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## Development communication in the Ciliwung Bersih movement

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### ABSTRACT

This study identifies the role of the Clean Ciliwung Movement (GCB) in the management of the Ciliwung river and how the communication model is built in driving community participation. The method used in this study is descriptive qualitative with data collection techniques through interviews with selected informants, namely from GCB administrators and communities that are members of Ciliwung community activists spread across the upstream, middle, and downstream areas of the Ciliwung river. Out of a total of 36 communities that are partners of the GCB, this study took 9 communities representing the three segments of the Ciliwung river. Based on the data obtained, this study found that the role of GCB in managing the Ciliwung river was carried out by focusing on programs that involved partnership programs with stakeholder elements including: government, private sector, community communities, academics, non-governmental organizations, and international institutions. In implementing this program, GCB develops a development communication strategy with an emphasis on community empowerment, namely through network development, competency development, advocacy, and community organizing.



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## Introduction

New development paradigm The capacity of the community to plan, execute, and evaluate development guides communication in development. Sustainable development is a strategic development concept for all countries to achieve a safe and responsible life for future generations. A tangible form of commitment to implement sustainable development internationally has been launched by the World Bank since the beginning of 2000 through the Millennium Development Goals (MDGs), which is then continued with the Sustainable Development Goals (SDGs) program. Indonesia is a country that is committed to participating in implementing sustainable development. With the acceleration of development being the main concern of the government, of course, it has become an obligation to carry out development that is 'friendly' to the sustainability of life in the future. It is not only development that consumes the potential of wealth in the present and for the benefit of the present generation. One of the focuses of improvement in supporting sustainable development is the arrangement of the river ecosystem environment. The environment significantly impacts human life, both directly and indirectly. The river environment is one of the ecosystems that directly and closely impact human life (Hidayaturahmi et al., 2023).

As an archipelagic country, Indonesia has a stream of large rivers spread throughout the wilayah. According to (Setyowati, 2019), development generates human resources, opportunities, knowledge, and skills to increase

capacity in determining the future. This definition departs from the central concept of providing broad opportunities for people to decide on their life direction in their community. Based on Government Regulation Number 26 of 2008 concerning the National Spatial Plan (Peraturan Pemerintah, 2008), it is stated that the river area is a unit of water resource management areas in one or more watersheds and/or small islands whose area is less than or equal to 2,000 km<sup>2</sup>. A watershed is a land area that is an integral part of a river and its tributaries that functions to hold, store, and drain water from rainfall into lakes or into the sea naturally. The global changes that have occurred in the environment have brought about a significant shift in life. The occurrence of climate warming, floods, landslides, forest fires, and river pollution, has had a huge impact on human life. Rivers are a source of spring water for humans. Water pollution in river areas, especially urban areas, is a major environmental problem in many countries around the world (Lange 2015).

The water quality of rivers in Indonesia is in a poor condition. The majority of river water pollution is caused by heavy waste from industrial activities. Based on data from the Directorate General of Environmental Pollution and Damage Control (Ditjen PPK) of the Ministry of Environment and Forestry (KLHK) in 2015-2018, it is known that of the 64 thousand villages/kelurahan traversed by rivers, 25.1 percent have poor quality. The highest level of pollution is in Java Island, namely in West Java as many as 980 villages/kelurahan or 13.3 percent of the total. This pollution varies in source, ranging from household waste, factory waste, and other waste, which is the effect of reducing green land due to development. Ciliwung River is one of a series of rivers flowing in the DKI Jakarta Province. Ciliwung River is the largest and longest river out of a total of 13 rivers in Jakarta, with a length of about 337 km, the Ciliwung river flows in Bogor Regency and empties into the North Coast of Jakarta. Ciliwung River has an area of about 38,610 hectares which is divided into three sub-watersheds (DAS), namely the upstream Ciliwung covering an area of 15,251 which is located in the Bogor Regency and Bogor City; Central Ciliwung covering an area of 16,706 ha located in the area of Bogor Regency, Bogor City, Depok, and Bekasi; and downstream Ciliwung covering an area of 6,295 ha located in the DKI Jakarta area (Rahmadi Rahmad dan Ridzki R. Sigit, 2015).

