

Karunia Resort's Efforts in Environmental Conservation Natural Surroundings

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ABSTRACT

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Environmental sustainability is one of the things that needs to be preserved and also its balance. Without a sustainable environment, the earth will be far from healthy and disasters will come by themselves. Karunia Resort is one of the resorts in Sleman, Yogyakarta. As a resort that has a natural and traditional concept, Karunia Resort must participate in the preservation of the surrounding environment. This research aims to find out the efforts of Karunia resort in preserving the surrounding nature. The method that researchers use is a qualitative method with a descriptive approach, namely data collected in the form of words, sentences, or images that have meaning and can produce a deeper understanding. The result of the study the theory used by researchers is the SMCR theory which has 4 elements, namely source (the source of information or communicator who plays a role is Mr. Haris Al-Haq as the director of Karunia Resort), message (the message conveyed is an appeal to always protect the environment), channel (the media used by Karunia resort in the persuasive communication process is printed media in the form of posters as well as social media Instagram, WhatsApp, and also Facebook), and receiver (the person who is the target of this persuasive communication is the employees, the surrounding community and also the resort visitors). Karunia resort also strives for several things including the provision of many trash cans, providing counseling to employees, utilizing media to facilitate persuasive communication, and resort governance.

1. Introduction

Indonesia is abundant in natural beauty. Various species of animals and plants require conservation for the sake of future generations. Preserving the environment and maintaining its equilibrium are essential tasks. Rochman (2020) states that one of the objectives of environmental management is to achieve harmony and balance among living organisms. Additionally, the environment is considered balanced when there is a proportionate composition of both biotic and abiotic factors. Essentially, human existence relies heavily on the natural environment for survival. Positive human conduct has the capacity to uphold the equilibrium and sustainability of nature, whereas bad and irresponsible behavior can lead to environmental degradation. The citation for this work is Elyawati and Fatmawati (2021). Regrettably, ecological issues persist as a significant concern that has the potential to jeopardize life. The depletion of natural resources such as land, water, and air, together with the extinction of plant and animal species and the degradation of ecosystems, are indicative of the deterioration in environmental quality. The progressive deterioration of environmental quality is regarded as environmental degradation (Agussalim et al., 2023).

In the absence of a sustainable environment, the Earth would be significantly unhealthy, and human existence will be jeopardized by numerous calamities resulting from environmental degradation. Based on the data provided by the National Disaster Management Agency (BNPB), the information encompasses all provinces and districts/cities and covers the entire year of 2021. According to the data from the National Disaster Management Agency (BPBD), there were a total of 5,402 disaster occurrences in 2021. These events may be categorized as follows: 1,794 floods, 1,577 extreme weather events, 1,321 landslides, 579 forest and land fires, 91 tidal waves and abrasion, 24 earthquakes, 15 droughts, and 1 volcanic eruption. (Utomo & Cipto, 2021).

Natural catastrophes arise as a consequence of many human activities that disregard their consequences, such as littering, illicit deforestation, and other behaviors that lead to environmental degradation. According to Erna Mena Niman (2019), the primary source of environmental harm is human activity, regardless of the resulting consequence. The excessive activity referred to is the overexploitation of nature. (Wahyudin, 2017) further noted that it is impossible to avoid these human activities and their impacts. The only feasible approach is to make efforts to minimize pollution and raise public consciousness and knowledge to prevent harm to the surrounding ecosystem. Human activities that disregard the ecological equilibrium also exert an adverse influence on human survival and the attainment of sustainable development. Hence, in order to conserve the surrounding environment, many endeavors are required to ensure its preservation.

Karunia Resort, situated in Bimomartani, Ngemplak, Sleman, Yogyakarta, endeavors to achieve a harmonious and sustainable environment in its surroundings. CV Karunia Persada, which consists of 5 business divisions, including Karunia Resort, operates under its auspices. This resort offers a range of services, including accommodations, both indoor and outdoor conference spaces, and several other amenities. The researcher chose Karunia Resort as the research subject due to its relatively recent establishment in 2017. Despite its young age, Karunia Resort possesses significant potential due to its distinctive concept that combines nature, tradition, and openness. Karunia Resort actively engages in many initiatives to establish a harmonious and sustainable environment. This study examines the persuasive communication efforts of Karunia Resort in utilizing the current governance structure to protect the surrounding environment.

