



## Literacy Festival Program as a Means of Ecology Education for Society

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Received: 06 June 2023; Revised: 17 October 2023; Accepted: 02 March 2024

**Abstract:** Literacy is one of the supporting concepts for development, including community empowerment. The approach is forming a literacy community that regularly holds literacy festivals. With literacy, society is expected to understand its role in development. The theories used in this study were the concepts of literacy and ecological education. This study applied a descriptive qualitative approach using interviews, observations, and documentation studies. The main reason for choosing the research method was to understand the existing phenomena in-depth and completely, especially in the program implemented by the Bening Saguling Foundation. This study showed that community empowerment developed using a dialogic approach had positive implications for developing the community's ecological and economic awareness. This study concluded that the social literacy approach could develop public awareness of various potentials to direct society to establish economic independence.

**Keywords:** literacy festival, ecological education, empowerment

**How to Cite:** Mulyono, D., et.al. (2024). Literacy Festival Program as a Means of Ecology Education for Society. *JPPM (Jurnal Pendidikan dan Pemberdayaan Masyarakat)*, 11(1), 73-83. doi: <https://doi.org/10.21831/jppm.v11i1.61710>



### INTRODUCTION

Community development strengthens the community's capacity, especially in the foundation of community development. This is following the mandate of the 1945 Constitution, especially in the opening of the fourth paragraph, which states, "The Government of the Republic of Indonesia protects the entire Indonesian nation, promotes the general welfare, and educates the nation's life." Development programs aim to improve people's quality of life (Metboki & Ledo, 2019). Improving the quality of society is related to building awareness through increasing community knowledge and skills in increasing the potential and resources around the community (Nurhamidah et al., 2020). In particular, community development seeks to improve the quality of life of local communities by reducing poverty levels (Akbar et al., 2021; Luo & Bao, 2019). One of the government's development programs includes implementing community empowerment programs through training and community capacity building in managing various environmental resources (Murdayanti et al., 2020).

Community empowerment is an economic development concept that encapsulates social values (Wulandari et al., 2021). This concept reflects the new paradigm of development, which is "People-centered, participatory, empowering, and sustainable" (Chambers, 1995; Maslihah et al., 2022). Empowerment is an effort to empower the community by seeing their potential and abilities for their progress (Fatine, 2022). Empowering is an effort to improve the living conditions of people who cannot escape from underdevelopment (disadvantages)



(Setyoningsih & Krismayani, 2023). In short, the community empowerment process is an effort to improve the ability and independence of the community.

The empowerment process is carried out in various programs related to developing and increasing the capacity of community life using certain approaches (Walters et al., 2023). This empowerment program needs to be related to the conditions and needs felt directly by the community (felt needs), as expressed by D. Sudjana (2001); (Schutte, 2022) that the needs in the community need to be the primary consideration in the process of implementing out-of-school education or community education, compared to the needs assumed by outsiders, be it the government, facilitators or institutions outside the community without considering the conditions of the community's own needs.

Empowerment programs enable community development in supporting the achievement of development goals as expected, especially concerning the Citarum River, one of Indonesia's longest rivers (Darmawan et al., 2020). The Citarum River has a role in supporting the lives of 15 million West Java residents (Halimah & Fauziah, 2019). The primary linkages of the empowerment program with the Citarum River include the importance of building environmental awareness, waste management to reduce river pollution due to waste, sustainable and environmentally friendly agricultural and land use, ecotourism development, and efforts to involve the community in monitoring and improving the ecological quality of the Citarum River (Harahap, 2017). With community involvement, it will be more helpful in identifying problems and taking the best steps to make the necessary improvements.