Several studies have shown that the quality of the Ciliwung river is in poor condition. The water quality of the 13 rivers in DKI Jakarta is at a critical level, which is dangerous if it is used as a source of drinking water. This is due to the lack of sanitation systems in residential areas, causing pollution to river water. Ciliwung River is the most polluted river of the 13 rivers in Jakarta. The Ciliwung River has the most far-reaching impact as it flows through the center of Jakarta and crosses many villages, dense housing, and slums (Koto & Negara, 2018). Another study found that there was an increase in heavy metal pollution in the form of lead (Pb), Cadmium (Cd), and heavy metal mercury (Hg) content in the Ciliwung River area that flows along Bogor to Jakarta which exceeds the threshold set in the government. According to (Elfidasari et al., 2019) Ciliwung River is a river that receives the burden of polluting inputs from agricultural, livestock, housing, industrial and other activities; (2) Ciliwung River, in addition to functioning as a supplier of raw drinking water, also functions as a city drainage; (3) The oil and fat content in the Ciliwung River ranges from 0-9.04 mg/l. Oil and fat starting at stations 3 to 10 have been above the quality standards according to the Decree of the Governor of West Java No. 38 of 1991 and the Decree of the Governor of DKI Jakarta No. 582 of 1995; (4) The highest stations containing oil and fat are stations 7 and 8 namely Manggarai and Guntur which are 9.00 mg/l and 9.04 mg/l; (5). The oil and fat content in the Ciliwung River is vegetable oil. High oils and fats are located in areas with the highest rates of settlement; (6) There is a fairly close relationship between measured organic waste as COD value and oil and fat, compounds in oil and partially persistent fats characterized by BOD/COD reaching 0.45. according to (Hendrawan, 2008) Flood cases are also often a record of problems in the Jakarta area which empties from the river area.

In the past, the phenomenon of flooding was more caused by natural factors, but in the present time floods are more caused by improper urban management carried out by humans, for example poor drainage systems, reduced catchment areas, development that does not pay attention to environmental factors, industrial waste pollution, household waste, garbage disposal, and narrowing of riverbanks for residential areas (Susanti P, 2019). This is in line with a study conducted by (Elfidasari & Puspitasari, 2016), that the Ciliwung River is classified as a polluted river, which is evidenced by the low value of dissolved oxygen and the high value of total solids. The difference in river water temperature is caused by the factor of human activities that throw a lot of garbage into the river.

The government's technocratic approach, such as the reservoir development plan in the Ciawi area, is also considered unable to solve long-term problems as long as it is not supported by ecosystem restoration upstream of Ciliwung. Land conversion and the clearing of areas on the river border are not enough to be handled only by the construction of reservoirs alone. Based on the flood cases that occurred in 2002 and 2007, the total rainfall that could not be absorbed was 62.3% resulting in a maximum discharge of up to 525 cubic meters per second. This condition implies that the central government has not consistently implemented a number of legal rules

related to river management, including Government Regulation (PP) Number 38 of 2011 concerning Rivers and PP Number 26 of 2008 concerning National Spatial Planning which regulates river management, including river borders. Likewise, the Regional Government is also considered unable to fully manage the river optimally (Defitri, 2018).

