gives birth to wrong behavior towards nature. Humans mistakenly view nature and mistakenly place themselves in the context of the whole universe (Keraf, 2010).

Mistakes of the human perspective on nature stem from anthropocentric ethics. This ethic views humans as the center of the universe, only humans have value, while nature and all its contents are merely tools to satisfy human needs. Wolfe (2003) states that the narrative of modern life is an anthropocentric monologue that reveals that nature is a commodity of inanimate objects that exists to be owned, enhanced, consumed, and thrown away. Excessive and irresponsible exploitation of natural resources is a manifestation of anthropocentric behavior. Humans regard natural resources as mere material. Nature and the environment are seen as inanimate objects whose existence is destined for human life and well-being. Humans consider themselves to be the rightful owners of interests. Therefore, nature and the environment are considered to have no interests, no life, and no intrinsic value.

In the current era of information technology, human anthropocentric behavior is portrayed creatively in a variety of media texts, including outdoor media. This paper takes a special picture of outdoor media in the form of internal public spaces, namely schools. Several posters displayed in several secondary schools in the Greater Malang region show strong symptoms of anthropocentric behavior. The water crisis, the lack of water conservation, wasteful use of water, burning of rubbish, disposal of rubbish in any place, and other forms of disregard for nature are critically informed in various display posters in schools. A crisis, changing world conditions, deteriorating natural conditions, or environmental conditions that cannot be recovered are apocalyptic physical symptoms (Thompson, 2007; Garrard, 2004). Texts that convey the message of a critical world, deteriorating environmental conditions, and the threat of permanent damage are called ecocritical texts.

METHODOLOGY

This research is a descriptive qualitative. Research location in Malang City, Indonesia, namely at 10 public, private, junior and senior high school, vocational schools. Data were taken from posters displayed in public spaces in the school environment. The poster taken is environmentally themed. Researchers take data with the technique of documentation (photography). Data were analyzed using Spradley (1997), namely the analysis of domains, taxonomies, components, and cultural themes. In domain analysis, researchers do data reduction by considering environmental issues. After that, the data is classified (taxonomy). The researcher analyzes the components, namely contrastive analysis of the existing classifications. In the component analysis, the researcher uses the Linguistic landscape analysis framework to find symbolic functions of the text. This taxonomic analysis leads researchers to find cultural themes in which the facts of language that emerge function to see social phenomena.

RESULT AND DISCUSSION

Water Crisis and Sustainability of Water Resources

Water is the most important part to support the sustainability of human life. Therefore, the presence of springs is important to maintain and preserve. However, not all regions in Indonesia have abundant springs that can be used to fulfill the daily needs of human life. Some areas in Indonesia still have a shortage of clean water due to geographical location which does not allow storing a lot of water or natural conditions that have changed. Another factor is that due to an increase in population also has an impact on increasing the intensity of land management both within the forest area and outside the forest area in the upstream watershed area to meet the needs of clothing, food, shelter, and energy (Sallata, 2015). Any increase in population cannot be dammed. For this reason, early education related to the planting of ecological awareness of humans is very important. This is an effort to ensure the sustainability of water resources through the empowerment of human resources as a whole and in an integrated manner.

Environmental education has been carried out at several secondary schools in the Greater Malang Region. By utilizing outdoor media, the school seeks to instill ecological awareness of its citizens. One form is awareness education to conserve water through posters (Figure 1).



Poster 1. Invitation to save water



Poster 2. Save water for living



Poster 3. The behavior to save lives

Figure 1: Environmental awareness education through posters (Poster 1. Invitation to save water, Poster 2. Save water for living, and Poster 3. The behavior to save lives)

Poster 1

Ayo hemat dan manfaatkan air secara optimal

(Let's save and use water optimally)

Jangan biarkan kran air terus-menerus terbuka

(Do not leave the water faucet continuously open)

Poster 2.

“Save water, save life, **mari** berhemat!”,

(Don't leave the water tap constantly open ”; "Save water, save a life, let's save)

Poster 3.