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To support the importance of community empowerment in Cihampelas Village, Cihampelas Subdistrict, West Bandung Regency, data from the West Bandung Regency Statistics Agency in 2020 states that in West Bandung Regency, there are still young people who have not found work, so that the Percentage of Poor Population is 11.30% and the open unemployment rate is 11.65% of the total 1,814,226 people (BPS West Bandung Regency, 2020). Based on this data, it can be seen that there is still a gap in the level of welfare that requires handling to anticipate the soaring poverty and unemployment rates (Salama & Afsari, 2023). The composition of the population and unemployment in Cihampelas Village, Cihampelas Subdistrict, West Bandung Regency is:

**Table 1.** The Population Composition

Years	Total population	Gender		Unemployment
		Man	Woman	
2016	17.689	9.028	8.661	1.006
2017	17.657	9.003	8.654	969
<b>Development Percentage</b>	-0,32%	-0,25%	-0,07%	0,37%

Source: Cihampelas Village Profile, 2017

A possible empowerment process for the community in Cihampelas Village is to educate youth about using their environmental potential to improve their quality of life, especially in increasing income (Salama & Afsari, 2023).

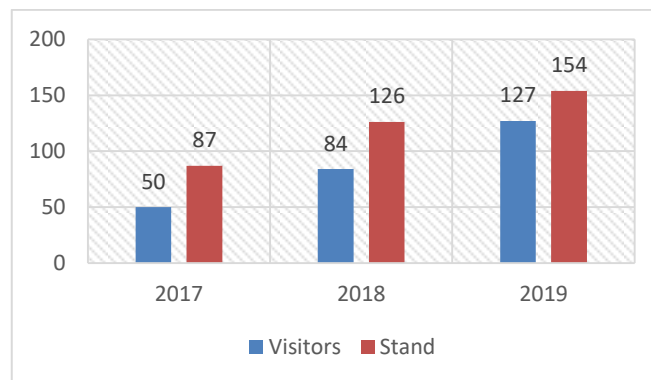
The community empowerment approach is one way to develop an independent community (Fitrianesti & Muhtadi, 2022). Empowerment means generating resources, opportunities, knowledge, and skills to increase people's capacity to determine and develop themselves economically (Saeful et al., 2020). Community empowerment is an effort made by a group of people (activists), organizations, or institutions through non-formal education in various forms. One is by forming working groups, trained to have the willingness, knowledge, and ability to become entrepreneurs. Empowerment is the essence of education because what is called education is an effort to empower individuals, improve individual abilities, and develop the potential that exists in these individuals (Lestari & Suminar, 2020).

Indicators of community empowerment are the ability and freedom to make the best choices in determining or improving their lives (Hekam, 2021). The concept of empowerment includes the notion of community development and community-based development. This means that the community is fostered and trained to have knowledge, expertise, and skills that can be utilized economically so that the community can advance and empower itself through productive economic efforts (Wulandari et al., 2021).

The community empowerment process means a person's ability to understand and control social and economic conditions and the environment, which are indispensable to improving their welfare. In other words, the empowerment process is any educational effort that aims to raise awareness and desire to have knowledge, skills, and abilities that will ultimately have the ability to improve and improve their welfare (Khumairoh et al., 2019). The community is a social group that has the potential to use its ability to develop various potentials that can provide added value in its life (Try et al., 2022). The problem is that the role of the community is often not responsive and does not know about their life problems (Fitrianesti & Muhtadi, 2022). Therefore, an appropriate out-of-school education program strategy is needed to build community awareness and engage in an effective and efficient community empowerment process (Ramadhan et al., 2022).

Community development is a planned activity to create conditions for the socioeconomic progress of the community by increasing community participation (Primahendra, 2002). The concept of 'Community development by the community and for the community is for advancing rural communities regarding equitable development and economy (Fitrianesti & Muhtadi, 2022). Environment-based community empowerment is a concept of empowerment that utilizes the natural potential around the community (Subekti et al., 2018). The community is given understanding and the ability to improve and utilize the natural potential of economic value. For example, using the Cirata Reservoir for floating net ponds, utilizing water hyacinth waste widely spread in the Cirata Reservoir, utilizing bamboo trees for crafts, and making culinary products made from fish from floating net ponds.