In general, studies related to the management of the river environment have been widely carried out. But most of the related rivers have a focus on the quality of their physical environment, such as studies from (Said, 2018) and (Elfidasari & Puspitasari, 2016). Studies that focus on social problems in river watersheds are still largely focused on how the government plays a role in handling rivers and their relationship with communities, namely (Sani et al., 2017), and (Wardiningsih & Salam, 2019). These studies look at how to implement ecosystem management and how to use border space as green open space, and consider the role of community movements in rivers. For studies related to environmental communication, there is a study that finds that environmental communication requires stages of management, namely how to manage people and the environment and crisis and risk management. The communication model involves the physical environment, such as: community groups, information technology, communication and local culture. Risk management includes preparedness, mitigation, and prevention that will result in protection, life and comfort for the entire community.

This study recommends the need for a strategic and useful environmental communication planning and design process in mapping every environmental problem (Andini, 2013). Another study found that the KISS method (Coordination, Synchronization Integration, and Synergy) is the answer to problems in watershed management in Indonesia (Sriyana, 2018). The results of the study show that in general the level of coordination, synchronization integration, and synergy that has been carried out by stakeholders in the watershed is included in the moderate category, with an index figure of 71.4. This study emphasizes that river management activities must be able to accommodate community input and involvement. River management activities should reflect complementary cooperation between multi-parties in the watershed, which includes upstream, middle, and downstream.

Another study from (Östman, 2014) found that the media has a pengaruh that I believe in motivating community involvement in the environment through growing awareness of environmental issues. The study also found that there was a relationship between the level of a n knowledge and behavior. The power of the media in environmental issues was also put forward by (Parlour & Schatzow, 1978) who found that the media succeeded in making environmental issues the main issue of politics and encouraged all politicians at all levels in Canada to pay attention to environmental issues both structurally and behaviorally. Building environmental literacy is an important thing in developing and implementing effective environmental policies, for example through the use of visual images that can educate and involve the active role of the community in the issues presented. Visual image is a force that plays a major role in educating the public on environmental issues. Studies of the strategic role of media in environmental issues are also found in other studies ((Besley & Shanahan, 2004); (Yenrizal et al., 2022)). This is in line with a study conducted by (Zikargae, 2018) which found that the main causes of environmental problems are the lack of an environmental information system and the lack of space for dialogue for the public.

According to (Liang et al., 2018) in their study integrated theory and practice to create an environmental communication strategy or SEC (Strategic Environment Communication). The SEC is aimed at campaigning for a message on water conservation based on evidence. The results of his study show that the SEC model can take into account controls on behavior that are individual-based, socially based (norms) and message-based (freedom of choice). Environmental communication, which is used to campaign for water conservation with campaign messages based on individual freedom to determine their choice of action, is more effective at attracting public attention than campaign messages that pose a threat to the freedom to vote. Messages that can increase the sense of individual freedom and minimize threats to personal freedom are preferred by the public. Research conducted by (Hidayaturahmi et al., 2023) states that advocacy, education, and conservation are forms of development communication built by the Ciliwung Depok Community to make the Ciliwung River sustainable. The environment's carrying capacity from community leaders and religious leaders can influence community participation in the form of support provided. Based on these various backgrounds, this study identifies two problem formulations, namely: 1) What is the role of the Clean Ciliwung Movement in the management of the Ciliwung river? ; 2) What is the communication model of development in the environmental management of the Ciliwung river? The purpose of this study is to identify the role of the Clean Ciliwung Movement in the management of the Ciliwung river and identify forms of development communication in the management of the Ciliwung river.

## Method

This research uses a descriptive qualitative approach with a case study method. According to (Sugiyono, 2019) qualitative research methods are often called natural research methods because the research is carried out in natural conditions. This study uses two types of data collection: primary and secondary. Preliminary data was collected through in-depth interviews with selected sources. The type of interviews conducted in this study were semi-structured interviews, in which the researchers had prepared the questions to be asked; the informants chosen in this study were GCB administrators, namely the Chairperson and secretariat staff, as well as representatives of several Ciliwung community administrators. Secondary data in this study were obtained through document review and observational studies. Document review is carried out through program and activity reports and other related documents with the Ciliwung River program. Observation studies are carried out by looking at phenomena in community group meeting activities and the results of activities/products, for example, hydroponic parks, dock construction, and so on. The scope of this research is the Ciliwung people scattered in the upper, middle, and lower reaches of the Ciliwung River, so the data analysis techniques used are data reduction, data presentation, and drawing conclusions or verification.

