



Ecological Da'wah Communication: A Case Study of “Project B Indonesia” Waste Bank

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Abstrak

Kata Kunci:

Dakwah Ekologis,
Perencanaan
Dakwah,
Implementasi
Dakwah, Kendala
Dakwah

Dakwah pada hakikatnya bertujuan untuk mentransformasikan nilai-nilai agama dalam bentuk perilaku, menerjemahkan bahasa wahyu ke dalam tindakan nyata dan mengintegrasikan kehendak Tuhan ke dalam tuntutan realitas. Pada kenyataannya permasalahan ekologi sudah seharusnya menjadi perhatian semua pihak, salah satu indikasinya adalah kerusakan lingkungan yang semakin mengkhawatirkan dan mengancam kesehatan serta keberlangsungan manusia untuk hidup sehat di muka bumi. Dengan kondisi seperti ini diperlukan kemampuan komunikasi dakwah ekologi dalam menyampaikan pesan-pesan lingkungan kepada masyarakat luas, salah satu lembaga yang telah melakukan kegiatan tersebut adalah Project B Indonesia. Penelitian ini menggunakan jenis penelitian deskriptif kualitatif yang memuat informasi mengenai fenomena-fenomena utama yang kemudian digali dalam penelitian. Teknik pengumpulan data dalam penelitian ini menggunakan wawancara, observasi dan dokumentasi. Teknik analisis data yang digunakan adalah reduksi data, kemudian menampilkan model data, dan mencari kesimpulan. Hasil penelitian ini melihat bahwa Project B Indonesia mempunyai peranan yang cukup besar dalam menanggulangi permasalahan sampah, dimana proses komunikasi dakwah ekologi dirancang dengan perencanaan yang baik, dimulai dari pembentukan komunikator yang wajib membaca Al-Qur'an, menentukan target dan kebutuhan audiens, menyusun pesan-pesan komunikasi yang mampu diterima oleh seluruh anggota masyarakat, merencanakan media dan saluran yang tepat sesuai dengan tangkapan audiens, dan menetapkan tujuan komunikasi yang melibatkan seluruh tim Project B Indonesia. Penerapan komunikasi dakwah ekologis yang dilakukan Project B Indonesia juga memiliki tingkat keberhasilan yang berbeda-beda.

Abstract

Keyword :

Ecological
Da'wah, Da'wah
Planning,
Da'wah

Da'wah is essentially aimed at transforming religious values in the form of behavior, translating the language of revelation into concrete actions and integrating the will of God into the demands of reality. In reality, ecological problems should be a concern for all parties, one of the indications is environmental damage which is increasingly worrying and threatening the



Implementation, health and sustainability of humans to live healthy on earth. Under these conditions, it takes the ability of ecological missionary communication to deliver environmental messages to the wider community, one of the institutions that has carried out these activities is Project B Indonesia. This research uses descriptive qualitative research which includes information on the main phenomena which are then explored in the study. Data collection techniques in this study are using interviews, observation and documentation. The data analysis technique used is data reduction, then display the data model, and to find conclusions. The results of this study see that Project B Indonesia has a significant role in tackling the problem of waste, where the ecological missionary communication process is designed with good planning, starting from the formation of communicators who are required to read the Qur'an, determine targets and needs of the audience, compile messages communication that is able to be received by all members of the community, planning appropriate media and channels according to the audience's catch, and setting communication objectives that involve the entire Project B Indonesia team. The application of ecological missionary communication carried out by Project B Indonesia also has varying degrees of success.

INTRODUCTION

Ecological problems should be a concern for all parties, one indication is the environmental damage that is increasingly worrying and threatening the health and sustainability of humans to live healthy on earth. According to Wahana Lingkungan Hidup (Walhi), Indonesia has entered the status of an environmental emergency (Mongabay Enviromental News, 2018).

Waste has become a major problem in various countries including Indonesia. The geographical location of Indonesia, which is surrounded by oceans, causes waste on land to flow into the Indonesian oceans and bring waste pollution to adjoining countries. So that in 2010, Indonesia ranked second as the country contributing the most marine debris in the world (Jambeck et al., t.t., p. 769).