“*Tutuplah keran dengan benar. Jangan biarkan kami habis*”

(Close the water faucet properly. Don't let us run out)

“*Jangan biarkan kran air terus-menerus terbuka.*”

(Do not leave the air faucet continuously open)

Tutuplah keran dengan benar

(Close the faucet properly)

The text above shows the imperative in an activity that shows harmful behavior, so an example of the two types of sentences appears. If water is not available when needed, it will be detrimental. Here it is necessary to understand that water can be available in sufficient quantities. Don't let the water faucet keep open, stating that water is abundant. Close the faucet properly implies that there is enough water.

It can be concluded that the posters were born not because of lack of water (abundant water provided by nature). This text is more about saving electricity because to fill water reservoirs requires electricity. Or electricity flow through Local water Company (*Perusahaan Daerah air Minum*) channel with its fees. The main problem focus may be due to electricity savings which have an impact on saving the school budget. The waste problem occurs in careless water use behavior so it needs to be addressed. This message is an appeal to always downsize in using water. The three posters were delivered using imperative sentences with the aim that the reader adheres to what is written in the poster.

The ecological verb that used the imperative sentence of the posters is “*manfaatkan air*” (make use '(water), ‘*jangan biarkan air habis* (don't let water runs out), ‘ Save water, ‘ Save life”. In addition to direct instruction to save water, the posters above also convey a crisis message. This crisis message is an important marker of apocalyptic texts. Indirectly, the three posters above confirm the reality of the water crisis due to negligence or carelessness in using it for daily life. The imperative sentence "Don't leave the water tap continuously open (if it's not being used)"; ‘Close the tap properly (after using it)’ expressly shows the reality of human negligence in using it. As a result, water is wasted, water reserves are reduced, and the threat of a water crisis.

Water has become an important theme to highlight, given the availability of water on earth that has fallen considerably compared to the number of people who have increased considerably. Raymond et al., (2011) revealed that as population increases and the escalation of economic development, the economic and social function of water is often disrupted due to increasingly critical water supply, while demand continues to increase. Therefore, urgent water conservation efforts are carried out for the sake of the sustainability of water resources for the sustainability of life in the future. Sallata (2015) asserted that conservation of water resources to maintain the existence and sustainability of the condition, nature, and function of water so that it is always available in sufficient quantity and quality to meet the needs of living things, both now and in the future.

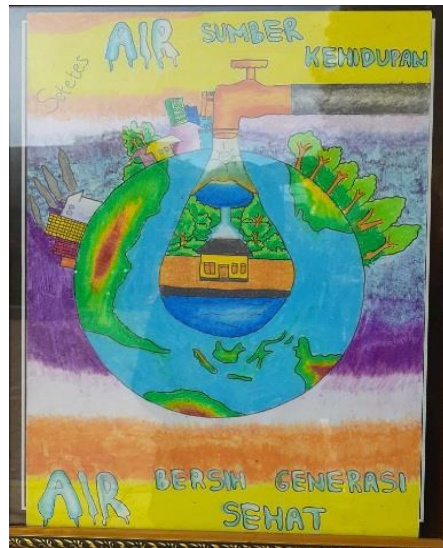
The three posters above are an attempt to foster ecological awareness of school residents so that they are always wise in using water. The sentence "Don't leave the water tap constantly open." On poster 1 and "Close the tap properly" on poster 3 are instructions to the reader to close the tap after the water has been used. This is the implementation of conservative ethical behavior towards the existence of water as a form of human wisdom in using natural resources. In addition to ecological-oriented posters about the appeal to save water, other posters also refer to the call for water maintenance (Figure 2).



Poster 4. Prohibition of environmental pollution



Poster 5. Water conservation



Poster 6. Water for future generations

Figure 2: Environmental awareness to ecological-oriented posters (Poster 4. Prohibition of environmental pollution, Poster 5. Water conservation, and Poster 6. Water for future generations)

Explicitly, the Poster conveys a message about the vision of the sustainability of water resources. Poster 4 with the slogan "Stop water pollution from now on!" is an appeal to stop water pollution. The words contained in the slogan indicate that the phenomenon of water pollution is indeed happening right now and has not yet been resolved. Quoting page www.kophi.or.id (2018), that the problem of water damage in Indonesia that is happening right now is the development of industries in Indonesia that dump their waste into rivers, lakes, and seas, not yet maximally controlling household waste and agricultural waste disposal without going through the processing.