The literacy festival program is one of the routine activities carried out by the Bening Saguling Foundation to introduce an empowerment program based on a literacy program, which is implemented as a formulation to combine empowerment programs with literacy education carried out by the Community Reading Center (TBM) at the Bening Saguling Foundation. Based on the profile of the literacy program owned by the Bening Saguling Foundation in 2019, it was found that participants in literacy festival activities were increasing every year, both visitors and the level of occupancy at the literacy festival booths being held. The data can be seen in graph 1 below:



**Graph 1.** Visits and Participation in the Literacy Festival

Based on the review of existing data and theoretical sources, the literacy festival at Bening Saguling Foundation has great value in research on community empowerment, including increasing public awareness about literacy in various fields of life, especially related to environmental literacy. Then the literacy festival also helps the community to access various activities designed to improve their literacy skills, including reading, writing, public speaking, understanding complex information, and wise use of information technology (Anjarwani et al., 2022). In addition, literacy festivals are also a means of community economic empowerment, and they can be a catalyst for community economic empowerment (Raintung et al., 2021). Literacy festivals will also involve more direct community participation because they create opportunities for all community members to get involved, share knowledge, learn from each other, and expand networks from various communities in the community (Choresyo et al., 2017). Furthermore, literacy festivals also support social change at the local and broader levels, primarily the behavioral changes in the environment, health quality, and waste management of the Citarum River basin (Ruja, 2022).

## METHOD

This study used a qualitative approach with descriptive methods to explore phenomena in the field and follow the existing conditions in depth. This is in line with the opinion of Creswell & Poth (2017), which states that qualitative research is research intended to understand the phenomena experienced by research subjects, such as behavior, perceptions, motivations, actions, and others, comprehensively using descriptions in the form of words and language, in a particular natural context and by utilizing various natural methods.

The instruments used in this study consisted of interviews and observation to get a complete picture of the situation. It will clarify the results of the literacy festival program implemented for ecological education in the community. This is corroborated by the opinion of Abdussamad (2021), who explains that qualitative research relates to the ideas, perceptions, opinions, or beliefs of the person being studied, all of which cannot be measured by numbers. However, in this study, some quantitative data support the clarity of interactions between variables.

The subjects in this study were the managers, in this case, the leaders of the Bening Saguling Foundation as the general manager in organizing the literacy festival program, then participants in the literacy festival program, and community members who were also directly or indirectly involved in the literacy festival program.

Technical data analysis, especially qualitative research, is carried out when the empirical data obtained is qualitative in a collection of words, not a series of numbers, and cannot be arranged in categories/classification structures. Data may be collected in various ways (observation, interviews, document digests, tape recordings) and are usually pre-processed

before they are ready for use (through recording, typing, editing, or transcribing). However, the qualitative analysis still uses words generally arranged into expanded text and does not use mathematical or statistical calculations as an analytical tool. According to Miles, Huberman, & Saldana (2014), analysis activities consist of three streams of conclusions/verification activities that co-occur, namely data reduction data presentation. The meaning of co-occurring means that data reduction, data presentation, and conclusion drawing/verification as something that is intertwined is a cyclical process and interaction before, during, and after data collection in a parallel form that builds general insight called "analysis" (Saleh, 2017). Data analysis techniques used in qualitative research included transcribing interview results, data reduction, analysis, data interpretation, and triangulation. From the results of data analysis, conclusions can then be drawn.

The research stages referred to Moleong (Moleong, 2019) consisted of the stage before going to the field: determining the focus of research, mapping paradigms and theories, exploring research supporting tools, preliminary observations of the field, and research licensing. Second was the fieldwork stage, namely collecting data or materials related to analyzing the literacy festival program at Bening Saguling Foundation and conducting interviews and observations to support data collection, including the study of relevant documentation. Third was the data analysis stage, namely mapping the analysis of data obtained in the field, sorting out the data needed, and then interpreting the data in accordance with the research context so that it had validity and was meaningful to the existing research problems. Fourth is, concluding by explaining the implications of the literacy festival on community ecological awareness in Cihampelas Village, West Bandung Regency.

