

# Green behavior activism through rural-based community development

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**Abstract.** Environmental problems are often seen as a major challenge for urban communities. Social movements aimed at improving the quality of the environment are mostly carried out by urban communities who are worried and aware of their environmental conditions. This contrasts with rural communities who are often seen as environmentally passive on environmental threat. However, this does not mean that rural communities are passive, calm, and even indifferent to promoting environmental issues. Rural communities currently need to increase environmental awareness when the spread of non-green behavior that comes from urban culture. This paper explores the green behavior activism carried out by rural community in the Pulosari, Located in Karanganyar district. The case study method is used in this study. The research conducted in 2021 -2022. Data was gathered through observation, in-depth interviews, and a review of the literature. The population is the Company management as CSR Provider, the community as the participant of the community development. The result is this activism could be a Preventive measures and early awareness of environmental issues. This activism can be a model for others to develop green behavior in the midst of the non-green behavior that mostly come from consumptive urban community.

## 1 Introduction

The notion of sustainable development is intrinsically linked to the relationship between environment and human behavior. Any sort of sustainability will have an influence on Human life and the environment. There are long-term consequences for the economy, society, and the environment from sustainable development. In spite of this, Indonesia's sustainable development has typically required rapid economic growth. It's important to remember that economic metrics aren't the only way to evaluate the success of sustainable development. There are many variables that considered in order to attain sustainable development [1].

Five pillars of sustainability should be employed in Indonesia; they include social and economic, law enforcement, environmental institutions, and ecology. Aside from the fact that natural resources and our environment are being properly managed now, it is also expected that they will be sufficient for the generations to come. Development that suitable with the present without compromising future generations' capacity to meet their own needs is known as sustainable development.

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Frequent approach when constructing residential, industrial and forest areas is to focus only on the financial benefits of a project rather than its environmental impact. Many reasons may contribute to bad environmental management, including low education levels, challenges in the economy, a specific lifestyle and an insufficient legal framework. All these variables can lead to environmental pollution and harm if they aren't properly managed and monitored. But in spite of this, environmental polluters may still not be held accountable in a court of law.

A paradigm shift is required to effectively implement each step of the environmental management process in light of the present issues and challenges. Rather of relying on short-term fixes (such as the transport-waste approach for trash management), we need a long-term solution based on an entirely new paradigm. The community should thus be included at every level. No strategy will be a success unless it has the support of the community. The environment is important to development when it creates internal justice between generations and when it maintains harmony between people and the natural environment [4].

Natural resources and the environment are used by many different community groups, each with its own set of goals and concerns, therefore while trying to improve quality of life by using these resources and the surrounding environment, it is important to keep this in mind. When natural resource consumers have competing interests, the concept that the polluter should pay is utilized to bring them together. As addition as accepting raw materials, this also serves as a means of receiving rubbish for disposal.

The polluter pays concept is a method to environmental protection that relies on benchmarks to keep natural resources and the environment intact. For instance, environmental quality standards may be thought of as benchmarks since they are set based on how well a company can deal with changing environmental conditions, such as those generated by activities that deplete natural resources or pollute their surrounding environment. It is hoped that this technique would also help to develop a harmonious relationship between humans and their natural environment.

There is much research on green activism have been effective in Indonesia and have had a positive impact on the country's ecosystem. Research on this subject has been discussed in a number of recent journal articles. Among these studies are those that concentrate on community environmental activism [2–4], community trash bank activism [5–7], and community waste management activism [8–10]. These studies conclude the significance of community participation and emphasize the importance of community activism methods in the context of environmental conservation and their function in communicating environmentalism.

One model to support environmental protection in the community is through green activism [8-12]. The goal of this study is to examine how CSR of Indaco Warna Dunia program is initiating green activism in Kampung Hamoni. This paper explores the green behavior activism carried out by rural community in the Pulosari, Located in Karanganyar district. Indonesia is the chosen location for this research. Green activism in Kampung Hamoni is characterized by a long-term or sustainability focused strategy that is integrated in a number of ways from a range of perspectives, as opposed to the short-term and monolithic approach of prior references. Traditional ways of promoting environmental preservation are just a small part of the company's CSR efforts. They are only the beginning. For the purpose of empowering communities, CSR projects include educational and economic as well as social and environmental measures. The integration model, one of the most creative features of this research, would be interesting to examine further.

