CHAPTER I
INTRODUCTION

1.1 Research Background

Over the years environmental aspect has become an important topic of human learning. It is embedded in environmental study that is closely related to how humans respond to environmental damage. Before delivering environmental messages, an environmental communication strategy is needed because it plays an important role in efforts to preserve the environment amid increasingly complex natural disasters, such as climate change, pollution, and natural destruction. communication can increase public awareness and knowledge of environmental issues, which are often still poorly understood. In addition to providing information, environmental communication strategies also aim to shape and change public attitudes and behaviours to be more environmentally conscious and take action, such as reducing the use of single-use plastics, conserving energy, and supporting sustainable lifestyles.

Moreover, the conduciveness of learning that affects the quality of human life is highly dependent on the environmental situation. Environmental damage that occurs at the global and national levels has a major influence on the human learning system. Starting from air pollution, traffic jams, and forest destruction; all affect the quality of human life including the learning process. According to UNICEF (2024), air pollution affects human health and is the second global risk factor causing death. Globally, Indonesia is also the largest contributor to pollution along with China, India, Pakistan, Bangladesh, and Nigeria, contributing 75% of the total global air pollution burden (BBC, 2023). Due to the high level of air pollution and the large population, this is a problem that impacts human life in the country and is on the list of the biggest threats in the world. It is also critically emphasized by Sipayung Ronald Sofyan G.S. (2023) Air pollution in Indonesia does not meet the safe threshold according to WHO guidelines.

Indonesia's air pollution ranking is ranked 1st in Southeast Asia and 17th most polluted country in the world Ellyvon Pranita (2022), according to figure 1.1 air pollution in Indonesia such as the capital city of Jakarta and major cities in Indonesia has a significant impact on particulate pollution.

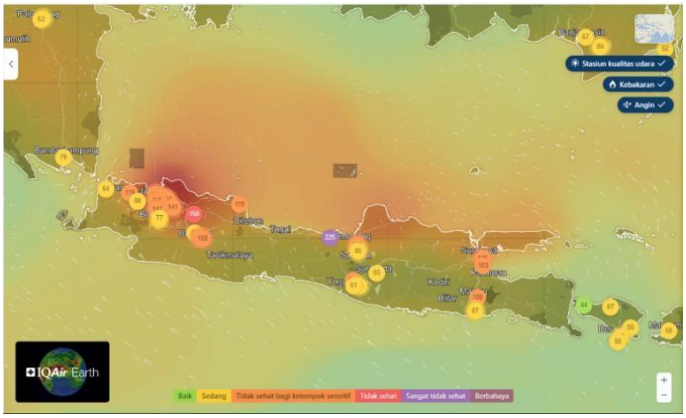

Figure 1. 1 Indonesia Air Monitor

Source: IQair (2024)

In addition to unhealthy air pollution, water pollution is also a factor in environmental degradation and low health levels. Water is a source of human life but can also be a big problem with deteriorating water quality, even for human life, water pollution has a major impact on the growth of agricultural food crops. Bandung is one of the cities in Indonesia that experiences environmental degradation from year to year. According to Rajul (2023), waste in the Bandung Basin when experiencing a fire becomes a polemic that there is no safe landfill operation. waste management using a transport and disposal system without any sorting of waste disposed of in the landfill. Water management is still poor by polluting rivers and reducing river quality.

According to the air monitor on the IQAir Map, the air quality in Bandung is unhealthy for sensitive groups which can cause irritation and respiratory problems as the air quality continues to deteriorate according to figure 1.2. This causes the quality of learning to be impacted by health problems that can be experienced by students in Bandung. Academic and non-academic activities will cause concern due to the air quality and lack of green open spaces.