## **RESULTS AND DISCUSSION**

### **Results**

Based on the results of interviews conducted with respondents with the initials ID, who is the manager of Bening Saguling Foundation, it was found that

"The planning of the literacy festival program is carried out by involving participants in the Citarum Muda program as ecological education for youth and community members involved in the Bening Saguling Foundation program. In addition, the literacy festival planning is also supported by experts and consultants from universities and government agencies related to environmental empowerment and education programs. So, planning becomes one of the main forces for achieving the event's implementation goals. The process of formulating the activity's objectives was carried out in a participatory manner so that later, the participants and performers gained experience, and there was a process of constructive exchange of information to provide added value in quality personally and in the social environment. Implementing the literacy festival is expected to strengthen support for the education of people living around the Citarum River Basin to understand their role in maintaining the ecological sustainability of the Citarum River Basin better."

On another occasion, the interview with respondent ID mentioned that,

"The implementation of the literacy festival program is all free. The purpose is to invite the public to see the products of the literacy activities at Bening Saguling. The products produced from various activities are also displayed on stands according to the existing products. So, the community or visitors can also know which products are related to waste processing, which is related to water hyacinth processing, and even which products can be utilized to improve public health. For example, the plants that we plant along the Citarum watershed in Cihampelas Village, such as moringa trees, then live pharmacies such as ginger, turmeric, galangal, and other plants that actually have benefits but are rarely known by the general public. In addition, the cooperation that is carried out also involves as many as possible the elements related to the Penta helix cooperation pattern, where universities,

communities, government, mass media, and industry are also involved in this program, as much as possible to build mutually reinforcing participation, because the Citarum is a means of living together too, not only for some parties. It will be a legacy for the next generation".

Furthermore, in an interview about the impact of the literacy festival with respondent ID, it was found that,

"With this activity, the community feels more aware of the context of the environmental conservation program implemented in the Citarum River basin. This is one of the efforts to continue to maintain and increase public awareness of the conservation of the Citarum River. The main impact of the festival is the socialization and development of conservation programs that involve more communities in the activities. With wider involvement, the community is expected to have a sense of ownership in the environmental conservation programs implemented in the Citarum River basin".

Furthermore, based on the observation of the implementation of the literacy festival at Bening Saguling Foundation, it was found that in the process, the community, who had not been directly involved in the conservation program, now understood their role and function as a part of the Citarum River conservation program.

Furthermore, based on an interview with AD, a participant in the literacy festival who opened an exhibition stand at the event, it was found that,

"The planning process for the literacy festival program was well done and provided opportunities for all stakeholders to be involved and provide direct input. This allowed each party involved to provide input and reinforcement in the entire series of exhibition activities. The dialogic communication approach developed the exhibition into a richer and more complete concept. Thus, it gives a deeper meaning to strengthening literacy programs that lead to environmental conservation programs in the Citarum River Basin."

Regarding the implementation of the literacy festival, according to AD,

"It has been very good. Because it can combine various elements related to the literacy program and the conservation of the Citarum watershed. Therefore, the number of booths and the diversification of products related to the conservation program must be improved. Various creative products have been developed and can attract parties interested in the conservation of the Citarum River. However, it is also necessary to consider presenting other booths not directly involved in the environmental conservation program but are interested, given the strategic location in the middle of a residential neighborhood."

Regarding the impact of the literacy festival, AD found that,

"The massive implementation process makes the festival run well and sustainably, involving a wider range of components. Therefore, more elements of the Penta helix partnership can be involved in the Citarum River conservation program. The literacy program is also one of the leading efforts to strengthen people's understanding and ability in environmental conservation. Because the reforestation program alone, without understanding eco-literacy, will only have a momentary and ceremonial impact".

