

## Implementation Environmental Communication: How to Capture Climate Change in Photography for Student in Tangerang

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### Abstrak

Implementing Environmental Communication: How To Capture Climate Change In Photography For Student In West Tangerang is a community service planned in collaboration between the Communication Studies Program in the Field of Public Relations Studies at Mercu Buana University and Universiti Sains Malaysia (USM), Malaysia, with high school partners, SMAN 2 Tangerang. To achieve this goal, educational method is chosen by playing short duration youtube videos of and accompanied with questions and answers session. This campaign is planned to be held in 8 March 2022 in SMAN 2 Tangerang. This activity focus on students who live in Tangerang. The result shown participants senior high school students to have the awareness and ability to how capture environmental and climate change in photography. Senior High students need motivation and maintaining regarding to have about how capture environmental and climate change in photography. Participants concern for cleanliness keep from contracting the environmental.

*Keywords: Environmental Communication, Climate Change, Photography*

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### Introduction

SMA Negeri 2 Tangerang, is one of the public high schools in Tangerang City, Banten Province, precisely in the center of Tangerang city, near the Benteng Stadium and the Tangerang City Government Center.

The location of this school is relatively close to the UMB campus. Currently, there are 12th grade students of SMAN 2 Tangerang who have internships at Mercu Buana University, with placements in various work areas. A number of teachers of SMAN 2 Tangerang continued their studies in the Master's Program in Communication Studies. Students who graduated from this school also has the potential to continue his studies at Mercu Buana University.

Environmental problems began to show marks caused by the climate change. Indonesia suffers from floods, forest destruction, and the rising heaps of garbage landfills. Rescue and disaster response efforts are not enough to solve this problem. More serious efforts are needed to rise human awareness of the environment, so that environmental damage and degradation can be prevented (Novita, 2021); (Tickamyer & Kusujiarti, 2020).

Floods become a routine disaster during the rainy season in September and October 2021 in Indonesia. The National Disaster Management Agency (BNPb) reported the most disasters with a total of 788 flood events until September 15, 2021. The flood

caused 6,049,649 people to suffer and evacuate, 12,892 injuries, 511 people died, and 70 people were missing (Jayani, 2021).

In hand with internet era, one's effort to protect the environment could be conducted by environmental campaigns through posting photos on social media or other communication media. This campaign should be carried out by the entire community, but especially the younger generation. By that, photography skills are necessary for the younger generation.

According to UU (Indonesia Law) no.32 of 2009 concerning Environmental Protection and Management (PPLH), environment is a unity of space with all objects, forces, conditions and living things, including humans and their behavior, which affect nature itself, the continuity of life and the welfare of humans and another life being. From a legal perspective, environmental pollution is ensnared in Article 104 of UU No.32 of 2009 concerning Environmental Protection and Management with a maximum penalty of 3 years in prison or a maximum fine of Rp.3 billion. (Fahrudin, 2019).

UU No.32 of 2009, Article 70, issued to optimize community participation in environmental protection and management. This article outlines several roles that can be performed by the community, including social supervision, providing suggestions for opinions, suggestions, objections, complaints and submitting information and/or reports. Thus, normatively, UUPPLH is in line with or has adopted Principle 10 of the 1992 Rio Declaration, which emphasizes the importance of community participation in environmental protection and management. (Syaputri, 2017); (Edorita, 2014).

Robert Cox argues that environmental communication is a pragmatic and constitutive means to provide people with an understanding of the environment, as well as our relationship with the universe. It is a symbolic medium used to create environmental problems and negotiate different responses to environmental problems that occur. In other words, environmental communication is used to create understanding about environmental problems (Swarnawati et al., 2018); (Cox, 2012); (Wahyudin, 2017); (Wahyuni, Ph.D, 2019); (Mohamad Saleh & Heinrichs, 2020).

Photography is a medium to illuminate an object or event that occurs using images or any visual form. Photography plays important roles in describing an object and representing the actual object into a medium of image. The results of taking pictures are usually unsatisfactory at the beginning, it could be because the photographer does not master the correct technique or creativity in developing films into photos (Herawati, 2019); (Murwonugroho & Atwinita, 2020); (Purnama & Tahalea, 2020).