## Results and Discussions

### The Role of the Clean Ciliwung Movement in the Management of the Ciliwung River

The Clean Ciliwung Movement (GCB) was formed in 1989 as a result of the initiation of the Governor of DKI Jakarta, Minister of Environment, Minister of Public Works, BPLHD DKI Jakarta, Universities, NGOs, WALHI, DML. The establishment of the GCB was based on the need to improve the environmental conditions of the Ciliwung river. GCB is an organization that raises community awareness with community organizations, universities, student organizations, local governments, central government, and the business world. GCB's vision is to make the Ciliwung River a clean and reusable river for various activities, such as: drinking water sources, tourism, transportation facilities. The missions of the GCB are: 1) increasing community awareness and action to overcome the Ciliwung problem; 2) facilitating the cooperation of various parties and building partnerships towards Ciliwung Bersih; 3) support policies to improve water quality with community participation and activities to reduce pollution burdens; 4) encourage improvement of river conservation and hygiene efforts in the upper reaches of the Ciliwung river. In realizing its vision and mission, GCB plays the role of facilitator, coordinator, advisor, coach, and builds partnerships with various parties who care and are responsible for the Ciliwung River.

**Table 1.** Ciliwung River Community (GCB, 2019)

No	Community name	No	Community name
1	Ciliwung Community (KPC) Puncak	19	Ciliwung Muara Cililitan Caring Community
2	Cijulang Asri Farmer Group	20	Ciliwung Rajawali Caring Community
3	Baruasan Farmer Group	21	Mat Peci (Ciliwung Caring Society) Cikoko
4	Ciliwung Gadog Community	22	Gema Darling (Environmentally Conscious Community Movement)
5	Community Care Ciliwung Bogor	23	Ciliwung Sanggar Al-Ikhlas Community (Bidara Cina)
6	Ciliwung Cilebut Community	24	Ciliwung Merdeka Community
7	Ciliwung Bojong Gede Community	25	<i>Green Camp</i> Halimun
8	Ciliwung Community in Depok	26	Community of People Caring for Kali Jakarta
9	SAR Karang Taruna Lenteng Agung	27	KPC Kedung Sahong
10	Ciliwung Lenteng Agung Community	28	Residents Care for the Environment of Kampung Sawah
11	Ciliwung Community of Western Cape	29	Ciliwung Panus Community
12	East Pejaten Ciliwung Community	30	Friends of Ciliwung
13	Ciliwung Condet Community	31	PEPELING
14	Ciliwung <i>Institute</i>	32	KPC Gema Bersuci
15	Ciliwung Tanjungan-Cililitan Community	33	Jawara Peci
16	Ciliwung Reed Caring Community	34	KPC Buyung Gerak
17	Ciliwung Buyung Gerak Caring Community	35	KPC Rawajati
18	Kramat Village Community	36	Jakarta <i>Green Monster</i> Community

Based on the results of interviews conducted with the Chairman of the GCB, it is known that currently the total number of registered communities is 36, spread across the upstream, middle, and downstream regions.

Although in its implementation in the activities held, not all of these communities play an active role, there are even some who havenot carried out intensive river management activities.

Since its establishment, the GCB program has aimed to become a quality river within the next 20 years. But in fact, after 20 years later, namely in 2009, the quality of the Ciliwung River is even more concerning. The river is increasingly polluted and there is no concern from the surrounding environment. The GCB managers at that time also did not have enough time to focus on managing the Ciliwung River through this GCB. The location of the office that became the GCB secretariat even became an uninhabited land, so it was used as wild land for the local community. Until finally in 2009 there was a change of management, namely with the appointment of a former regional official of DKI Jakarta Province, Mrs. Peni Susanti as Chairman of the GCB until now. GCB has had many programs and activities to 'revive and refocus' the vision and mission of GCB, namely to make the Ciliwung river a quality river. The emphasis of the programs and activities carried out by Mrs. Peni as the head is to involve the community in river management.