Thus, many factors cause water pollution and its resolution will not be easy if there is no cooperation between the various parties. In connection with that, the appearance of the slogan shows the urgency of solving the problem of water pollution considering the increasing quantity of water needed by humans, while the quality of available water is getting worse. The vision to be achieved through the slogan is to alleviate the gap that occurs between the surge in population and the stability of the environment as a fulfillment of human needs themselves through awareness and inculcation of the principles of the importance of applying ethically to the environment.

In addition to Poster 4, Poster 5 with the slogan "Keep the continuity of groundwater availability with water conservation" also voiced the same thing. The poster provides an instructive statement to readers to maintain the continuity of groundwater availability with water conservation. This means that there is an inseparable relationship between the availability of groundwater and water conservation efforts. That, the quantity and quality of available groundwater on earth is also determined by the extent and how conservation efforts for water are carried out. The success of these efforts requires a comprehensive and effective management system that involves all stakeholders to build an appropriate water conservation model for the community and the environment (Sallata, 2015).

Meanwhile, the slogan in Poster 6 is presented with a hyperbolic language style and a more futuristic tone. On the poster, it is written, "A drop of water is the source of life. Clean generation of healthy water ". The statement "A drop of water from the source of life" is a hyperbolic expression which positions water as an important aspect even if only a drop. No doubt, the presence of water is needed even in almost every activity carried out by living things. Furthermore, the statement "Clean water, healthy generation" is the information to be conveyed that if clean water is available, a healthy generation will be born. Conversely, unhealthy (polluted) water affects the birth of an unhealthy generation. This statement confirms how important clean water is for a decent life in the future. Thus, the slogan implies the message that all types of human activities must think about environmental sustainability, that is, by paying attention to the viability of life for future generations.

The environmental education posters above present ideas about the environment in two categories, namely implicit delivery of crisis conditions and explicit conservative behavior. These two ideas simultaneously make confusion an ethical orientation. Such texts are referred to by Janik (1995) as environmental awareness texts. Environmental awareness text. placing humans as part of the organic universe, living best by acknowledging its miracles and refusing to force its will (exploitation).

Behavioral Crisis in Waste Management

The crisis of human behavior in the management and use of nature not only occurs in terms of water use but also in terms of handling waste. Waste management in Indonesia is a serious problem that becomes "homework" for all elements of society. The root of this problem is the lack of awareness to minimize every activity from waste production. Furthermore, the problem of waste is out of control because management has not been maximized. In fact, in terms of the individual behavior of the community, there are still many who dispose of their waste improperly. This has created a problem that is so complex because there is no continuity between waste management that is not optimal and individual awareness. In response to this, the movement to care for the environment related to the problem of waste is important (Figure 3). As stated in the following poster.



Poster 7. Put trash properly



Poster 7. A good manner of taking out the trash

Figure 3: Environmental awareness to the problem of waste posters (Poster 7. Put trash properly and A good manner of taking out the trash)

The poster above is a description of the behavior that school residents should behave towards waste. This is stated in the verb "*Buanglah* (Please throw) as a marker of imperative statements. Meanwhile, the statement on Poster 7 expresses the message more specifically, namely "*Apapun bentuknya, berapapun banyaknya. Buanglah sampah pada tempatnya..!* (Whatever its form, regardless of how many). *Buanglah sampah pada tempatnya* (Please throw garbage in its place..!). The poster implies that even the smallest amount of rubbish must be disposed of. While in reality, there are still many who underestimate the existence of a small quantity of waste by disposing of the garbage out of place. This paradigm is to be clarified through the text contained in the two posters above. This trivial problem if left on continuously will certainly lead to ongoing problems. Other issues are also implied in the following poster (Figure 4).