Furthermore, in an interview with respondent MI, who is a community member involved in the literacy festival program, revealed that,

"The planning of the literacy festival involves many parties, including members and community leaders who provide input regarding the placement of guest locations, parking, and licensing if the access road and vehicle placement cannot be accommodated in the parking lot owned by the Bening Saguling Foundation. In addition, the community was also involved in providing festival location guide facilities and the placement of supporting facilities for literacy festivals, such as sound systems, electrical, and support. So that on other occasions, the community is also involved in helping with the availability of raw materials that will be demonstrated in the event, such as water hyacinth, a type of plant that has economic benefits in the program".

Meanwhile, in the implementation process, according to respondent MI, it was stated that,

"Some community components are also involved as committees, especially the availability of event logistics. In general, the event seems to have an impact in the form of an opportunity for the community to understand about the eco-literacy program implemented at Bening Saguling Foundation, and there are even some who are interested in participating in special programs implemented there. Such as afternoon discussions or folk tales that are held to build reading habits for elementary or middle school children. For this reason, he hopes that activities like this can be carried out on an ongoing basis so that the community and activity participants can again get useful information about the eco-literacy and environmental conservation programs implemented. In addition, this activity also facilitates community members with the same interest in nature conservation to join a community with the same interest. So that this program will develop much better, even though it is not implemented in the same location".

According to respondent MI, the main impact of the literacy festival was,

"Festivals like this have several impacts, both economically, educationally and in terms of community empowerment. Economically, she sees that the more visitors there are, the more opportunities there are for the surrounding community to procure goods or services the participants need. This can be seen from the activities of people who provide consumer goods during the event. The income of micro, small, and medium enterprises (MSMEs) owners around the location have also been boosted. In terms of education, activities such as this certainly have benefits in educating the community about environmental conservation and affirming their role in the reforestation program in the Citarum watershed. In terms of community empowerment, this activity also provides an opportunity for community members to participate and get involved in the community established by the Bening Saguling Foundation to initiate various other programs to conserve the Citarum River Basin and utilize several types of waste and pollutants into items that have high economic value. The program also involves several stakeholders who can strengthen the eco-literacy program. For example, mass media, elements of higher education, government, business and industry, and community organizations. This has a good impact on supporting community empowerment capacity improvement".

Based on the observation, the Bening Saguling community's participation is also very prominent. Supported by several other stakeholders, such as the government, universities, mass media, and community elements, this program provides good benefits. It is only supported by sustainability, which is expected to strengthen this program further. Many new things were displayed at this festival. This is related to literacy and involves literacy programs in a broader framework, such as building motivation and awareness to involve themselves in various programs aimed at environmental conservation around the Citarum River Basin.

### **Discussion**

Based on the research findings, in the planning process for the literacy festival carried out by the Bening Saguling Foundation, it was found that the involvement of various elements of society is the key to preparing a good program. The planning in question includes setting goals, procedures, and funding so that the overall program for implementing the literacy festival has been carried out in accordance with the program management standards for these activities. This is in accordance with the opinion (Albab, 2021) regarding planning as an effort to increase capacity to influence the future with several implications in the form of paying attention to capacity, everything that needs to be done to develop capabilities, and the energy to make changes that include justice. In this context, planning is a series of component engagements to achieve the objectives of the Literacy Festival program implemented by the Bening Saguling Foundation. With this in mind, the objectives, targets, time, participants, funding, and place for the expected impact of the activity have been determined. The

involvement of various parties is also consistent with the components of the community education program presented by Muliya (2022), which states that the components of out-of-school education include environmental input, instrumental input, raw input, other input, process, output, and impact. All of the components involved can be seen from the results of the interviews, especially with the collaborative approach involving five parties known as the Penta helix. The Penta helix approach is one of the main strengths in supporting the empowerment program implemented by the Bening Saguling Foundation because by involving more stakeholders, this program will develop and move much more broadly and meaningfully for the community. The main opinion that supports the existence of the pentahelix collaboration concept is the opinion of Kelvin, Widianingsih, & Buchari (2022), which states that the empowerment process by strengthening collaboration between industry, society, government, education, and the mass media will enhance the campaign about the programs implemented, especially in achieving set goals. This is also reinforced by the opinion of Muhtar, Fatmawati, & Rahim (2022), which states that the process of involving collaboration by strengthening the role of the community and the mass media is expected to support the process of increasing the impact of the implemented programs so that the acculturation process and community capacity building are expected to be much more developed when the results of the program are involved in the cultural elements involved in it. It is well understood that culture supports the capacity of existing community life, so the literacy festival program is carried out to support program implementation and community strengthening from the point of view of a much more dynamic social system.

