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The Information Distribution of Citarum Harum Program to The Community and People of Bandung Regency of West Java Indonesia

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Abstrak

The river of Citarum is one of the largest and longest rivers in West Java Province, which has a strategic function for people's life surrounding it, especially for the people of West Java Province and The Special Capital Region of Jakarta. The condition of Citarum river nowadays is very concerning due to its severe damages from the upstream to the downstream which are caused by various problems. The Central Government has done many recovery efforts by implementing The Citarum Harum Program since February 2018. The participation of various parties concerned with the management of Citarum river in Bandung Regency has a positive side as an active participation, however it can also be a problem if the Communication and the synergy are never harmonized and integrated among them. It is very essential to create a mutual understanding among all the involved components, in order to make the program unifiedly and integratedly be implemented. The first necessary step is by giving the proper and right information about Citarum Harum Program to all parties involved. Then the purpose of the research will be revealed; on How the information distribution of Citarum Harum Program among the Communities in Bandung Regency. The approach of this research is the qualitative approach with data collection technic of: in-depth interviews, observation, documentation, and library research. The result of this research showed that information on Citarum Harum Program is distributed through mass media, social media, and other Socialization activities which has been doing by implementing a philosophy called "Sabilulungan". "Sabilulungan" is a verbal heritage which came from a sundanese language and strongly rooted from a local wisdom of sundanese people who live in West Java Province. This local wisdom has a moral which has become a principal or a measurement of act or behavior of people or the authority elites in their daily-basis life, including their environmental aspect, both directly or indirectly.

Keywords: Information, Local Wisdom, Public Service, Sabilulungan Philosophy, Transformation.

Introduction

Citarum river basin is the largest and longest river in West Java Province with its width of 11,323.4 km². The Citarum river basin covers 12 regencies and cities. They are Bandung Regency, Bandung Barat Regency, Cianjur Regency, Sumedang Regency, Bogor Regency, Purwakarta Regency, Karawang Regency, Indramayu Regency, Subang Regency, Bekasi City, Bandung City, and Cimahi City. Citarum river basin consists of 19 watersheds where Citarum river basin is the main as the largest and longest river in West Java Province. This river basin is widespread for 297 km from the upstream of Situ (lake) Cisanti which lies on the foothill of Mount Wayang (lies in the south of Bandung Regency), and drain to an estuary in the north beach of Java island, which is the estuary of Gembong in Bekasi City. (Dirjen SDA Kementerian PUPR, 2018)

Citarum river as one of the largest and longest rivers in West Java Province, with its stream length of 269 km, starts from Situ (lake) Cisanti on the foothill of Mount Wayang in Bandung Regency and drain to an estuary in Java Sea, is the river basin of 12,000 km², flowing and becoming the water resource for at least 9 regencies, such as Bandung Regency, Bandung Barat Regency, Cianjur Regency, Sumedang Regency, Bogor Regency, Purwakarta Regency, Karawang Regency, Indramayu Regency, Subang Regency, and also 3 cities, such as Bekasi City, Bandung City, and Cimahi City. Citarum river also has smaller watersheds, such as Citarik river, Cikapundung river, Cisangkuy river, Citepus river, and Cisokan river. And there are also manmade canals, such as East Tarum canal, West Tarum canal, and The Main Tarum canal.

Citarum river which has a strategic function for the life of people surrounding it, especially the people of West Java Province and The Special Capital Region of Jakarta, is a supporter of various industries, irrigation system which covers hundred thousand acres of rice-fields, water resource and also as the resource of national power-plant. According (Zakia et al., 2019),), the high-rated dependency of people toward the Citarum river can be seen through the establishment of 3 reservoir Cascades, and they are The Saguling reservoir, The Cirata reservoir, and The Juanda reservoir, with versatile electrical scheme. Their utilization in general is to cover the water supply of PDAM (Municipal Waterworks) (17.5 m³/s), the water supplies for industries (110 m³/S), irrigation system (600 m³/S) for watering over 300,000 acres of land, for farming and fisheries (40,000 units of floating nets and the others for 123 m³/S), water powerplant (1,387.5 MW), other purposes of flushing and leisure or recreational facilities.

Based on the research background which has mention earlier, then the purpose of this research is to reveal on "How The Information Distribution of Citarum Harum Program among the Community in Bandung Regency of West Java Indonesia."