There are stages in the implementation of taking pictures in photography, such as: 1) Pre-production, or the preparation stage. In this stage, photographer must know the position of the object and analyze the object being photographed from several sources of data. Photography must also be able to produce storyboards to determined the whole concept and what properties to be used. 2) Production, the execution stage to photo according to the storyboard. In this stage, the photographer took photos in several alternative angles (angles) in order to achieve desired outcome. 3) Post-production, which photographer processes his photos using software and adds caption to complete the process. (Irawan & Nurrahmad, 2019); (Saptiyono et al., 2021).

Based on theory above, it is necessary to increase the ability of young generation in the field of photography to successfully document and communicate climate change within the context of environmental communication to the public, in order to increase public awareness of the environment. This community service activity aims to raise and improve photography skills needed for students of SMAN 2 Tangerang.

## **Method**

The target of this activity is SMAN 2 Tangerang, which is located near the Mercu Buana University campus. The number of participants is around 262 students, from grade 1 and grade 2. The method of implementing the activities is in the form of training. Some students attend class, others join via zoom link. Speakers from USM, joined via zoom link. The material to be provided are: Building awareness of SMAN 2 Tangerang students in maintaining environment during the Covid-19 pandemic; Capturing climate change issues through photos; Communicate via photos to public by utilizing social media and internet.

In this community service program, socialization and training will be carried out to SMAN 2 Tangerang's students. This activity aims to provide necessary skills in photography to capture climate change in photography for student in West Tangerang and by raising student awareness regarding environmental and climate change, and increase photography skills to communicate those issues.

The Community Service activities will be carried out in the form of socialization with selected topics. In order for problem solving to be in accordance with the analysis of the situation and problems of the partners above, it can be implemented and achieve the objectives, then this activity uses socialisation method. This method is chosen to convey concepts that are important to be understood and mastered by trainees.

The lecture method is intended to trigger participatory activities. Lectures in this case are more interactive, which involves participants through the presence of feedback or comparisons with participants' opinions and experiences.

The work procedure in the community service program is divided into three stages: (1) Pre Program: Situation analysis of social phenomena, problems, and solutions outlined in community service proposals and mapping the target audience. (2) Program Implementation: Resource person, Community service team that has competence in the field of digital communication. (3) Finalize the Program, Preparation of public service reports and accountability for budget activities

Evaluation carried out at the final stage of the activity, through collecting data based on observations on socialization activities. At the presentation stage, evaluation done by concluding the participants' understanding of the material. The socialization results are measured by the accuracy of participants in accordance with good and right ethics. The participants will be given an evaluation in the form of a test at the end of the session in the form of materials that have been given at the beginning and after of the session.

## **Results and Discussions**

This community service activity was carried out at SMAN 2 Tangerang, alan Tmp. Taruna, Sukaasih, Kecamatan Tangerang, RT.001/RW.002, Sukaasih, Kec. Tangerang, Kota Tangerang, Banten 15111 Province. This activity is about how capture environmental and climate change in photography For Youth. This activity aims to make students Increase awareness students about how capture environmental and climate change in photography. This training is expected to inspire and bring change to the community, especially students at SMAN 2 Tangerang so that they have competencies about how capture environmental and climate change in photography.

The program of community service activities was carried out on: Day/Date: Tuesday, 8 March 2022, At: 09.00-12.30 WIB, Venue: SMAN 2 Tangerang (daring via Zoom), Participants: 300 students (Attendance List Attached), Link **Join Zoom Meeting**

<https://us02web.zoom.us/j/85919326935?pwd=a1p0Y3FtVINKYkRHNzZMWjNibUJYQT09> Link Youtube: <https://youtu.be/YAPZTTh7xIo>

Program begin with introduction accompanied with welcoming remark by head master or representative of Senior High School (SMAN) 2 Tangerang City, Mr. Kukuh Wahyudi, M. Pd, which represented by Mr. Sukardi, M. Pd. And opening speech by Dean Faculty of Communication Sciences Universitas Mercu Buana, Mrs. Dr. Elly Yuliahwati, M. Si.