The Ministry of Environment of the Republic of Indonesia again issued Ministerial Regulation number P.10/MENLHK/SETJEN/PLB.0/4/2018 concerning targets for household waste management and waste similar to household waste. Article 9 of the Ministerial Regulation explains that waste management is carried out by strengthening community involvement in communication, information and education (Ministry of Environment and Forestry of the Republic of Indonesia, 2018, p. 7), the establishment of a community that



operates as a Waste Bank is one of the efforts in household waste management.

The existence of waste banks in various regions of Indonesia, it turns out that it has not yet given significant results in reducing the lift of the spread of waste, based on environmental data in 2016, in the city of Yogyakarta there are 433 Waste Bank Groups spread across 14 sub-districts. According to Indonesian Environment statistics, in 2016 the daily waste production in Yogyakarta City was 904.80 tonnes and increased in 2017 to 1,048.00 tonnes per day. While in 2017, the amount of waste transported every day was 1,040.00 tonnes per day (Yogyakarta Environmental Agency, n.d., p. 209).

Urban Greenpeace Indonesia's campaigner stated that a religious and moral approach is needed to solve environmental problems, especially waste. According to Islamic teachings, the ethics of protecting the environment have been established through the caliphate mandate that Allah gave to humans as representatives of Allah Swt on earth. Saefullah stated that the alignment of Islam as an environmental guardian with anthropocosmic patterns is reflected in the demands of Islam which places human and natural relations as an obedience and togetherness to Allah swt (Saefullah, 2016). As a form of religion's role in reducing environmental problems, it is necessary to have preachers who focus on environmental issues. The purpose of the da'wah process is to transform religious values in the form of behaviour, put the spirit of revelation into real action and integrate God's will into the demands of reality (Asep Saeful Muhtadi, 2012, p. 33).

In the last 10 years, many groups have sprung up that care about the environment. One of these institutions is Project B Indonesia, which as a communicator has been actively conducting socialisation activities in several cities and provinces outside Java. The role of the communicator determines the success of communication activities, so it is important that a communicator has good skills and abilities. (Hafsah Juni Batubara et al., 2017, p. 271)

In a study conducted by Muhammad Zahrul Fikri, with the title Ecological Concept Based on Sunnatullah as the Foundation for the Formation of Insan Kamil and its Relevance to PAI Values found the results of research that the form of mutual relations between humans and nature on Earth Langit Farm produces benefits to both. The concept of sunnatullah ecology at Bumi Langit Farm is first, by prioritising human relationships with God, with knowledge of divinity and good relations with God will cause fear of doing damage. Second, regarding human relationships with others, which starts with good behaviour with nature (Muhammad Zahrul Fikri, t.t., pp. 113-114).

Then in research conducted by Jumarddin La Fua and Ismail Suardi Wekke with the title 'Islam and Conservation: The Da'i Approach in Environmental Conservation explains that the



environmental da'i approach carried out in the Linggikima community is through religious lectures, taklim assembly activities and Friday sermons. This is because the da'wah message delivered is a cultural problem of the community. Furthermore, the environmental da'i strategy is carried out by constructing Islamic values directed at increasing people's understanding of social problems (Jumarddin La Fua & Islamamil Suardi Wekke, 2017, pp. 221-223).

In another study conducted by Ari Rohmawati and Habib Ismail entitled *The Role of Extension (Da'i) in Ecological Development: Efforts to Control Environmental Damage* found the results of the study that the role of extension workers who are then interpreted as da'i plays a significant role in ecological development through transformative da'wah, then resolved through the epistemological basis of innovation, diffusion and adoption. (Ari Rohmawati & Habib Ismail, t.t.).

In a further study written by Uup Gufron entitled *The banten bebersih movement in the perspective of ecological da'wah* found the results of research that the Banten Bebersih 2017 programme contains ecological da'wah principles in the form of: (1) al-intifa; (2) al-i'tibar; (3) al-ishlah; (4) al-tauhid; (5) al-ayat; (6) al-khalifah; (7) al-amanah; (8) al-is; (9) al-tawazun; (10) al-riayah dun al-israf; and (11) al-tahdits wa al-istikhlaf. However, these activities still experience obstacles caused by factors of public awareness and follow-up to the programme (Uup Gufron, 2017).

Meanwhile, in a study written by Ahmad Khoirul Fata entitled *Theological Basis of Ecological Da'wah* found that in this study found that there are several Islamic doctrines that can be the basis for Ecological da'wah, first the concept of nature and humans as creatures of Allah, second nature and humans as verses of Allah, third humans as caliphs of Allah on earth. (Ahmad Khoirul Fata, 2017).