Literature Review

The effort of creating a synergy among the supporters of Citarum Harum Program in Bandung Regency as the first step is through a social mapping of information distribution among the involved parties in Citarum Harum Program, to carry out their whole profile pictures. A social mapping is a field research which meant to carry out the systematic picture of people and also involve data and information collection about those people including their profiles and social problems among them, in this matter the people mentioned here are groups or organizations which have given their support for the Citarum Harum Program in Bandung Regency.

Referring to Netting, Kettner, and McMurtry (1993:68) gave 3 main reasons of why social mapping needs a systematic approach : 1) the viewpoint of the person-in-environment is an essential factor in social work practices, especially in macro level practices or Community development practices. The community where someone lives his life is very essential in describing who he is, what kind of problems he may face, and also what kind of resources are available to handle those problems. The Community development is not going to run well without any understanding of people's influences. 2) Community development needs an understanding of the history and the development of a community along with its analysis of their current status. Without those knowledge, practitioners will face some obstacles in implementing values, behaviors, and traditions of social work or in maintaining stability and trying to make some changes. 3) People are constantly change. Individuals and groups are changing in power, economic structure, funding resource, and citizenship role. Social mapping can help in understanding and interpreting those changes.

Social mapping is not only done to recognize resource potentials and social capital of a community, but also to identify the stakeholders in terms of their existence and activities, not only to look for a collaboration chance, but also to reveal their potentials in detaining the future programs. So basically, each individual or group has a different viewpoint of something within his or its own social environment, which is usually based on the psycho-history and interest motive factors within himself or itself. Those factors will influence the person in interpreting his latest condition until he reaches the act formulation process. Note that there is no rule or even a single method which systematically will be considered as the most Superior in doing social mapping. The main principal in doing the social mapping is that he can collect information as much as he can in a certain area specifically which can be used as the material in making the best decision.

Methodology

The approach of this research is the qualitative approach with descriptive methodology. The qualitative approach seeing a problem as a holistic matter, which connects each functional variable and understanding its fact or truth. Social mapping towards all parties involved in form of groups or organizations which giving their support for Citarum Harum Program in Bandung Regency, needs holistic data to carry out the whole picture, as in: characteristics, values, perceptions, leadership and influence, institutionals, relationship scheme, social capital and resources, and social networking.

Data collection for this research is done within its natural, holistic, and in-depth background. Natural means that the activity in carrying out data was done in real-life events. The Data collection technic consists of: in-depth interviews, participant observation, artifactphysic, documentation, and library research, which complement to each other. The advantage of in-depth interviews, according to Guest, Namey, & Mitchell (2013), lies on the researchers' ability in understanding their experience and understanding those interviewees effectively. The observation, according to H. Hasanah (2016) explains that observation is an empirical scientific act which is based on facts or texts found in field through an experience using his own senses without using any other manipula. This theory is the same of Stake (2010:94), that the form of an active observation is the participant observation, where the researcher joining the activity as a participant, not only for approaching, but also for trying to get an understanding of the informen experiences.

Sample choosing: The main criteria in determining informen is by understanding the studied phenomenon, recognizing and carrying out its meaning, willing to participate in doing the in-

depth interviews, and giving the researcher a permission to record the interviews and publish them for scientific purposes. The subjects of this research are the leaders and members of the involved parties who give their support for The Citarum Harum Program in Bandung Regency, whether they are the leaders or members of communities, NGOs (Non Governmental Organizations), activists, regional authorities, and so on. From all those people, the informen criteria for this research are: 1) The leader of the group, 2) the member of the group.

Data Validity: Qualitative research in testing data validity according to Soendari (2001), is by doing the test of: Credibility (Internal validity), Transferability (External validity), Dependability (Reliability), and Conformability (Objectivity). Data analysis is done after the Data in the form of transcripts of interview result and observation, pictures, photos, informen diary and so on, is considered to be completed and perfect.

Result and Discussion

This research is about the information distribution among the related parties who support The Citarum Harum Program in Bandung Regency, as in communities, environmental activist, regional authorities, or other society groups. This research is focusing on attention to the profile of each party, the picture of their characters, values, perceptions, leadership, relationship schemes, social networks, social capital, and available resources. From the profile gained, they will be analyzed to carry out their pictures of roles and functions in distributing the information on The Citarum Harum Program.