GCB also coordinates the formation of Ciliwung communities spread across the regions s epanjang s ungai Ciliwung seperti depicted in the picture above. GCB plays a role as a facilitator in helping these communities to get to know and identify the potential they have. Berdasarkan in further formation of the GCB board, it is known that the GCB focuses on implementing programs or activities that support the improvement of community competencies, seperti which is illustrated in the table below.

**Table 2.** Clean Ciliwung Movement Program and Strategy (GCB, 2019)

Program Name	Strategy
Development Program	Formed Ciliwung Center
Planning Program	Environmental Preservation (Conservation, Revitalization, Restoration, Climate Change etc.)
Maintenance Program	Facilitator and Discussion for Environmental Sanitation (WWTP, Waste, Clean Water, Drainage, etc.)
Coaching Program	Facilitator with the Ciliwung Caring Community (KPC), carrying out important day 2 activities
Cooperation Program	Coordination with Government Agencies (KLHK, KPUPR, BPLHD DKI Jakarta, Private Sector (Indofood, IGCN, Nestle, Palyja, etc.), UI, TRISAKTI, and KPC.

In the maintenance and coaching program, GCB plays an active role in facilitating the community to carry out training, such as *hydroponic* pen training, charcoal training and others asai. In relation to the maintenance program, GCB seeks to communicate environmental messages to the community about the importance of maintaining the Ciliwung river. The activity is realized by involving the community in activities commemorating world water day, tree planting action movements, cleaning waterways, the Ciliwung 'Stop Nyampah di Kali' campaign and socialization which basically emphasizes the importance of conserving water. The background of the geographical conditions of the region and the character of the local community determine how and what the form of focus of the community is.

**Table 3.** Upstream, Middle, and Downstream Ciliwung Community Programs and Activities (Data Processing, 2021)

No	Community Name	Activity Name	Goal	Purpose
	KPC Bogor City	Socialization and Action on River Waste Sorting	6 RT regions located in the watershed	1) Separating river waste by category for easier processing/handling 2) Creating a waste sorting model at the RT level
		Making Biopore Holes to decompose organic waste	Household	Preventing waterlogging (flooding)
		Cultivation of BSF (Black Soldier Fly) or Black Fly Army (larvae) for animal feed	Volunteers	Improving the welfare of volunteers

No	Community Name	Activity Name	Goal	Purpose
		River Cruise	General public	Creating educational tours along the river while scavenging garbage
	Friends of Ciliwung	River education tourism marketing cooperation	Education Office of Depok City and West Java Province	Building cooperation with the government to promote educational tourism
		Management of abandoned government lands along the watershed	Depok City Government and West Java provincial government	Functioning <i>idle</i> government land as a support for environmental sustainability and improving public health
		Increasing the competence of volunteers as rafting business actors	Volunteers	Increased competence of volunteers
		Maintenance of rafting equipment	Rafting equipment	Maintaining rafting equipment
		River Education Rafting	General public	1) Creating clean river educational tourism 2) Educated communities about river waste 3) Improving the economy of the community, volunteers, and business actors
		Depok Rafting Competition	General public	Capturing the potential of volunteers and rafting athletes
		Ciliwung folk party ( <i>Fun rafting</i> )	General public	1) Increased local potential 2) Increased travel sales through educational rafting discount vouchers
		River patrol	THE Ciliwung	1) Maintain the safety of the watershed area from natural or human-caused destruction 2) Preventing disasters
		Building a seedling house	General public	Building land for planting and maintaining seedlings
		<i>Green to school</i> and environmental cadres	Students of elementary-junior high schools in Depok and surrounding areas	Shaping the character of the younger generation who love the environment
		Nature tourism 'do not destroy nature'	General public	Making nature tourism safe from human damage
		KLHK River Patrol Disaster Response Team	River Patrol Team	Identify points of accumulation of garbage and waste
	PEPELING	Waste management of Cisarua market and traders outside the market	Cisarua market and surrounding areas	Creating cleanliness of Cisarua market
		Waste management cooperation with the TOSS model	GCB and volunteers	Reducing waste buildup

