

Effectiveness of Music as a Medium for Environmental Conservation and Awareness Among Children at Kampoeng Baca Pelangi in Mercekebon Village, Narmada Subdistrict, West Lombok Regency



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ABSTRACT

This research is motivated by the effective use of music as a medium for environmental conservation and awareness. The works created by the children of Kampoeng Baca Pelangi have made efforts to voice the importance of environmental conservation and awareness. The focus of this research is to understand the effectiveness of music as a medium for character building in environmental awareness among the children of Kampoeng Baca Pelangi in Mercekebon Village, Narmada Subdistrict, West Lombok Regency. This research uses a descriptive qualitative approach, a method that provides an overview and description of all activities using music as a medium to convey messages to children to understand the importance of preserving the natural environment. The research consists of four stages: planning, observation, implementation, and reflection. The research was conducted over a period of three months, emphasizing music as an effective medium for the children in the Kampoeng Baca Pelangi community in Mercekebon Village, Narmada Subdistrict, West Lombok Regency. The results of the research show that music can be an effective medium for raising community awareness about the environment and nature. This has proven to be effective for the children of Kampoeng Baca Pelangi. This is evidenced by the observed changes in the children's discipline in maintaining the cleanliness of their surroundings, their habit of disposing of waste properly, and their growing understanding of the importance of preserving the environment and nature for their future.

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INTRODUCTION

Music can be a catalyst for change. This is evident in the efforts of the children of Kampoeng Baca Pelangi, who use music to advocate for environmental conservation and awareness. The Kampoeng Baca Pelangi community has created several works that focus on issues related to environmental conservation. Taufik Mawardi, the founder of the Kampoeng Baca Pelangi community, involves young children from Mercekebon Village, Narmada Subdistrict, West Lombok Regency in creating musical works that are then used as a movement to emphasize the importance of environmental conservation and awareness.

Music is an effective medium to create a movement that encourages society to be more concerned about environmental conservation, including the children at Kampoeng Baca Pelangi. Music has the potential to be the right medium to develop the thinking skills of the community or the children at Kampoeng Baca Pelangi. For children, music becomes a crucial element in the development of their soul or sense to understand the conditions around them. Music can provide enthusiasm and a vibrant atmosphere in understanding a situation. Just like vegetables without salt, life without music would lack flavor. This element is so ingrained in human life that it can be beneficial in all aspects and situations.

One of the beneficial aspects of music for human life is its role as a medium for mediating between humans and their environment. Music can act as a conveyor or bridge of human thought and feeling toward the reality around them. The choice of music is the primary tool used to voice the importance of environmental conservation and awareness because musical products are more quickly accepted by various groups, including the residents of Mercekebon Village, Narmada Subdistrict, West Lombok, compared to other artistic media.

Researchers see that music has the potential to effectively become a social movement that can more quickly reach the listeners about the importance of environmental conservation and awareness. A completed musical product can be enjoyed not only when a group plays it live but also through broader access to listeners, such as uploading the music to digital platforms to expand the audience and promote the social issue of the importance of environmental conservation and awareness.

Music is recognized as having a significant effect on humans because it is a powerful medium for articulating ideas and thoughts. Music can also unite individuals in facing common issues, from critical political themes, social, economic, cultural problems, even environmental issues. In line with the function of music in human life, it can be proven that music can also be a medium for the balance of nature in its growth. Nature becomes an inspiration for the world of music, and conversely, music becomes a medium for cultivating a sense of closeness between humans and nature.

These two real sides can serve as benchmarks for humans to complement each other between themselves and music, and between music and nature in human life. This means that nature can realize the aesthetic inspiration of music creation for humans, and music itself, after processing, can become a medium to bring humans closer to nature. Based on this reality, to generate positive values in human life, considering the current condition of nature which is increasingly degraded due to human actions, music is again used as a medium to bridge this condition to obtain positive values, in the form of human conservation or concern for their environment.