## 2 Methods

This examination was carried out using a case study research strategy. This research is taking place in Kampung harmoni by 2021 – 2022. Since here is where PT. Indaco Colors of the World would be conducting its CSR activities, the location was chosen for this purpose. The Karanganyar Regency's Kebakkramat District has the hamlet of Pulosari. In addition to Pulosari, the five hamlets that make up the Pulosari village go by the names of Karangkidul, Gronong, Pengawat, and Klolokan. The folks of Karanganyar's harmony village served as the study's focus population. Kampung Harmoni has been identified as the focus of corporate social responsibility initiatives of PT Indaco Warna Dunia.

The population is the Company management as CSR Provider, the community as the participant of the community development. This study relies on the data validity approach known as source triangulation. The interactive model of analysis established by Miles and Huberman [13] is used in this study. The reduction and presentation of data, as well as the formation of findings, are the three main components of this study.

## 3 Results and discussion

### 3.1 Green behaviour activism: a preliminary result

Many locals blame the region's environmental problems on the growth of large corporations in Karanganyar. According to the Karanganyar Regency's Central Bureau of Statistics, there were 148 medium and big businesses in the region. In the Jaten District, there were 88 of these businesses, the most of any district in Java. After the Gondangrejo District, which has 16 units, and Colomadu District, which has 13 units, the Kebakkramat District is the largest. 41,907 additional people may be employed in these areas.

Rapid industrial growth has a negative influence on the quality of natural resources and even the color of the environment around us. As a result of this, it has an effect on the local economy and culture, as well as the growth of environmental degradation owing to the rubbish that is generated. Everything that lives is in danger of extinction due to the damage caused by pollution of all kinds, including air pollution and other pollutants in the environment such heavy metals and pesticides in the soil and water.

Businesses in Karanganyar, on the other hand, are held to a high degree of social responsibility. It's no longer enough for companies to be held accountable just for their financial performance; they must now also consider the company's social and environmental duties, a concept known as the "Three Bottom Line." Each of these three components plays an important role in creating a sustainable development model.

PT. Indaco Warna Dunia, which is headquartered in Karanganyar, has a social responsibility to help the local community deal with environmental challenges. As part of its corporate social responsibility (CSR), PT. Indaco Colors of the World has founded the Harmoni Foundation. PT Indaco Warna Dunia was founded in Jakarta in 2005 and has been in business since since. NC paints for automotive and synthetic alkyd industries, as well as anti-rust paints for the heavy metal sector, were the company's initial focus. The Company solely provided products and services to these two niche markets. The Indonesian paint industry adores water-based decorative paints; therefore, the company plans to create them in the future. In Indonesia, these paints are available.

Surakarta, the capital of the province of Central Java, is the headquarters of PT Indaco Warna Dunia. For the time being, the firm is focusing on the production of decorative paints that are either water or solvent based. Customers include both retailers and wholesalers. Indonesian coatings company PT Indaco Coating Industri purchased a subsidiary, PT Warna

Dunia, which specializes in distribution and sales. The company's name was changed to PT Indaco Warna Dunia as a consequence of the purchase. PT Indaco Warna Dunia and Singapore-based private equity firm Northstar formed a joint venture in January of this year.

Its products include ENVI, BELAZO, TOP SEAL, and other high-quality names. Human resources professionals in the area were responsible for launching and developing these companies (HR). PT Indaco Warna Dunia is now one of Indonesia's largest and fastest-growing paint companies. With 77 depots spread around Indonesia, the company's headquarters are situated in the Karanganyar Regency.

Local residents have benefited from CSR actions undertaken by the company in this case. Renovation of religious buildings, the establishment of Harmoni PAUD, and the implementation of Kampung Harmoni are all examples of these undertakings.