The result of this research showed that there was a lack of Socialization and distribution of the accurate information about The Citarum Harum Program which has caused the unfinished business of solving the Citarum problems as a river which has a strategic function nationally. The condition of Citarum river nowadays is very concerning due to its severe damages, from the upstream to the downstream which are caused by various problems. For example, the environmental damages of The Citarum river basin which affect the availability of water resource whether it's the groundwater or the stream/surface water, and also the decrease of the groundwater surface in the Citarum river basin due to the decreasing of catchment areas while the exploitation of groundwater is arising. (Zakia et al., 2019); waste and chemical waste dumping (Pamungkas & Khalida, 2019); the sedimentation problem which aggravates the effect of flood and shorten the life of the available reservoirs (Kurniawan, Setyarini, Kushartomo, Tajudin, & Sandjaya, 2018), and all other problems which aggravates the damages in Citarum river along with the decreasing of human life quality. The Citarum river basin is set as a National Strategic River Basin through a regulation from The State Minister of Public Works and Public Housing, number 04/PRT/M/2015 on the river basin criteria and stipulation.

The complexity of problems which cause environmental damages and pollution in Citarum river, has pushed many parties to make recovery efforts, whether from The Central Government, The Regional Government, The academics, The environmentally concerned communities, or even public in general. Special attention is given by The Central Government as an urgency in recovering Citarum river as the National Strategic River through the implementation of Citarum Harum Program since February 2018, which is strengthened by a Presidential Regulation no.15/2018 concerning to the acceleration in controlling damages and pollution around the Citarum river basin. Those regulations have become the patrons in managing Citarum river, which also unified the 18 ministries, regional governments, and are also supported by TNI (Indonesian National Armed Forces) and POLRI (Indonesian National Police) along with all society and the program is targeted to be finished in 7 years.

Citarum river basin is divided into three zones, they are: The Upstream Zone, The Central Zone, and The Downstream Zone, in implementing the Citarum Harum Program. There is a significance among those 3 zones as a unified watershed. The condition in the upstream area such as the width of catchment areas, the topography of catchment areas, the Land usability, the Land covering, the River flow, the rainfall, and the river aggregates as the erosion result in determining the quality and quantity of contaminant compound and sediment which are carrying into the utilization zone (the Central Zone and the downstream zone).

Bandung Regency as an area which holds an essential part, especially in the upstream zone, has been very expecting any active roles from the society and the private parties, and also The Bandung Regency government, ini succeeding The Citarum Harum Program. The Bandung Regency Government itself has prepared 9 regional offices which involve in supporting the Citarum Harum Program, such as The Agriculture Office, The Food Crop and Fishery Office, The Industry and Trade Office, The Public Housing Office, The Regional settlement and Land Office, The Manpower Office, The Health Office, The Environmental Office, and The Public Works and Spatial Planning Office, with The Environmental Office as the leading sector.

The manager of Citarum river basin, Major General Dedi, stated:

"Within the Citarum management implementation program, there is something which can become the principal in carrying out the program, and that thing is called the Pentahelix. The Pentahelix consists of the academic team, the business team, the community, the government, and most importantly is the media. The academic team itself consists of several smaller teams, such as the river specialists, the degraded land experts, and five other teams. And there are also some students from several universities who are doing the community service program (KKN) and are expected to be able to give some solutions and they have been doing it for several years now."



Picture 1. The Pentahelix strategy.

Source: the slide of Genetitas (Generasi Kreatif Tanpa Batas/ the Unlimited Creative Generation) event, with its theme: How The Citarum Looks in The Frame of The Media. Bandung, October 3rd, 2019.

Major General Dedi stated that mass media as the socialization tools in making the plan and the implementation to be known by various stakeholders. So it can improve the

collaboration potentials, mass media as the tools in improving public awareness of the Citarum river condition. Mass media as the tools which can play the role of education in terms of the river basin ecosystem regulations. Mass media are also as the tools to carry out some values, such as environmental awareness. Mass media can describe the existence of people's wishes of assertive curbing by TNI (Indonesian National Armed Forces) which has been participating actively in preventing and countering the Citarum river basin. Mass media also has associated Citarum to pollution caused by industrial waste. Mass media have the role in creating and shaping public awareness, so that their appreciation towards the Citarum river can become public culture and mindset. Mass media are expected to push people's initiatives to pay more attention.