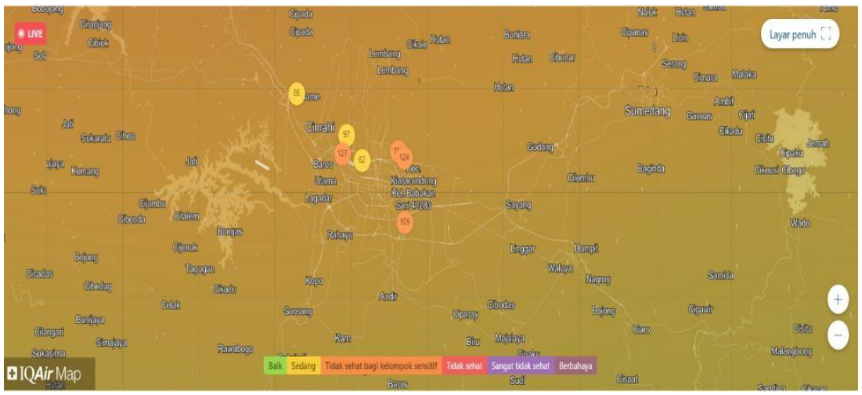

Figure 1. 2 Bandung Air Monitor

Source: IQair (2024)

Apart from having complex air pollution issues, river water pollution in Bandung also has a significant problem with rivers having a water quality in 2021 of 41.5 or poor category. Of the 24 rivers monitored in Bandung City, 21 are categorized as lightly polluted (Wamad, 2022). One of the areas that produce air pollution is the Bojongsoang area, which is the source of air pollution in this area. The dense population, with the number of motorized vehicles, industry, and agriculture being the main reasons, Factories and industries around Bojongsoang pollute the air endanger public health and affect the quality of green spaces (Kasya, 2023).

With the environmental problems that occur in Bandung, especially in the Bojongsoang area, the quality of the learning system is significantly affected. Quoted from Yale University health economist Xi Chen and colleagues revealed an analysis showing that increased exposure to PM2.5 in both the long and short term is associated with depression. This means that our exposure to pollution will eventually make us prone to depression (Kurniawan, 2023). Environmental problems cause various physical and mental illnesses. Therefore, countermeasures to improve good air quality to create a healthy learning system are urgent today.

Environmental education in Indonesia is important as a form of intelligence and increased concern for nature and fellow humans to create ideal green open spaces. It plays an important role in building awareness and skills to address increasingly pressing environmental issues (lahitani, 2024). Environmental education does not only focus on primary and secondary education, it also requires vocational and technical education levels. However, it is a big challenge that must be faced today. One of them is the lack of educational materials and an in-depth understanding of environmental issues. The implementation of comprehensive education is needed with a lot of resources.

To achieve comprehensive environmental education, a sustainable development system is needed, known as the Sustainable Development Goals (SDGs). SDGs are one of the important agendas developed by many countries to achieve global human welfare. The agenda is a program on sustainable development, which has 17 goals and 169 measurable targets. The SDGs have been confirmed and approved by 193 member states, including Indonesia. The 17 goals or pillars of the SGDs include no poverty, no hunger, good health and well-being, quality education, gender equality,

sanitation and clean water, affordable and clean energy, decent work and economic growth, industry, innovation, infrastructure, reducing inequality, sustainable cities and communities (Maryanti et al., 2022). To produce good health and welfare, programs that support sustainability are needed according to Figure 1.3.

Figure 1. 3 SDGs Goals

Source: The united nations (2024)

To support good health and well-being, universities have an important role to play in implementing the Sustainable Development Goals (SDGs) and contribute greatly to society as environmental issues receive little attention. Therefore, there is an initiative from campuses to create a healthier and environmentally based learning environment that focuses on preserving and implementing the SDGs. This initiative called the Green Campus Program, was realized as a form of concern and contribution to the surrounding environment and the creation of green open spaces. In 2010, Universitas Indonesia (UI) established the UI Green Metric World University Ranking as a platform for universities around the world to share information and practices to achieve sustainability on campuses in Indonesia (Tiyarattanachai & Hollmann, 2016). The rankings are based on 6 categories with a division of types of arrangements and infrastructure, energy and climate change, waste management, water use, transportation, and environmental education. The consistency of the UI Green Metric World University Ranking has attracted an increase in participation from 95 universities from 35 countries. In 2010 it became 360 universities from 62 countries, and in 2014, 15 universities in Thailand participated in the ranking. The main criteria in the UI Green Matric Ranking are based on practices to achieve sustainability by generating good QOL for stakeholders in Green Campus universities. By providing enough green space to support ideal learning activities. With a positive impact on the quality of life in the surrounding environment. Telkom University is ranked 9th on a national scale in implementing this program in Figure 1.4.