The term "persuasive" originates from the Latin word "persuasio," which encompasses the concepts of influencing, enticing, and persuading. Persuasive communication, as defined by Bettinghaus in Nurliana's (2021) study, refers to the speaker's deliberate effort to influence the ideas and behaviors of the listener by utilizing auditory and visual means. Maya et al. (2023) also assert that persuasive communication may be conducted using both emotional and intellectual means. The speaker's emotions might be influenced by compassion and empathy, which can have an impact on their rational thoughts and feelings about life. The speaker's invites and efforts are not intended to be seen as threats or coercion. Rather, the objective of the invitation in persuasive communication is to impart knowledge and influence the opinions, conduct, and attitudes of the listeners. The message has a crucial role in the effectiveness of persuasive communication. The message is a symbolic communication sent by the speaker and interpreted by the listener, encompassing several meanings. (Novianti et al., 2020). The process of persuasive communication consists of numerous essential aspects, including the persuader, the act of persuading, the persuasive message, the persuasive channel, feedback, and the resulting impact (Ariani, 2019).

During a communication process, encountering difficulties that require prompt resolution is a common occurrence. Hence, media plays a crucial role in facilitating and enhancing the efficiency of the communication process. The choice of communication channel should align with the intended purpose and desired outcome, ensuring that the message effectively reaches the intended audience. Various forms of media can facilitate efficient communication, including print media, electronic media, outdoor media, small format media, group communication channels, interpersonal communication channels, and the internet. The citation "Novianti et al., 2020" refers to a publication by Novianti and colleagues in the year 2020.

Berlo's communication model is one of the persuasive communication models identified by professionals. Berlo (Negoro, 2017) asserts that the human communication model is based on the SMCR framework, which serves as a fundamental structure for thinking. This model may be understood as consisting of four components: Source (S), Message (M), Channel (C), and Receiver (R). The term "source" pertains to the individual or collective entity responsible for generating a message. Message pertains to the process of converting concepts into symbolic representations. A channel serves as the means via which a message is transmitted. The recipient of the message is understood to be the one who is the intended recipient of the communication. According to Stephanie Miranda Klaas (2019), the Berlo communication model is a fundamental paradigm that aims to affect human psychology in order to bring about changes in actions or behavior. This model elucidates the concept that communication is a straightforward process involving the exchange of actions or reactions. Next is persuasive communication, in which an individual exerts influence over human action or behavior. Communication is a multifaceted process that encompasses several components (Wijayani, 2022). Berlo's communication model, sometimes referred to as the SMCR theory, as described by Lina (2020), consists of four essential parts of communication:

1. Source
The source is usually known as the sender. Messengers are often associated with individuals and organizations. However, the most important thing is that the source is interpreted as someone who gives a message or is familiarly called a communicator.
2. Message
This message means as information or message that the communicator wants to convey. Of course, the message to be conveyed can be in various ways, namely verbal and non-verbal, and can also use communication media. The message conveyed is invitation, appeal and informative without force.
3. Channel
Channel itself is the media and communication channel used when persuasive communication is taking place. The media that can be used during persuasive communication is social media or print media. Communicators can also use interpersonal communication. While the communication channel consists of 3 parts, namely oral, written and electronic.
4. Receiver
Receiver is often associated with a person, audience and the general public. Because the receiver is someone who is the target recipient of the message from the communicator. Receiver is also a very important element in persuasive communication.

2. Method

The research conducted by researchers is a type of descriptive research with a qualitative approach. Research with descriptive methods aims to describe the characteristics (characteristics) of a particular situation or group, Ruslan in (Khasanudin Nur, 2019). The location of this research is Karunia Resort which is located in Sorasan, Sawah Area, Bimomartani, Ngemplak, Sleman Regency, Special Region of Yogyakarta 55584. This research was conducted from February to March 2024.

Data collection techniques in this study used interview techniques, observation and documentation related to the problem to be studied. Researchers used Miles & Huberman's data analysis techniques in (Nugrahani, 2014) said that in the interactive analysis model, several components are needed such as data reduction, data presentation, and conclusion drawing/verification. This research uses the method of triangulation with data sources and compiles assumptions and understands the surrounding phenomena through the perspective of participation. to check the degree of trustworthiness, data triangulation is obtained by checking the results of research from three data collection techniques, including observation, interviews, and documentation.

3. Result and Discussion

Results Based on the results of research conducted by researchers in the field through observation interviews and documentation, several results were obtained by Karunia resort in conducting persuasive communication to sensitize employees and the surrounding community to continue to preserve the environment. However, the focus of this research is the 4 elements of SMCR theory

Source

In making efforts to preserve the natural environment around the source of information and persuasion is Mr. Haris Al-Haq as the director of Karunia resort. As a communicator and holder of a high position at Karunia Resort, he serves as a source of information that must be conveyed to employees and also the surrounding community.

Message

Researchers found that persuasive messages in seeking to preserve the surrounding environment in the gift of the resort are advocating or giving an appeal to employees and also the surrounding community to always protect the environment and maintain cleanliness around the resort, by throwing garbage in its place, not cutting trees wildly.