Currently, Project B Indonesia has done a lot to change people's mindset towards waste, through various social media that they manage. Counselling and training on waste management are increasingly being launched as an effort to prevent the social and environmental impacts of waste, recorded to date the amount of waste received and reprocessed by Project B Indonesia as much as 1,677,052 pieces of waste, when stretched the waste is equivalent to 75 volleyball courts and 35 futsal courts. The waste collected was obtained from 462 customer groups with a total of 1,500 individuals. Due to Project B Indonesia's dedication in handling plastic waste, the Sleman Regency government through the Environmental Agency made Project B Indonesia one of the waste data centres, this was encouraged because their role in educating the community had an impact on reducing the



amount of waste that was disposed of, burned or entered the landfill by 13 garbage trucks.



Picture 1. Socialisation activities conducted by Project B Indonesia

METHODS

The data source is the subject to obtain research data, determining the data source in this study using purposive sampling and convenience sampling techniques. These two techniques have different ways and approaches, purposive sampling is sampling with consideration. In this study, consideration was given to data sources based on the position and period of involvement of the informant. While convenience sampling looks at the availability of elements and the ease of obtaining them as data sources, the purpose of seeing the availability and ease of obtaining data sources, researchers measure through the distance of the research location.

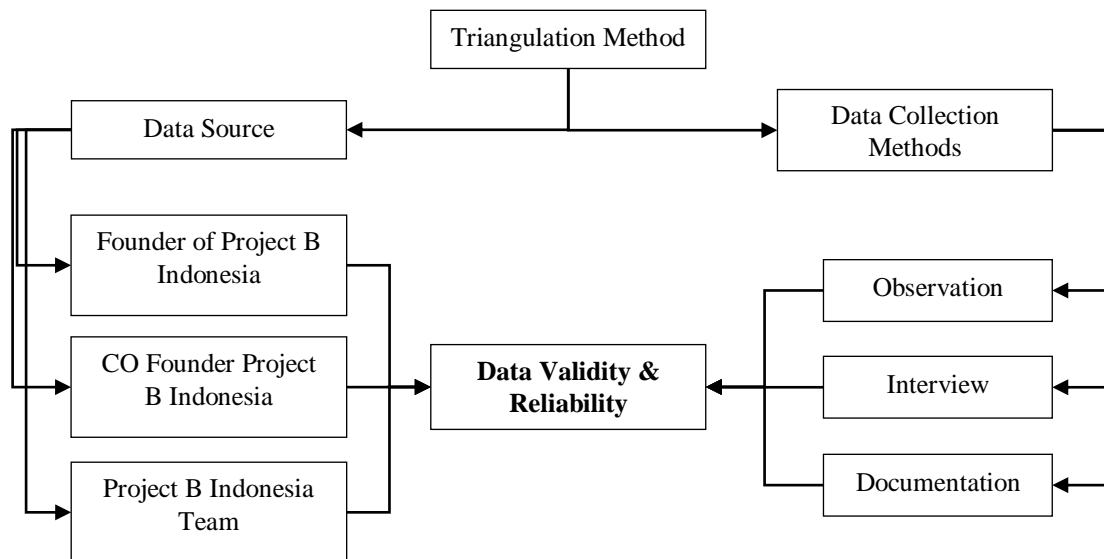
As a method of extracting and analysing data, this thesis will use qualitative methods. The selection of qualitative methods considers topics that need to be explored, with the view that variables are not easy to identify and theories that still require development (Emzir, 2012).

Efforts in collecting data, researchers use techniques, interviews With interviews, researchers can obtain a lot of data that is useful for their research.(Pawito, 2007) Furthermore, observation activities are carried out. Observation also means that the researcher is with the participant, this is because the researcher believes that being together will help the researcher obtain a lot of hidden information and may not be revealed during the interview.(J.R. Raco, 2010).

After making observations, researchers will conduct documentation, documentation

techniques are needed to strengthen the arguments found by researchers in the field.