The Chief Editor of Daily news "Pikiran Rakyat", Mr. Noe Firman stated:

"Ini the earliest editions of *Pikiran Rakyat*, the problems which had been faced by Citarum river had oftenly become the headline news. Nowadays, we are highlighting, pushing, and criticizing various problems of Citarum and we usually put those issues in bigger portion. Because of that, we would like to show and deliver not only the information, but also our support so all the stakeholders can get involved directly or not in the Citarum Program. Citarum should always be our concern, forever, even until the time when the water in Citarum has become drinkable, in which we never know when. Why Citarum must always be our concern even though one day the water has already become drinkable? Because the most important part is our obligation in guarding and keeping Citarum to be better and better again and for always be. As a media, we cannot do much more than giving a support to any programs which have the purposes of improving, revitalizing, maintaining efforts or others in making Citarum better. Another concern is about media's role in supporting and integrating all programs so more stakeholders will participate. Those matters will always be in our hands until Citarum can become the river we all are proud of."

The enthusiasm is also shown through numerous numbers of communities, NGOs (Non Governmental Organizations), society's groups and so on, which are participating in supporting the Citarum Harum Program, as mentioned by The Head of Environmental Office of Bandung Regency, Mr. Asep Kusumah, who also stated that many parties are participating and have reached up to 20 groups.

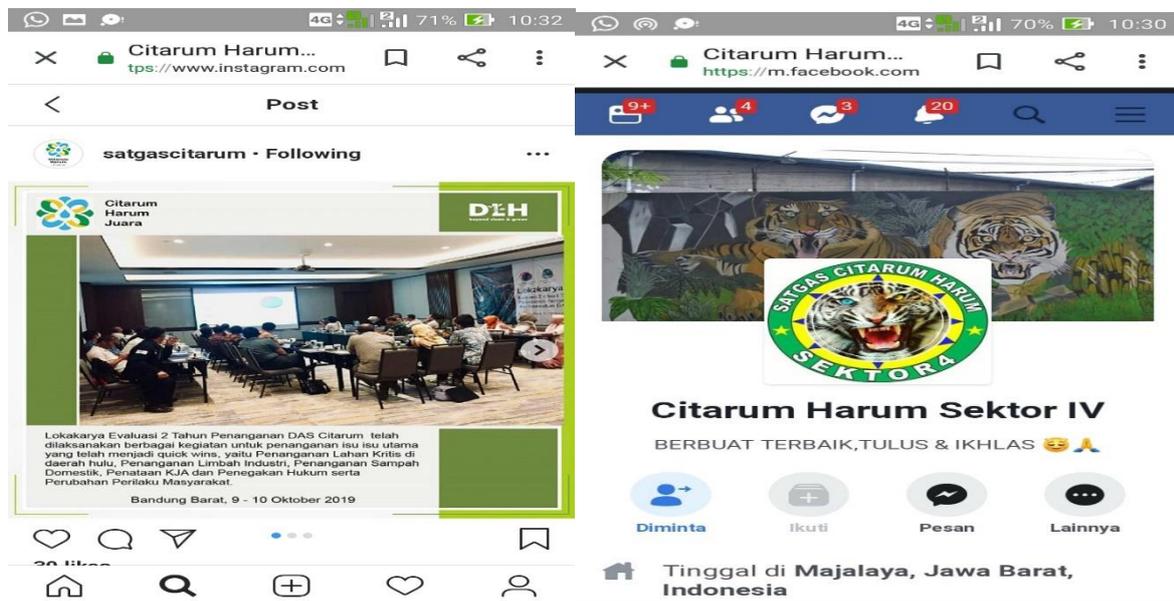
Mr. Agus Nonos as a representative of Wanapasa (Kertasari) Community Consultation Forum, stated:

"Citarum Harum ia synonymous with TNI (Indonesian National Armed Forces) jargon as an acceleration program in revitalizing Citarum river. We have been following all Governmental programs since 2002, such as Citarum Bergetar during Governor Dani Setiawan era, then Citarum Bestari with its ecovillage program during Governor Ahmad Heryawan era, which later was taken by The National government and gave the duty to TNI (Indonesian National Armed Forces) using the jargon of Citarum Harum. Ini my opinion, the Presidential Regulation on Citarum Harum Program is not fully baked in creating society's empowerment, while during the ecovillage era, there were some activities in giving education and creating awareness to public about the importance of their surroundings or environment. And TNI (Indonesian National Armed Forces) does not give much information either. Therefore, public thinks that it only takes TNI (Indonesian National Armed Forces) in working and keeping Citarum river clean."