No	Community Name	Activity Name	Goal	Purpose
		Inventory of Waste Points and Sources of Pollution	Residents and corporations around the banks	Mapping vulnerable points along river bodies and borders
		Formation river volunteer 'GARDA PATANJALA' (guardian of the veins of the earth)	Every RT along the banks. Priority in 3 villages. Cibeureum, Citeko and Kopo villages.	Involving all components of the community to take responsibility and take a role in efforts to maintain the cleanliness of the river
	<i>Eco-Village</i>	Survey mapping community needs in managing household waste	1) Pasir Angin Village (RW 05) 2) Sukakarya Village (RW 04 and RW 05) 3) Gadog Village (RW 03)	Identifying community needs in waste management of tanngga houses
		Building vertical drainage	Public roads and public facilities	1) Increase the water absorption point 2) Reduce <i>run off</i> (run off water passage to river) Reducing flooding
		Community Development through competency training and FGD	1) Pasir Angin Village (RW 05) 2) Sukakarya Village (RW 04 and RW 05) 3) Gadog Village (RW 03)	Realizing changes in community behavior in waste and environmental governance
		Reduction of Greenhouse Gas Emissions	All stakeholders in the Bogor Regency area	Reducing gas emissions rumah glass
		Ciliwung subdas patrol: ciesek river and sukabirus river and ciratim river	Cies: Mega Mendung Village, Cipayung Girang DS and Pasir Angin Village Ciratim: Ds Cipayung girang, Cipayung village, gadog village Sukabirus: Ds, sukagalih, Ds sukaresmi, Ds sukamanah, Ds sukamaju, Ds sukamahi, Ds gadog.	1) Subtitle monitoring 2) Minimize waste to the water flow
	<i>Saung Bambon Riverside</i>	River Patrol	Srengseng Sawah and Lenteng Agung Community	Improving water quality and disaster risk
		Education Rafting	General public	Developing tourist destinations on the Ciliwung River
		Green Economy	KSBI MSMEs domiciled in RW 02,03,04,07,08 Lenteng Agung Village	Forming environmentally conscious MSME actors
	KPC Lenteng Agung	Ciliwung Eduwisata Socialization	1) 25 KB cadres in Jagakarsa District. 2) 20 members of the DKI Jakarta Ecoprinter Association 3) 15 students of IBI Kosgoro K57	Promoting ciliwung edutourism