The process of validity and reliability of data is a way to reduce bias and increase the credibility of research. Although in qualitative methods validity and reliability are debatable, through triangulation techniques, the data obtained during research can be confirmed. The following is a picture of the triangulation technique process:



Picture 2. Data Triangulation Method

RESULTS AND DISCUSSION

A. Identification of Project B Indonesia's Ecological Da'wah Communication Planning

The communication process is transactional or the exchange of ideas and ideas between the parties involved. Before starting communication activities, a series of activities that are structured and directed are needed, this is done to ensure that the communication activities to be carried out run well. As written by Eddie C.Y Kuo who quotes Waterston's opinion, planning is a consciously organised and continuous effort to choose the best available way to achieve a specific goal.(Eddie C.Y Kuo & Peter S.J. Chen, 1996).

In the planning stages carried out by Project B Indonesia, it starts with several stages. Among them.

1. Communicator Establishment

In the standard process of recruiting new members, Project B Indonesia conducts



an acceptance selection with several stages, firstly all applicants will be asked to fill out a form about self-introduction and knowledge about Project B Indonesia; secondly, all applicants who have filled out the form, will be called for an interview about the personal abilities of each participant. There is something interesting about the second process, namely the founder and co founder as the selection team will see the participant's ability to read the Qur'an, in the process of reading the Qur'an ability test, the selection team will ask the applicant to read several verses of the Qur'an, after which they will be asked about their religious abilities.

The determination of the communicator must consider the audience and the message to be conveyed, a heavy message and a more complex audience will be more trustworthy to a well-experienced communicator. Communicators who have been assigned by the founder will receive a schedule for the socialisation and sufficient information for the target audience to be faced, at least seven days before the socialisation, the names of the communicators and the team will be written in the Project B Indonesia schedule of activities. Communicators will also receive socialisation materials provided by the founder and co founder, the materials provided have the freedom for communicators to make adjustments and additions to the materials, as long as they remain within the vision and mission of Project B Indonesia.



Picture 3. Project B Indonesia's New Team Recruitment Process



2. Determine the Target Audience and Needs

In general, the target of environmental communication carried out by Project B Indonesia is all humans who produce waste or waste, in other words, all humans are the target audience of Project B Indonesia, but in the implementation of socialisation, the target of communication is those who have made requests for socialisation.

Socialisation requests are in the form of invitations to socialisation requests, to socialisation requests submitted through social media or team contacts published on various Project B Indonesia social media. Socialisation will be carried out if the activity schedule does not coincide with other activities organised by Project B Indonesia.

3. Developing Ecological Da'wah Communication Messages

The preparation of neat and orderly messages will create a more favourable communication climate, increase interest, order in the distribution of messages, making it easier to provide understanding, affirmation of the main problem of fibre showing the logical thoughts of the communicator. (Wahyu Illahi 2010) In the process of preparing communication messages carried out by Project B Indonesia, the source data used as message material is important to be arranged properly and correctly. The source of material to be delivered to the community is data that comes from trusted sources, Project B Indonesia makes data from the Ministry or environmental survey institutions as supporting data for socialisation materials, the preparation of materials will be adjusted to the target audience who will receive the message.

In the socialisation activities, the design of da'wah communication messages carried out by Project B Indonesia, divides the socialisation message with several forms of verbal and non-verbal messages. The form of verbal messages will be delivered in the form of lectures, presentations before the audience, presentations and lectures using visual communication tools. Non-verbal forms of communication will be delivered through practical activities for adults and simulations in the form of fairy tales for children. The preparation of ecological messages, Project B Indonesia requires communicators to open the message by saying Islamic greetings in front of the audience, although afterwards it will continue with congratulations according to the time of the socialisation. Islamic messages are always prepared and delivered in socialisation



activities, the message has been well structured but the essence of the Islamic message is not eliminated by the communicator.

4. Media and Channel Selection

In the selection of media and channels carried out by Project B Indonesia, several processes are carried out to determine the media to be used. The process of selecting media and channels begins when a request for socialisation is received by the Project B Indonesia team, the received request letter will then be followed up by questioning the background of potential communicants. After getting the exposure of prospective communicators in the socialisation activities that will be carried out, then the team will hold a meeting, in the meeting will be attended by the team that will be the communicator at the socialisation location and accompanied by the founder and co founder. In the meeting, the socialisation team that will be sent then analyse prospective communicators, if prospective communicators are children, then the media that will be used is different from adults, in dealing with children's participants, then the media that will be used adjusts to the world of children, such as using media dolls, pictures and games. It is also different if the prospective communicants who will receive socialisation messages are adults, the selection of media for adults tends to be more serious and use less game media, such as using projectors and reading modules.

