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Environmental Communication Based on Local Wisdom in Anticipation of Citarum Flood

IRIANA BAKTI, HANNY HAFIAR, HERU RIANTO BUDIANA

Abstract. Management of watersheds becomes part of a government program. This was conducted to anticipate the floods that hit the settlement. But the program is hard to do without the active role of the community, therefore the communication activities were undertaken based on local wisdom. The purpose of this paper is to find out about the environmental communication based on local wisdom in the Citarum Watershed. The method used is in the form of interviews and participant observation. As for the results obtained are: local wisdom is utilized by the environment actuator in the Citarum watershed management in the form of the proverb, rituals, and the environment preservation. Local wisdom by the environment actuator is meant as a way in, and domain in conducting environmental communication. In addition, local wisdom considered by the environment actuator as the ethic to be met in interacts with the target communities. Implementation of environmental communication activities with local wisdom based on the Citarum is done through a personal approach to some of the social and religious figures by using the communication channels of the group in the forum - the farmers group, majelis ta’lim, and community empowerment, which proceeds in a dialogical way to reach mutual agreement based on mutual trust among the participants of the environmental communication.

Keywords: environmental communication, local wisdom, flood

Introduction

Citarum is a river that serves as a power plant for the Java and Bali island, as a water provider for rice fields in the north coastal areas, and supplier of clean water to the capital city. According to Riswanda (2010), Citarum watershed has three functions, namely: 1. Ecological Functions, as enhancement of ecosystems and natural resource sustainability support, 2. Social functions, as supporting basic necessities of human life, and 3. Economy function, as a media production or media production assistants. These three functions must be implemented in a balanced and aligned by all stakeholders of Citarum watershed.

In addition, still according to Riswanda (2010), Citarum watershed is an area prone to disasters (particularly floods) caused by: (1) geographically, Citarum watershed structure located on the ranks of active volcanoes (Ring of Fire); (2) The policy factor that arranges the function over of the land, the exploitation of natural resources, and pollution; (3) the condition of forests that already cannot hold water in the rainy season; (4) The condition of water resources in exploitation (underground water and surface water) by industry activities.

As for the understanding of the flood, there are opinions according to Putri (2010) which states that:

"Flood is the sinking events of the mainland by the water. Flooding events occur when the water flooded the land which is usually dry. The flood water is generally caused by a flooding that happens on the river to the vicinity environment as a result of high rainfall. The flood also carries smelling mud that could cover everything after the water receded. Flooding usually occurs regularly and happens every year. Flooding is a natural phenomenon that occurs frequently and is faced by almost..."