Channel

Researchers found that the channel or media used in channeling messages to strive for environmental conservation by the gift of the resort is to use printed media such as posters posted at several points of the resort. Also using social media such as Instagram, Facebook and WhatsApp to provide appeals to employees and also the surrounding community to always preserve the environment.

Receiver

Receiver itself is defined as the target of the communicator. Based on the results in the field, the receivers in striving to preserve the surrounding environment in the gift of the resort are employees and also the surrounding community and visitors to the resort itself.

Karunia Resort also made several efforts and approaches to employees and also the surrounding community and resort visitors. These efforts and approaches are made to be able to facilitate the gift of the resort in giving an appeal to always protect the surrounding environment. The efforts and approaches taken include:

1. Provision of many trash cans

Karunia Resort provides several trash cans every 10-15 meters in every corner of the resort. This is done so that visitors and employees are not too far away to dispose of garbage, and also minimize visitors to litter. However, Karunia Resort only provides mixed trash cans. Therefore, the sorting of organic and inorganic waste is sorted by Karunia resort employees. The inorganic waste generated by Karunia Resort will be carried by a garbage truck, while the organic waste itself is used to feed the fish in the pond.

2. Provide counseling to employees

Karunia resort conducts special activities made for employees by holding lectures. Karunia Persada as the parent company of Karunia resort regularly conducts special lectures held for employees every Saturday at 08.00 - 11.00 WIB. Lectures for these employees are intended to improve the quality of the employees. And in the lecture Karunia resort often appealed to employees to continue to make efforts so that the environment around the resort remains sustainable.

3. Utilization of media to facilitate persuasive communication

Conducting a communication activity aimed at preserving the surrounding nature carried out by Karunia resort is done through several media. The media is used to provide the effectiveness of Karunia resort in conveying messages to the surrounding community, visitors and employees. Quoted from (Siregar, 2022) said that to achieve communication targets, media is needed according to the objectives to be achieved, the message to be conveyed and the techniques used. The form of communication carried out by Karunia Resort is through printed media such as posters to remind visitors and employees to always maintain cleanliness and also dispose of garbage in its place. the poster is temple in several crowded places such as limasan and also the arena for gathering. KaruniaResort also uses their social media such as Instagram, WhatsApp and also Facebook to introduce to the audience the activities they carry out to get a positive response.

4. Resort governance

Karunia Resort itself carries out some governance so that the resort built does not damage the environment. The governance that Karunia resort does includes waste management, water management, soil management, reforestation and conservation of historic plants.

Waste is still a serious problem in Indonesia and even in the world. According to (Indraswari, Laksmi, 2023) Data from the National Waste Management System (SIPSN) recorded, annual waste generation in 2022 reached 34.9 million tons with an average daily waste amount of 95,500 tons. That number is much higher than in 2019. At that time, the waste generation in that year was only 29.3 million tons with the amount of waste collected per day amounting to 80,200 tons. In waste management, in addition to providing trash cans and also sorting organic and inorganic waste, Karunia resort also subscribes to a garbage truck that comes twice a week to transport waste that has been sorted and selected. In water management, the focus is on irrigation of rice fields. Quoted from (Leni et al., 2021) water is the most important thing in agricultural production, therefore the availability of water is closely related to food security. Through the large ponds that the resort has created, the ponds can collect water from the opak river and this can be utilized by farmers to irrigate their rice fields.

In land management, the focus is on the layout of the building and also the water catchment area around the building. Karunia Resort has buildings that are made separately, this is so that each building has many water catchment areas. In Karunia Resort itself, the bigger the building, the bigger the field and also the pond to receive rainfall water so that it is not wasted and seeps in the ground and is also accommodated in the pond. Karunia resorts also reforest and green the land around their resorts. Reforestation according to (I Wayan Merta et al., 2022) is an activity that aims to rebuild empty land, deforested areas and also former logging in the forest. Karunia resort plants several plants such as banyan, munggur and talok. The names of the buildings in Karunia Resort are also adapted from the names of trees such as Trembesi, Mahogany, Ringin and Munggur.

4. Conclusion

Persuasive communication is an effort or invitation of the speaker in influencing the thoughts, and actions of the listener through the intermediary of hearing and vision. The existence of invitations and efforts made by the speaker is not a threat or coercion, but the purpose of the invitation in persuasive communication is to provide information and also change the opinions, behavior and even attitudes of the listeners.

The theory that researchers use is the SMCR theory which has 4 elements, namely source (the source of information or communicator who plays a role is Mr. Haris Al-Haq as the director of Karunia Resort), message (the message conveyed is an appeal to always protect the environment), channel (the media used by Karunia resort in the persuasive communication process is printed media in the form of posters as well as social media Instagram, WhatssApp, and also Facebook),

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