One right way of distributing information about Citarum Harum Program was by holding The Citarum Expo, which was held on February 19th, 2019 at The Sabilulungan

building on Bandung Regency, and was attended by The Coordinating Minister of Maritime, Mr. Luhut Binsar Panjaitan, and also The Minister of Public Works and Public Housing, Mr. Basuki Hadimuljono. The result of the Citarum Expo are the success of: socializing The Acceleration Program of Citarum River Basin Damages and Pollution Control; gathering the public aspiration in completing the action plan; arranging the stakeholder data which were, are, and will be doing the activities in the Citarum river basin. The distribution of information of Citarum Harum Program is not only given through the Expo, but also in social media such as Facebook, Instagram, and Twitter.

The existence of social media in Indonesia was only a year apart from the existence of the internet. The six biggest social media in Indonesia are Instagram, LinkedIn, Google+, Twitter, and Facebook. (Sari, 2015)



Picture 2. Facebook and Instagram Citarum Harum.

Erik as the founder of PKKA Reksawana Indonesia got information about Citarum Harum Program from a launching event held in KODAM Siliwangi on Jl. Jawa. "I was there myself, so I got the information directly and more accurately. That time, I happened to be a regional coordinator in West Java. In redistributing the information we have received to public, We Reksawana are doing proactive actions, and we also happened to be in 3A sector zone, so we are helping through ideas and locality concept related to Citarum Harum Socialization, and in the district levels, the similar events are also been held."

The participation of various parties who concern of Citarum river management in Bandung Regency, in one hand has given a positive side as a form of an active role, but it could also cause some problems if there are no synergy, harmonization, and integration among them. It is very essential to create a mutual understanding among the whole components involved in planning their roadmap, in order to support The Citarum Harum Program to be run integrately.

Deni Riswandani, The Leader of Elingan (Environmental Elements) stated:

"Information about Citarum Harum was gained directly because it has been discussed long within our community, in distributing it to public, Elingan has frequently used media, such as advertisements, brochures, and also door-to-door."

The communication roles and functions have been arranged and then be implemented. It is necessary to keep tracking the data result or the output which had been done by all parties, in order to make it easier in evaluating the progress of the implemented program. The basic capital of creating the synergy and togetherness has been owned from along time ago by the people of Bandung Regency, through the spirit of Sabilulungan which is also the motto of Bandung Regency Government under the leadership of The Regent himself, Mr. Dadang Naser ini running the development wheel in Bandung Regency.

"Well, the elites actually who need more socialization than us do, that is why sometimes we also share with them, just like our local wisdom concept, we are still doing the mutual cooperation. If there were some social problems occur, we are always discussing them, Sabilulungan just like our Regent of Bandung concept," said Memet, the secretary of Ibum people's concern Communication Forum.

Sabilulungan is a verbal heritage which came from a sundanese language and strongly rooted from a local wisdom of sundanese people who live in West Java Province. This local wisdom has a moral which has become a principal or a measurement of act or behavior of people or the authority elites in their daily-basis life, both directly or indirectly, including their environmental aspect (Mariana & Paskarina (2009:15); or as life viewpoint as the term used by (Warnaen, Rusyana, Wibisana, Garna, & Djiwapradja (1987:1). The information of Citarum Harum ia distributing through mass media, social media, and Socialization activities which are being done by implementing the philosophy of Sabilulungan.

Conclusion

Bandung Regency Government has prepared 9 regional Offices which will be participating in supporting the Citarum Harum Program. The enthusiasm is also shown by numerous numbers of communities, activists, NGOs (Non Governmental Organizations), and other society groups which are always prepared in receiving any essential information regarding Citarum Harum. Citarum Harum is being distributed through mass media, social media, and Socialization activities which are done by implementing the philosophy of Sabilulungan. The participation of various parties who concern about Citarum river management in Bandung Regency has a positive side as an active role, but it can also create some problems if there is no synergy, harmonization, and integration among them. It is essential to create a mutual understanding about the information among the whole participant components, in order to support the Citarum Harum Program to be unifiedly and integratedly implemented.

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