As part of its corporate social responsibility initiative, PT Indaco Warna Dunia has made a contribution to the development of Kampung Harmoni in Karangkidul in Pulosari Village and Kebakkramat in Karanganyar by way of the Harmoni Foundation. These two communities are located in Karanganyar. The Harmoni Foundation is responsible for the development of both the hamlets of Karangkidul and Dadagan. At the moment, the foundation is working on the construction of eight RT and two RW. The communities that make up each RT have the autonomy to plan and create their own own Harmoni Village based on their own distinct concepts and labors. Karangkidul, which is located in the Karanganyar Regency, serves as a testing ground for Kampung Harmoni, which is a planned community in the region.

### **3.2 Discussion**

The Harmoni Foundation and PT Indaco Warna Dunia collaborated on Kampung Harmoni, one of the foundation's initiatives. It is the aim of the Kampung Harmoni movement to create a community that is both visually beautiful and operationally efficient. We want to develop an enjoyable town, but also provide the people a wealth of benefits that will improve their well-being while having no harmful influence on the natural environment. Various empowering and sustainable activities are carried out to protect the environment as a result of activism. The effort involves reforestation, environmental education through celebrations, green construction ideas, hydroponics instruction, a trash bank, and other similar activities. The community's contribution is one that is both authentic and long-lasting. Using an innovative approach, the CSR program enables people to protect the environment in novel ways.

The Harmoni Foundation collaborates with PT Indaco Warna Dunia on the Kampung Harmoni initiative. PT Indaco Warna Dunia works on Kampung Harmoni at Karangkidul Hamlet, Pulosari Village, Kebakkramat, Karanganyar as part of its corporate social responsibility (CSR) program. Two hamlets, Karangkidul and Dadagan, are served by the Harmoni Foundation's eight neighborhood units (RT) in two community units (RW). The citizens of each RT have the option to design their own Harmonious Villages. The event drew a total of 638 households. Located in Karanganyar Regency, Karangkidul Hamlet serves as a test site for Kampung Harmoni, a planned community.

For Kampung Harmoni, establishing a beautiful and efficient environment is at the heart of the project's mission. We want to build a town that people can enjoy, but we also want to give amenities that benefit the community as a whole, without harming its natural environment.

The curriculum at Kampung Harmoni elaborates on the idea of competitiveness. An inter-RT tournament was first proposed by Kampung Harmoni. In every RT, residents must cultivate a garden of peace. Living pharmacy, live booths, and playgrounds with traditional gaming equipment are among the park's offerings. In order to convey a sense of joy,

cleanliness, and aesthetic beauty, the garden has been painted in a variety of hues. The 3R procedure may be utilized by residents to recycle, reuse, and recycle again. Residents also produce a wide range of useful items, such as paintings, ceramics, and more, demonstrating that the program places a high importance on aesthetics as well as practicality.

The notion of emphasizing the potential of the local community is the foundation of Kampung Harmoni. The idea of competing against one another was first used in order to encourage excitement. However, in order for it to be sustainable, it is utilized to pique the interest of locals in making the most of the natural resources that are available to them in order to improve their quality of life and their level of autonomy. The overall objective is to provide communities the strength and independence they need to take charge of environmental management on their own, including garbage management.

The Harmoni Foundation decided to conduct trial projects in these two areas because of their close proximity to the PT Indaco Warna Dunia paint facility, which is located in Karanganyar. The village of Harmoni is more than simply a garden in which harmony is cultivated. The aim of Kampung Harmoni's waste management is to become as self-sufficient as possible in this area. Because of this, every RT has to include supplementary elements, namely a waste bank, a composer, and a biopori. The Community Support Role (CSR) at Indaco provides residents with assistance in developing and using these roles. The objective is to raise people's knowledge of environmental issues in order to foster the development of community autonomy. According to the Harmoni Foundation, the Kampung Harmoni initiative was in keeping with the government's objective on being more environmentally friendly. The presence of the harmony park in the neighborhood serves not only as a supplementary amenity but also as a medium for the dissemination of educational information.

## 4 Conclusion

Based on the results and discussion, The green behavior activism carried out by rural community in the Kampung Harmoni Located in Karanganyar district. Preventive measures and early awareness of environmental issues are the main objectives of this activism. This activism can be a model for others to develop green behavior in the midst of the non-green behavior that mostly come from consumptive urban community. The notion of emphasizing the potential of the local community is the foundation of Kampung Harmoni. The overall objective is to provide communities the strength and independence they need to take charge of environmental management on their own, including garbage management.

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