Keynote Speech International Joint Community Service between Universitas Mercu Buana and Universiti Sains Malaysia by Deputy Dean of Academic Career and Internasional, School of Communication Universiti Sains Malaysia. Theme: "Environmental Communication: Cultural, Technological, Educational and Literacy Perspectives to form the Awareness of maintaining a Green Environment in Adolescents" Dr. Mohamad Saifudin Mohamad Saleh. Material provided: Concern of environmental issue, how to solve the problem with communication. Environmental Communication is a new thing in the study of communication science and is a combination of two words, namely environment and communication. This emerged in the early 1980's in the US.

Begin from the book Silent Spring and Environment Communication by Rachel Carson regarding pesticide use and environmental problems that occurred at that time. In terms of communication science and the environment, there are many things and issues that currently need to be communicated to solve existing problems. The urgency to resolve this matter as soon as possible and the need to raise awareness of the environment resulted in high need of environmental communication. In this case, environmental communication is not just a way to introduce the environment itself, but we always use the process and how to know more deeply.

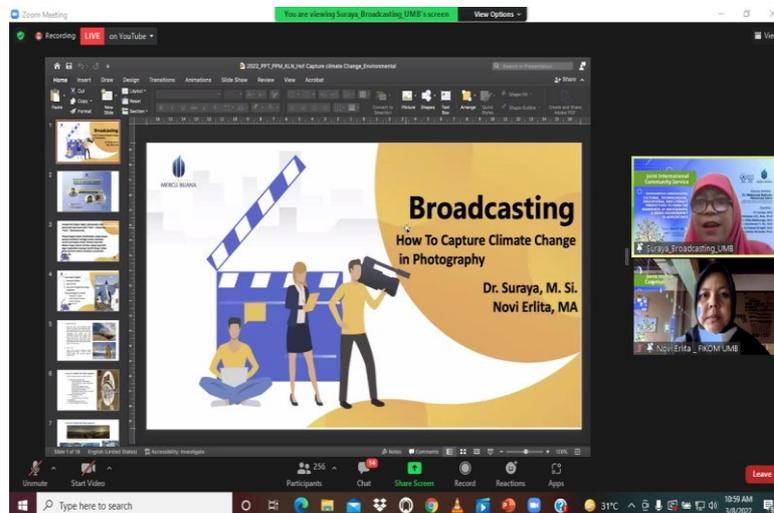


Picture 1. Dr. Mohamad Saifudin Mohamad Saleh. Material provided: Concern of environmental issue, how to solve the problem with communication

First material given by Dr. Suraya, M. Si. And Novi Erlita, MA with Theme: How to capture climate change in Photography. The material revolves around: How to focus photos/capture on image composition, which angles will be seen. Things that must be

considered: (1) The composition of the image taking the object, (2) the Rule of Third, for aesthetic purposes, (3) The types of photography in the form of nature, humans, architecture, expressionist and journalism.

Pictures taken using EDFAT techniques = **Entire** method to see the whole object of an event, **Details** see a certain part of the image where the focus is, **Frames** frame the details of the image, **Angle** of point of view in the desired visual concept, **Time** taken for taking pictures.



Picture 2. Workshop How to Capture Climate Change in Photography

Provided material begin by conducting pretest to students. Pre-test done by interviewing 5 students by answering several questions related to their knowledge about photography and environmental communication. This becomes a picture of the situation of the target audience about what topics need to be addressed, what goals are to be achieved, what benefits are expected and in what ways should activities be carried out. Post-test conducted by distributing questionnaires that were distributed to all participants to measure the results of these activities. In the questionnaire, there are three aspects assessed by the participants in the questionnaire regarding the material submitted, the resource persons/presenters who deliver, and the training methods used. The questionnaire is an indicator of success whether the objectives of this activity are achieved according to expectations or not and what aspects must be evaluated and become learning.