Poster 8. The toilet is not a rubbish bin

Figure 4: Environmental awareness to the implies that even the smallest amount of rubbish must be disposed of (Poster 8. The toilet is not a rubbish bin)

Implicitly, Poster 8 with the statement, "*Toilet Bukan Tempat Sampah*" (Toilets Are Not a Trash) revealed that there was a problem regarding the erroneous behavior of disposing of garbage. These problems, namely not throwing garbage in the right place. Therefore, one of the efforts to foster environmental awareness in the community is done through the text in posters accompanied by pictures that support ethical behavior. The use of this poster media certainly makes it easier for readers to understand the ecological messages to be conveyed. This effort was made to familiarize the community with behavior that is in line with the waste program, which is changing people's perceptions of orderly, smooth and equitable waste management, changing people's habits in poor waste management and local social, structural and cultural factors (Raymond & Afrianto, 2015). Thus, it is expected that there is environmental awareness in the reader so that there will be continuity between the active role of the community and the government in solving this garbage problem. In addition to encouraging about disposing of trash in its place, other ethical behaviors to be developed are as follows.

Addressing the problem of waste is not how to implement ethically implemented, but also about how waste management has been carried out (Figure 5). How to manage waste by burning it is still an ingrained tradition in the community. Meanwhile, with the heap of rubbish, it means the same as adding another environmental complexity. Because the garbage that is burned without going through proper management will cause smoke that requires air pollution. Meanwhile, many who still do not know about this have already been determined by the government through Law number 18 of 2008 regarding waste management. In Article 29 paragraph 1 point G, it was agreed that "everyone releases garbage that is not in accordance with waste management techniques" (Undang-

Undang Republik Indonesia Nomor 18 Tahun 2008 tentang Pengelolaan sampah). Therefore, besides working as an environmental awareness grower on waste management, the poster above also helps as an instrument in transmitting local regulations on waste management.



Figure 5: Environmental awareness about how waste management has been carried out

A Hope: Environmental Sustainability

The water handling and waste management crisis is a humanitarian problem that has a direct impact on serious environmental problems (Figure 6). If it is not immediately addressed, this problem will pose a more fatal risk to the survival of human life. In the ecocritic paradigm, such a condition is called an apocalyptic environment, an environment whose condition is getting worse due to human exploitative behavior so that it can no longer be saved. Nowadays environmental damage occurs almost everywhere. Regardless of who is wrong, environmental damage is a shared responsibility that must be resolved together as well. The basic thing that can be done is to begin to apply ethically to the environment based on human conscience awareness itself. Thus, humans will avoid exploitative behavior in utilizing natural resources so that environmental sustainability can be achieved. The following is an effort to grow awareness of environmental ethics through the use of texts in public spaces.



Figure 6: Environmental awareness to the water handling and waste management crisis

"Many species, one planet, one future. Save our planet for our children future " is an ecologically oriented slogan about environmental sustainability. This is evident in the use of the verb "Save". Specifically, the ecological aspects discussed, namely the earth in general. Through this poster, it is said that many species (living things) are on one planet (earth). Therefore, the earth as the only place to live for all living things must be maintained for the sake of the survival of children or generations in the future. In addition to the existence of a place for future generations to continue their lives and lives. Consideration of the feasibility of a place is also an important aspect. Consider the following poster. If the importance of the previous slogan rests on preserving the earth as a place to live in the future. So, on Figure 7, the slogan, "*Selamatkan lingkungan untuk generasi yang lebih sehat*" (Save the environment for a healthier generation) also adds another important aspect. That is, there is hope that future generations can live better, ie healthier. Thus, the slogan is expected to be able to ignite the ecological awareness of its readers always protecting the environment.



Figure 7: Environmental awareness to the slogan "Save the environment for a healthier generation"

CONCLUSION

Environmental education posters contain ideas about the environment, namely crisis, and conservatives. These two ideas simultaneously make confusion an ethical orientation. The intended ethical orientation is wise behavior in water use, waste management, and environmental sustainability. The water handling and waste management crisis is a humanitarian problem that has a direct impact on serious environmental problems. If it is not immediately addressed, this problem will pose a more fatal risk to the survival of human life. In the ecocritic paradigm, such a condition is called an apocalyptic environment, an environment whose condition is getting worse due to human exploitative behavior so that it can no longer be saved.

Linguistic Landscape texts through posters contain character education messages at school. Students are expected to be agents of change in society so that they become actors who can provide solutions to social problems that occur in their environment. Deeper, the dominance of the value of caring for the environment indicates that students and the community are relatively less concerned about the environment. Education through posters is able to evoke perceptions and attitudes to strengthen character education in schools to help overcome these social problems. Of course, character education in schools through posters participated in creating situations that were idylls and not apocalyptic.

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