No	Community Name	Activity Name	Goal	Purpose
		Skeeper and Water Resque Training	Youth/youth 10 people	Preparing human resources to carry out education and disaster mitigation
	Sahong Hood	Technical Guidance on Waste Management Methods	Society Rw 01	Providing knowledge and skills on how to manage waste according to waste characteristics (organic / inorganic)
		Planting of 1000 trees endemic to Ciliwung in the 20 KM Watershed	Kcharcoal Taruna Srengseng, Lenteng Agung, Tanjung Barat	Maintain the soil structure around the Ciliwung River watershed so that it is not exposed to erosion and avoid natural disasters and keep the air clean
		Riverbank Community Disaster Mitigation Training	Riverbank community of Srengseng Sawah Village, Lenteng Agung, Tanjung Barat	Providing community knowledge on how to minimize the impact and possibility of being affected by disasters
		Conservation	5 hectares of riverbank area	Protecting riverbank areas from poaching and illegal logging activities on riverbanks
		Education	Residents of the banks	Carry out socialization of waste management
		River patrol	The area of the bank that is the scope of the community area	Monitoring the state of the riverbank, community activities on the riverbank, and the state of flora and fauna along the banks, sewage points and water discharges from culverts
		Advocacy in advanced park development projects	Person in charge of the advanced park development program	Ensuring development planning and results are on target
		Fish breeding and cultivation of idle land around the monitoring post as agricultural land	Community and community activists	Empowering surrounding communities and community activists to supplement their income
	Ciliwung Children's Community	River patrol	Members and the surrounding community	1) Maintain the safety of the watershed area from natural or human-caused destruction 2) Reducing waste in rivers 3) Preventing disasters from occurring
		Devotional work	Members and the surrounding community	1) Keeping the watershed area clean 2) Preventing disasters from occurring
		River Education Rafting	General public	1) Creating clean river educational tourism 2) Educated communities about river waste



No	Community Name	Activity Name	Goal	Purpose
				3) Improving the economy of the community, volunteers, and business actors
		Tree planting	General public	Creating natural levees to reduce landslides and floods
		Reading Garden	General public (children)	Educating the nation's children
	Voluntary Likes	Increased competence of volunteers as river patrols	Volunteers	Increased competence of volunteers
		Socialization of waste sorting to the community along the Ciliwung watershed	Communities along the Ciliwung watershed (Karadenan point – Pondok Rajek)	Increase understanding and behavior change towards waste in the community
		Waste Management Education to the community along the Ciliwung Watershed	Communities along the Ciliwung watershed (Karadenan point – Pondok Rajek)	Educating and increasing the capacity of the community in waste management, both organic and inorganic,

Based on figure 4 above, it can be seen that there are variations in the types of activities from each community spread across the upstream, middle, and downstream regions. Of the many activities carried out, there are also activities that are comprehensive, for example for river patrols. The entire community has this activity, because in essence the activity aims to supervise and monitor the physical condition of the river and identify early the existence of potential damage or problems, such as the accumulation of garbage and waste. In addition, for handling if a problem is identified, a coordinated and synergistic follow-up must be carried out between communities, especially between upstream, middle, and downstream segments.

#### Development Communication for the Preservation of the Ciliwung River

Development communication becomes one strategi essential to the success of the development program (Fajri et al., 2018). Communication can bridge between the source of information (the person in charge of the program) and the recipient of the information (the development target group). So far there are still many programs of dissidents u nan that are quite struggling untuk acceptable and understood serta run by kelompok sasaran. Resistance u n-use programs is still widely encountered. What is done by Gerakan C i liwung Bers i h through coordination and cooperation with k omunitas-komunitas Ciliwung which is community-basedkat local, has proven that program construction can be easier Executed with an approach to the communication aspect. The program of activities carried out by the Clean Ciliwung Movement in river management prioritizes the development communication model, namely: advocacy, competency development, network development, and community organization. These four aspects become a development communication model that supports the goal of creating a clean Ciliwung. Where development communication is a form of activity to disseminate useful and efficient information, as well as to provide forums for discussing public issues, teaching skills, and imparting knowledge with predetermined objectives (Cangara, 2020).

First advokasi, the communication patterns carried out by Gerakan Ciliwung Bersih are advocating policies to the government regarding laws and regulations that are considered not conducive to supporting the sustainability of the river optimally. According to (Gunardi et al., 2006), advocacy is a strategic process that directs various activities designed appropriately for stakeholders and policy makers. This form of advocacy is carried out by involving the Ciliwung community to provide input regarding policies that regulate river management, as well as related to river problems that have not been regulated in a policy. One of them is the input that has been given by the community regarding waste management which requires cooperation between the central and regional governments. Because there is still a gap in regulations issued by the central government and daerah. Second, the development of competence is realized by GCB through its very varied program of activities which is realized in the form of community-based river management. The existence of communities a s Ciliwung has helped speed up and meningk a tkan skins improvement in the Ciuwung river.