Based on the results of a questionnaire conducted using the Likert scale model, that is a scale commonly used to measure perceptions, attitudes or opinions of a person or group regarding an event or social phenomenon. The results obtained from the questionnaire are as follows:

Table 1. Result

No.	Description	Result
1	Gender	Male 32,8% Female 67,2%
2	This activity can solve problems faced by high school students by utilizing	Strongly Agree 68,3% Agree 31,7%

	the expertise of the relevant academic community						
3	This webinar can take advantage of appropriate technology	Strongly Agree	57,6%	Agree	46,4%		
4	This webinar useful for the development of science and technology	Strongly Agree	55,3%	Agree	44,7%		
5	This activity can be useful as teaching materials or training modules for learning resources	Strongly Agree	60,7%	Agree	39,3%		
6	This webinar activity can improve skill competence	Strongly Agree	62,6%	Agree	35,5%	Dis agree	2,9%
7	This webinar activity can increase knowledge	Strongly Agree	54,6%	Agree	45,4%		
8	This webinar activity can increase creativity	Strongly Agree	35,1%	Agree	63,7%	Dis Agree	1,2%
9	This webinar activity can lead behavior into positive direction	Strongly Agree	45,8%	Agree	54,2%		
10	This activity improves the quality of the environment	Strongly Agree	42,4%	Agree	57,6%		
11	This activity uses adequate technology/network	Strongly Agree	35,1%	Agree	64,9%		
12	In this webinar activity, the speaker presentation process is clear and meets the needs of the participants	Strongly Agree	36,6%	Agree	62,2%	Dis Agree	1,2%
13	The atmosphere of the webinar activity is conducive to increase participants' knowledge	Strongly Agree	32,8%	Agree	65,6%	Dis Agree	1,6%
14	The collaborative activities carried out with UMB through community service are beneficial for students	Strongly Agree	37,6%	Agree	62,2%		

15	Collaborative activities carried out by UMB through community service have met the cooperation target	Strongly Agree	30,5%	Agree	69,5%
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Benchmarks for the success of P2M activities at SMAN 2 Tangerang, Banten can be seen from the behavior of students, such as: The participants were satisfied with the event. This can be seen from the results on the questionnaire that has been distributed. Students know, understand, and aware in maintaining a clean and healthy environment during the Covid-19 pandemic. Students know about how capture environmental and climate change in photography.

Overall P2M activities on how capture environmental and climate change in photography For Youth held at SMAN 2 Tangerang, Banten went smoothly. This event took place as written in the event rundown. The students who participated in this activity were very enthusiastic, this can be seen from the critical questions raised by the participants to the presenters.

The results of community service activities can be broadly discussed in several aspects: the target participants, the objectives of community service activities, training materials and participant satisfaction.

In terms of target participants, the number of targeted participants is 100 students, who are expected to be agents of change who can tell other friends about the material they get. This target was achieved and actually exceeded the target number. The number of participants who came in total of 262 students.

From the participants' enthusiasm when attending the event, it was seen that the students looked cheerful and happy and even took part in giving the material and were enthusiastic about answering every quiz question and games given. What's more they were enthusiastic watching the video played by the speaker.

In terms of material, the material presented is indeed very relevant to the needs of students. Each question raised can also be answered in detail and thoroughly by the speaker. Thus, all questions raised can be answered in accordance with the needs of the participants.

Lastly, the satisfaction of the participants in the devotion activities can be said to be very good. This can be seen from the response which says that the material delivered is in accordance with what is needed by the students, besides that he also follows the activity from beginning to end. In addition, in terms of participants, it was seen from their cooperative attitude and feedback that was relevant to what was delivered by the speaker.

## Conclusion

Participants senior high school students to have the awareness and ability to how capture environmental and climate change in photography. Senior High students need motivation and maintaining regarding to have about how capture environmental and climate change in photography. Participants concern for cleanliness keep from contracting the environmental. Similar community service activities should be maintained and expanded, so that more and more students have a competency needed about how to capture environmental and climate change in photography and videography in the next activities.

### Acknowledgement

This community Service activity is a collaborative study between Universitas Mercu Buana Jakarta and Universiti Sains Malaysia (USM). Thus, we would like to thank the Dean of Faculty of communication Science UMB and School of Communication of Universiti Sains Malaysia.

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