World Rank	University	Total Score
89	Telkom University Indonesia, Asia	8525

Figure 1. 4 Telkom University Ranking

Source: UI Green Metric (2024)

As one of the private campuses in Indonesia, Telkom University with the 1st rank of private campuses in the Indonesia Green Campus Program sector according to UI Green Metric World University meets several criteria for implementing green open space. Energy and natural resource management prioritizes energy and natural resource management by saving water, recycling waste, and utilizing natural resources efficiently. Building arrangement with infrastructure arrangement for its development. Environmentally friendly transportation for Telkom University Academic Community. Promoting environmental awareness with services and educational campaigns about environmental sustainability. Curriculum education is oriented toward a Green Campus. These applications have become Telkom University as a concept with a ranking of 1 private campus that implements the Green Campus Program (Ridha, 2024).

The learning environment at Telkom University also provides an overview of the implementation of a healthy learning environment for the academic community. Green open spaces that utilize water catchment areas and environmental management with good commitment. Various facilities are provided to support comfortable and quiet learning activities ranging from dormitories, dining, and recreation to sports facilities. In addition, the utilization of this green campus can have long-term benefits such as saving operational expenses from electricity and water payments, increasing campus image, increasing student interest in environmental issues, and preparing students for the future to play an active role in preserving the earth in the future (Meilina, 2024). The Green Campus program is also realized by the joint commitment of university stakeholders to maintain the stability of green open spaces for the community and learners.

Green Campus is one form of Telkom University's environmental communication by implementing the SDGs. This is also a Telkom University strategy

to support the implementation of campaigns and appropriate services for this program, based on ideal communication. Environmental Communication is an appropriate application to promote the Green Campus Program at Telkom University. With plans and strategies through communication processes and media products to support the policymaking, public participation, and implementation in the environment (Wahyudin, 2024).

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Furthermore, in previous research entitled Implementation of Green Campus in Increasing Green Awareness and Eco Friendly at Kaniva Campus (Luh et al., 2024). This research analyzes how the Green Campus program at Kaniva Campus is implemented to increase awareness of the environment and environmentally friendly practices. In this study, descriptive statistical analysis was used. It emphasizes how important it is for the academic community to participate in addressing environmental issues and reducing global warming. Analysis of various indicators is part of this research. These include public awareness of environmentally friendly products, price, and brand image, as well as efforts in reducing energy and plastic use. The results of the analysis show that green campus practice.

Then, in previous research entitled Collaborative Governance in Managing Plastic Waste in Bali (Ain et al., 2021). This research focuses on how to work together to manage plastic waste in Bali, Indonesia. The application of collaboration between various stakeholders such as government, private sector, and society. In this analysis, using the collaborative governance model developed by Ansell and Gash. This model

includes four dimensions: collaborative process, initial conditions, facilitative leadership, and institutional design. This research shows several problems in managing plastic waste, such as low public awareness and non-compliance with existing laws. Although the government has taken steps such as banning single-use plastics and conducting public education programs, socialization, and law enforcement are still problems.

Then, according to Ansari et al. (2024), in research with the title Catalyzing Paradigm Shifts in Global Waste Management: A Case Study of Saharanpur Smart City. This research focuses on comprehensive waste management, with an emphasis on decentralized practices that improve efficiency and sustainability. It also demonstrates the importance of environmental impacts to create an environmentally friendly waste management platform, addresses inequities in waste management, and finds links between inappropriate waste management and unequal environmental risks in society. The research focuses on the case study of Saharanpur, India, and emphasizes the importance of decentralized waste management as a default for waste management problems in urban areas. Research conducted in this context shows that decentralized waste management systems can improve equity and sustainability in waste management while addressing the inequities that exist in the current system. In addition, the research emphasizes that communities and stakeholders should be involved in the waste management process, as well as the importance of policies that support waste segregation at source. As such, this research catalyzes a paradigm shift in global waste management, encouraging the adoption of practices that are more sustainable and awareness to local needs.