Other media used to channel messages to communicants, Project B Indonesia uses projector media or a tool that displays images from a computer device into a larger visual and is able to reach many people to see it. The projector was chosen because of its compact appearance and easy to carry during socialisation, besides that this tool also makes it easier for the team to show visual messages to communicants. Another reason for using projector media is to reduce the use of paper in socialisation activities, considering the routine socialisation activities carried out by Project B Indonesia, the use of paper in every socialisation will only increase the waste generated from these papers.

5. Determining the Purpose of Ecological Da'wah Communication

In general, the purpose of da'wah in the frame of communication is divided into 3 objectives, including (a) informing, (b) influencing, and (c) entertaining. (Wahyu Illahi 2010) In some socialisation carried out by Project B Indonesia, of course, it has various objectives according to the target audience. The effectiveness of communication depends



on the equalisation of goals between the communicator and the communicant, if the communicator has the same goal as the communicant, and vice versa, the chances of communication breakdown are very small. Project B Indonesia conducts socialisation based on socialisation requests, this is done to equalise the communication objectives expected by the communicator, from the request letter given to Project B Indonesia, the team will determine the communication objectives of the socialisation to be carried out.

B. Identification of the Implementation of Project B Indonesia's Ecological Da'wah Communication Planning

Implementation of a communication plan is the second stage in starting a communication, planning without application of communication will be useless. The application of communication will identify the function of communication carried out well according to the plan that has been prepared and set. In functional theory explains the communication process, the basis of this theory views the process as an instrument used by the group and the quality of the output of the group.(Morrison 2013)

The application of a communication plan is the second stage in starting a communication, planning without the application of communication will be useless. The application of communication will identify the function of communication carried out well according to the plan that has been prepared and set. In functional theory explains the ongoing communication process, the basis of this theory views the process as an instrument used by the group and the quality of the output of the group.

As communicators are required to have a lot of knowledge about ecology, extensive knowledge will be obtained if communicators build social networks and discuss intellectual sensitivity. In this problem, Project B Indonesia is led by environmental engineering lecturers at the Islamic University of Indonesia, thus the development of knowledge related to the environment or ecology will be easier to obtain. In addition, the process of building social networks carried out by Project B Indonesia is easier to do, this is because each team has been equipped with the ability to adapt and socialise to the community, the debriefing is carried out in evaluation activities to increase the capacity of communicators.



Picture 4. Project B Indonesia Team Presenting Socialisation Materials

In addition, to produce the suitability of the target and needs of the audience, Project B Indonesia in carrying out socialisation activities, has considered the suitability of the target audience in the socialisation team meeting activities. The team meeting is conducted three or two days before the socialisation activities are carried out, besides that, the data collection of the audience has been carried out when the request for socialisation is received by Project B Indonesia.

In delivering messages, Project B Indonesia conveys messages related to ecology will adjust to the target audience to be received, there are at least two types of message delivery carried out by Project B Indonesia in its socialisation activities, first the message will be delivered in a lecture model, informal presentations in front of the audience, language packaging in lectures, presentations is easier to accept, it is also done with jokes and more relaxed, in this model the communicator also displays visual material so that it is easier to understand. In the second model, Project B Indonesia will deliver in an educational game model that uses supporting game equipment, this message delivery model is always done if the audience who will listen is children.

In order to facilitate the delivery of messages, the use of media in socialisation is an important thing done by Project B Indonesia, during the research process almost never found doing socialisation without using media/communication channels. In addition, as a communication channel tool, the existence of game cards, recycling practice tools, is an important part in supporting the smooth socialisation carried out by Project B Indonesia. In dealing with children's audiences, the team always uses tools as a medium of



communication to children.

All communication processes carried out always have a goal that is able to influence, add information and entertain for the recipient, in other words, if in the ecological socialisation activities carried out by Project B Indonesia, the ultimate goal should be understanding and changing the attitude of the audience before socialisation to after socialisation is carried out.

