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"INTERCULTURAL COMMUNICATION THROUGH LANGUAGE, LITERATURE, AND ARTS"

Jakarta, 17-18 Mei 2017

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PENERAPAN MODEL EXPLICIT INSTRUCTION PADA PEMBELAJARAN MEMBACA EKSTENSIF TEKS BERITA PEMBELAJAR BAHASA INDONESIA BAGI PENUTUR ASING (BIPA) TINGKAT LANJUT
Indra Perdana, Glory Kriswantara **263-272**

UTILIZATION OF SUNDANESE PROVERB *"LEUWEUNG KAIAN, LAMPING AWIAN, LEGOK CAIAN, TEGALAN SAWAHAN, HAMBALAN KEBONAN"* IN EDUCATION ENVIRONMENT AT CITARUM HULU WATERSHED
Iriana Bakti, Trie Damayanti **273-284**

PERAN PENGAJARAN SASTRA DALAM MENGEMBANGKAN PEMAHAMAN ANTAR BUDAYA
Irma Diani **285-292**

STUDENTS' STRESS IN LEARNING ENGLISH ON 2RD SEMESTER AT THE FACULTY OF TEACHER TRAINING AND EDUCATION (FKIP) BATANGHARI OF JAMBI UNIVERSITY ACADEMIC YEAR 2017
Kartika Dewi **293-300**

ESTABLISHING INTEGRATED MATERIALS FOR TEACHING ENGLISH TO YOUNG LEARNERS FROM THEORIES TO PRACTICES
Khusnul Khoiriyah **301-310**

MEASURING INDONESIAN EFL STUDENTS' PERCEPTIONS TOWARD THE USE OF *TYPEFORM* WITH THE TECHNOLOGY ACCEPTANCE MODEL (TAM)
Levita Dwinaya dan Arni Sukmiarni **311-322**

MNEMONIC IMAGE BASED MOBILE LEARNING TO HELP JAPANESE STUDENTS LEARN JAPANESE KANJI CHARACTERS
Linna Meilia Rasiban, Neneng Sutjiati, Juju Juangsih **323-332**

مراجعة في منهج تعليم اللغة العربية لقسم العربية من جامعة داكا

محمد عبد المنان مياجي **333-350**

PENERAPAN METODE *WAKING HYPNOSIS* DALAM PEMBELAJARAN MENULIS PUISI
(EKSPERIMEN KUASI PADA SISWA KELAS VII SMPN 44 BANDUNG)
Mawar Wahyuni Megasari dan Dinda Kadarwati **351-358**

PENINGKATAN KETERAMPILAN BERBICARA BAHASA ARAB MELALUI MEDIA VIDEO PADA MAHASISWA PROGRAM STUDI PENDIDIKAN BAHASA ARAB FBS UNJ
Muhammad Kamal Bin Abdul Hakim **359-372**

UTILIZATION OF SUNDANESE PROVERB *"LEUWEUNG KAIAN, LAMPING AWIAN, LEGOK CAIAN, 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 Kabupatn 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