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Jakarta, 17-18 Mei 2017

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UTILIZATION OF SUNDANESE PROVERB “LEUWEUNG KAIAH, LAMPING AWIAN, LEGOK CAIAH, TEGALAN SAWAHAN, HAMBALAN KEBONAN” IN EDUCATION ENVIRONMENT AT CITARUM HULU WATERSHED

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Abstract
This study entitled Use of Proverb Sunda in Environmental Education at Citarum Hulu Watershed which is based on the more critical environmental conditions in the region in the form of water pollution from industrial wastes, office, household, and so on. Citarum Hulu Watershed is a Sundanese culture area which in that area most of that people still carries local wisdom in living their life. It is used by environmental activists to educate the public by utilizing local wisdom in the form of proverbs Sundanese relevant to environmental issues. The purpose of research is to determine: 1) the motive of environmental activists using proverb Sundanese relevant to environmental issues. 2) The meaning of the proverb Sundanese relevant to environmental issues. 3) The role and function of environmental activists in environmental education in the Citarum Hulu watershed by using proverbs Sunda. The method used is descriptive sample are environmental activists who always dressed traditional Sundanese. Purposive sampling techniques. The results showed the motive environmental activists using proverbs Sunda is nostalgic as the Sundanese,Sundanese cultural relearning, and guidance in conducting environmental education. Proverb meaning arouse awareness Sundanese Sundanese people to manage the environment, the manifestation of his concern over environmental conditions, touching inner aspect of mankind so environmentally conscious. The function of environmental activists as environmental communicators, facilitators and motivators in environmental education. Its role-based convey environmental information Sundanese proverbs, providing facilities / materials / references proverbs-based communication needed Sundanese, motivating the community to improve the environment in accordance with the maxim Sunda.

Keyword: Sundanese proverb, leuweung kaian, lamping awian, legok caian, tegalan sawahan, hambalan kebonan, local wisdom, environmental activist, Citarum Hulu Watershed

Introduction
The problem of environmental damage in the Upper Citarum watershed is currently very alarming due to forest encroachment, land conversion, waste disposal to rivers, and so on, resulting in flood disasters during the rainy season and drought during the dry season. Upper Citarum watershed is located in the area of Kabupaten Bandung, and West Bandung regency, where almost as long as the river area citarum experiencing very high environmental degradation in the form of river pollution is so heavy that the citarum river is like a giant land