Based on the identification of the application of ecological da'wah communication planning carried out by Project B Indonesia, at least found several factors that cause the success of an application of ecological da'wah communication, less successful indicators are due to the ineffectiveness of the application carried out by Project B Indonesia, as well as the incompatibility of the application and planning prepared. Indicators of success can be seen from the alignment between planning and implementation of ecological da'wah communication carried out by Project B Indonesia, but the impact resulting from the application of the plan is not great felt by the audience. While the indicator is very successful, it will be seen from the suitability of planning and implementation of ecological da'wah communication, and the impact of the application of communication has a major effect on the implementation of socialisation activities.

C. Identification of Barriers to Ecological Da'wah Communication of Project B Indonesia

In the implementation of ecological da'wah activities carried out by Project B Indonesia, it is inseparable from communication disorders. In the implementation of socialisation carried out with many community groups, as well as differences in the environment and psychology of the community provide a gap in the occurrence of communication barriers to convey ecological messages. Communication barriers will arise after the planning and implementation of socialisation by the Project B Indonesia team with the recipient audience of ecological messages is implemented. In identifying how to overcome communication barriers by Project B Indonesia, it will first explain some of the communication barriers that have been received by Project B Indonesia during the implementation of socialisation, including: Socio-anthro-psychological barriers, Semantic Barriers, Mechanical Barriers and Ecological Barriers.



Based on several types of communication barriers as well as how Project B Indonesia overcomes communication barriers, it can be summarised in the table below:

Table 2: *Identification of Barriers to Ecological Da'wah Communication of Project B Indonesia*

Types of Communication Barriers	Identification of Project B Indonesia Communication Barriers	Overcoming Project B Indonesia Communication Barriers	Success Rate
Socio-antro-psychological barriers	1. There was misinformation about the character description of the participants and what happened during the socialisation.	1. Confirm information about the characteristics of the participants to the organisers of the activity and build a light conversation with the participants, before the event starts.	Very successful
		2. Not grouping socialisation participants in the same RACE, same culture.	success
	2. Differences in the education level and age of the socialisation participants.	3. Packaging the message according to the characteristics of the socialisation participants, if the participants are children then the message will be more	Very successful



			interesting delivered in the form of games and stories.	
Simantic Barriers	1.	Project B Indonesia has conducted socialisation in many locations in Indonesia, so language problems will be increasingly common.	1. Apologised for not using the local language and introduced myself to the socialisation participants.	Less successful
	2.	Inenvironmental issues, a lot of vocabulary is in foreign languages, making it difficult for the socialisation participants to understand.	2. Reduce the use of foreign languages in socialisation activities and try to replace foreign vocabulary with words that are easier to understand.	success
Mechanical Barriers	1.	The activity organiser did not provide a projector during the socialisation activity.	1. Project B Indonesia always brings a projector to socialisation activities.	Very successful
	2.	The loudspeaker provided by the organiser broke down during the event.	2. If the loudspeaker is broken during socialisation, the communicator will ask participants to sit closer so that the communicator	success



Ecological Barriers			's voice is well received.
	1. Often find several community activities together in one socialisation activity location.	1. Ensure to the activity implementer that there is only one activity in the socialisation location.	Less successful
	2. Conducting socialisation in an open space, which hindered the delivery of the socialisation message..	2. Suggest a location that is conductive to conducting socialisation.	Less successful
	3. The distraction of children participating in the socialisation activities broke the concentration of the participants.	3. The Project B Indonesia socialisation team directed mothers with small children to sit near the exit.	Less successful

CONCLUSION

The emergence of communication barriers in ecological da'wah activities carried out by Project B Indonesia, presents a solution to overcome the communication barriers they encounter. Various efforts were made in minimising communication barriers, in the research researchers found aspects of success in its implementation, there were at least three indicators of success in the process of overcoming these communication barriers. Success is not only determined by the concept of overcoming communication barriers conveyed by informants to researchers, but the results of field observations are considered very successful, successful, and less successful. The aspect of very successful researchers give if the process of overcoming these obstacles is routinely carried out and effective to be used as a formula in overcoming communication barriers in different locations. The successful aspect is the aspect that is in the



middle position, where researchers found that the Project B Indonesia Team has succeeded in overcoming communication barriers, although there are still other shortcomings such as, the use of foreign language use is still often done because of the spontaneity of communicators in socialisation. Nevertheless, consistency in the implementation of these successful aspects has been good. The less successful aspects in the identification table above are for the process of overcoming obstacles that are still rarely used by the Project B Indonesia team, such as overcoming language barriers, that Project B Indonesia still rarely apologises if it does not use the local language.

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