Meanwhile, regarding the implementation of the literacy festival program, it was found that the implementation of the literacy festival program was developed in a more open program that involved various related elements and was based on the identification of needs. This includes partnering with partners with the same concern for community empowerment and environmental literacy. It is hoped that with an increasingly massive involvement, the implemented eco-literacy and empowerment programs can run closer to people's lives. This closeness has a link to connect the programs implemented with the community's life so that the eco-literacy program can be well received because the community already understands and is motivated to participate actively in the program. This is in accordance with the opinion of Mustangin, Iqbal, and Buhari (2021), which states that planning based on identifying needs has a fairly good impact on building good program planning because planning is the first step in implementing non-formal education. With this suitability, the involvement of the community and other stakeholders in the literacy festival program becomes much more meaningful. It can have quite a good impact, especially in building community motivation to be involved in the program implemented by the Bening Saguling Foundation.

The final discussion regarding the impact of the literacy festival program shows that the effects of the literacy festival have contributed to increasing the literacy capacity of the community towards environmental conditions. This can be seen from the interviews with the respondents who were the subjects of this study. The main impact of the implemented program is a basic understanding of the ecological program implemented by the Bening Saguling Foundation. This is important because promoting and socializing eco-literacy programs requires cooperation from various stakeholders, primarily to support the achievement of goals in the program implemented by the Bening Saguling Foundation. The eco-literacy program, as implemented by the Bening Saguling Foundation, will grow bigger and be able to gather community participation if it is implemented within a larger framework of cooperation. This follows the opinion of Aziz, Erlianda, Agustina, Mubarak & Aryanto (2022), which states that eco-literacy programs need to involve various stakeholders who have the same focus on overcoming environmental problems, especially waste management or environmental conservation.



The most significant impact is managing the literacy festival program, which involves various stakeholders who fulfill the Penta helix cooperation framework. The Bening Saguling Foundation can collaborate with government agencies such as the West Bandung Environmental Service and the Ministry of Environment of the Republic of Indonesia, public and private universities, local community organizations such as the Cihampelas Village floating net cage management forum, the mass media and the industrial world such as PT. Indonesia Power. A cooperation framework like this supports the process of promoting and socializing the eco-literacy program broadly, as revealed by Pusparani and Rianto (2021), which states that Penta helix collaboration allows for the achievement of goals to be obtained effectively, where all the resources owned by cooperation participants complement each other and prevent risks. A lack of resources or facilities for program implementation causes program failure. Good program management is also one of the strengths that can help develop a fairly good impact, especially in community education programs, as revealed by Fitriana & Mulyono (2019), who state that program management carried out through collaboration will better support the achievement of goals. This is because the cooperation process allows the exchange of resources among cooperation participants to fill each other's deficiencies.

Another impact of the literacy festival mentioned by respondents is its contribution to community development, including education, the economy, and community empowerment. These three impacts provide an overview related to the implications of the empowerment process, which are very broad and have an impact on people's economic income. This follows the opinion of Rizka et al. (2020), who state that empowerment programs can be carried out better with strong school-community relationships. This is because the community can understand the program framework and the forms of participation that can be provided in the empowerment program so that the economic impact can also be obtained as another form of the results of these activities.

## CONCLUSION

Based on the results of the study, it can be concluded that the planning process for the literacy festival program involves various parties interested in the eco-literacy program implemented at the Bening Saguling Foundation. Secondly, implementing the literacy festival program can provide sufficient awareness and understanding for the community and other parties involved in the eco-literacy program. Thirdly, the impact generated by the literacy festival program has implications for education, community empowerment, and economics.

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