Referring to previous studies, there are still few that reveal environmental communication strategies with objects in the form of green campus programs, especially for the No. 1 private campus in implementing green campus programs. Research on the communication strategy of the green campus program policy is important to carry out as a variety and knowledge of environmental communication. In this study, the main communicator is Telkom University, while the communicants of this research are Telkom University students. However, both parties can provide mutual understanding regarding green campus policies. Telkom University students can act as communicators by submitting communication strategy suggestions to Telkom University, while Telkom University can act as communicators by listening

to suggestions for the right communication strategy from Telkom University students. In addition, research that discusses environmental communication strategies in the green campus program has not been done much, especially for Telkom University which is the No. 1 private campus in implementing this program. The environmental conditions around Telkom University, which have congestion and water pollution due to accumulated garbage, cause environmental problems such as air pollution and lack of clean water.

Thus, causing the destruction of green open space and impacting comprehensive learning activities. The justification for this research took place at Telkom University because of the dense population in the Bojongsoang area and the limited green open space in the area. In addition, Telkom University is the best private campus in implementing this program. Therefore, the research took the title "**Telkom University's Environmental Communication Strategy As A Green Campus**".

1.2 Research Objective

Based on the problems in the research background, the objectives to be achieved through this research are Telkom University's Environmental Communication Strategy As A Green Campus.

1.3 Research Question

Referring to the background and research problem that has been explained, the following research questions are asked:

"How is Telkom University's Environmental Communication Strategy As A Green Campus?"

1.4 Research Benefits

1.4.1 Theoretical Benefits

This research is expected to be able to make a significant contribution to the development of communication science, especially in the context of environmental communication strategies. Then, this research can be a source of relevant knowledge and can expand the scope of insight in this field. In addition, this research can also be used as a useful reference for similar research and to prove the theories that the author uses relate to existing reality based on research objectivity. The results of the study

can serve as a basis for the development of environmental policies within the scope of higher education. By analyzing the perceptions and engagement of the academic community, this research can help formulate policies that are more inclusive and responsive to environmental challenges.

1.4.2 Practical Benefits

1. **For Telkom University**

   It is hoped that this research will strengthen Telkom University's efforts and enthusiasm to spread ecological awareness in the campus environment and provide an ideal learning place for the Telkom academic community. By providing further insight and understanding of the green campus, this research can also help Telkom University develop a better and more sustainable green campus policy.

2. **For Researchers**

   Research on this topic helps researchers acquire the skills and understanding necessary to design, collect, analyze, and interpret research data. As part of the research process, the researcher will learn to create a proper research framework, determine appropriate research methods, and collect data from various sources, with ideal primary data such as observations, interviews, and documentation, this research will provide a better understanding of environmental communication ideas, such as strategies, tactics, and tools used to raise ecological awareness to create a good environment for learners and society. The researcher will study how green campus policies and innovations can be used to achieve environmental communication goals.

1.5 Research Time and Site

Researchers began preliminary research in September 2024 by looking for literature that could support research on the title of this study. After that, the researcher determined the title which was carried out in October 2024 by the research to be researched and obtained. Furthermore, based on the results of the previous literature and the determination of the title, the researcher continued with the proposal supervision which will be carried out in October-December 2024 by table 1.1.

Table 1. 1 Research Time

No	Stages	Time									
		2024				2025					
		Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June
1	Pre-research										
2	Proposal Preparation										
	CHAPTER 1										
	CHAPTER 2										
	CHAPTER 3										
3	Desk Evaluation										
4	Data Collection										
5	Data Processing And Analysis										
6	Research Paper Writing										
	CHAPTER 4										
	CHAPTER 5										
	Thesis Défense										

Source: Author's results