There are not a few contributions that have been made by these communities. Komunitas Ciliwung is the vanguard in managing a clean and refreshing community watershed to want to participate in a role in the management of the river. Komunitas also menjadi the first party who dengan very responsive to the occurrence of disasters in the local area, and is able to move bersama members to handle garbage in sewer river. With the strategic position of the Ciliwung community towards river management, GCB assesses the importance of conducting community competence through a program of activities that can support the knowledge and skills of the community in managing and maintaining the urban river. The forms of activities carried out include training hidroponik, waste recycling, people's electricity, the Local Waste Processing (TOSS), development of tourism, and pendampingan sekolah sungai.

Third, network development is carried out by GCB through coordination and cooperation with government agencies both central and regional, namely the Ministry of Environment and Forestry, the Lingkungan Hidup P Service, the Agricultural Food Security and Fish Management Service, and the DKI Jakarta Provincial Park Service. In addition, it is also carried out against private institutions, seperti PALYJA (PAM Lyonnaise Jaya), Indofood, and international agencies such as JICA, as well as the scope of the international, namely the governments of Korea, Japan, and Malaysia. This form of network development is mainly directed at the form of partnerships based on the watershed ecosystem. Related problems have not been terintegrasi handled by Ciliwung from upstream to downstream as well as across sektor and across communities, making GCB take the initiative to reposition itself in mediating all relevant stakeholders and building cross-regional cooperation to make the Ciliwung river clean is even better.

Finally, community development is realized in the form of providing a forum and opportunity for communities to innovate and be creative in managing rivers. Community organizing is carried out by involving the Ciliwung community in the preparation of program planning. GCB. How is the participation of the community so as to be able to provide input and suggestions on the kegiatan from the time of planning, to the time of evaluation of activities. One of the practices carried out by Pepeling (Environmental Care Activist), which is one of the communities located in the upstream area, provides recommendations for environmental improvement in the form of the importance of efforts to synergize with tourism managers to reduce the impact of externalities and waste and socialize waste to the pariwisata world. In carrying out its activities, Pepeling also involves community administrators such as the chairmen of RT and RW. The local Environment Task Force also welcomes and appreciates the activeness and movement carried out by Pepeling. Other local administrators such as RW 02 are also heavily involved. In fact, one of the RT chairmen of RW 02 is a woman, where the involvement of women also has a great influence.

Thus, the study in this sees that the communication development consisting of: advocacy, development of kompetensi, development of network, and pengorganisasian of a community menjadi an important way to be able to realize the purpose of pembangunan in managing the river environment Ciliwung. The permasalahan land that is terdapat related to kualitas river Ciliwung that exists at this time is still not thoroughly discovered. However, the movements that have been carried out by the GCB melalui its cooperation with the communities Ciliwung menjadi a big dorongan and the enormous contribution and a strategic from the changes that have begun nampak from kualitas river Ciliwung dibandingkan in earlier times. Thus, this research proposes establishing communication in support most suitable to the local community to capture high community engagement in the executed program of activities. The government should be able to monitor how local knowledge is used to create communication messages. Finally, the government and society may work together to create a social movement that promotes environmental sustainability.

## Conclusions

Development communication is the key to the strategy in determining the success of achieving goals for mewujudkan river Ciliwung which is clean and can be used for various community activities, seperti means of transportation, sumber drinking water, and pariwisata. Thus in this regard for strengthening the advocacy strategy, because the participation of the community in influencing the direction of river management is responsive to the needs of the community and integrative between the government community, and the private sector. This study emphasizes the importance of a study related to komunikasi as a builder and for sektor private (corporate), wheezing the position of swasta in supporting efforts to perbaikan river management, both from the side as a capital owner and as a business actor that affects the quality of the river.

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