If we trace the current condition of the earth, it can be said that it is on the brink of pollution and destruction. Nature is now increasingly far from its natural state. Nature and its environment are increasingly affected as human civilization moves towards technological advancement. It is not the advancing technology that is the problem, but the unwise human response to these conditions. One part of nature that has been touched and contaminated by human actions without their awareness is the area of nature called forests. Forests, which are the lungs of the earth or the world, especially protected forests, are forest areas designated by the government or certain groups to be protected so that water regulation and soil fertility can continue to function and can be enjoyed like other biodiversity and ecosystems (Suharyadi, 2006).

Several well-known musicians, both internationally and nationally, have created various music in their song lyrics that urge humans to care for their environment. Take for example, local musician Ebiet G.A.D. from the 80s, who has a pop music genre with lyrics about the state of nature, natural disasters, and even lyrics containing criticisms of human actions that damage the environment. There is also Ully Sigar Rusadi, a musician who always sings songs about life and degraded nature. The more the real state of nature is echoed through social media by volunteers or people who are part of nature-loving and environmental care communities, the more active creative young musicians are in creating songs with nature themes and environmental care titles. This is expected to impact human awareness levels to wisely protect their environment.

This love and environmental awareness movement is implemented through simple musical media for the children at Kampung Baca Pelangi in Mercekebon Village, Narmada Subdistrict, with the hope that through songs, children will quickly understand and grasp the goal of instilling a love and care for the environment. With music and songs, children's worlds become more colorful and enthusiastic.

Kampoeng Baca Pelangi, located in Mercekebon Village, Narmada, West Lombok, is a community that guides neglected children through a contextual educational package. This community, initiated by Kampoeng Baca Pelangi, serves as a place for guiding children, established and organized by a group of students. Here, music and songs are used as a medium

for environmental conservation awareness, with the hope that this concept will achieve maximum results in the implementation of an environmental love culture. Simple issues such as waste management, energy conservation by using water as needed, and the culture of planting and maintaining trees as protectors must be promoted.

From the researcher's interview with the community manager, Taufik Mawardi stated that the activities carried out within the community are always colored by music and songs because the community also includes punk kids, who are street children with distinct clothing and style attributes—black clothes, black nails, ripped jeans, and mohawk hairstyles. They initially spent their days hanging out at terminals and intersections while busking to make a living. Various activities conducted in the Kampoeng Baca Pelangi community are aimed at developing the potential possessed by these children. During these activities, various educational messages and information are included, adding color to the children's world in general, such as learning to paint while singing, practicing daily self-discipline while singing, and promoting clean living habits and environmental love while singing according to the theme of the activity, so that children can quickly grasp the intended messages.

Thus, the application of music and songs as an effective medium for environmental preservation and love among the children of Kampoeng Baca Pelangi becomes an appropriate way to convey messages. This study is limited to the issues of how the Kampoeng Baca Pelangi community determines the effectiveness of music as a medium for environmental conservation awareness among the children in Mercekebon Village, Narmada Subdistrict, West Lombok Regency, and why music is used as a medium for environmental conservation and awareness. The aim is to identify and analyze achievements through the process to determine the level of character change in children concerning environmental awareness through the application of music and songs in daily life at Kampoeng Baca Pelangi. Additionally, this study aims to understand the process through which the Kampoeng Baca Pelangi community determines the effectiveness of music as a medium for environmental conservation and awareness among children.

METHOD

The type of research used in this paper is descriptive qualitative research because it describes conditions as they are without giving treatment or manipulation to the variables studied. Descriptive qualitative research is a type of research that obtains data as it is, and this research emphasizes the meaning of the results. Descriptive qualitative research guides the research from problem formulation to explore or capture social situations to be studied comprehensively, broadly, and deeply through descriptive qualitative research can provide descriptions and portrayals of phenomena or situations being studied, which are scientific and more focused on quality, characteristics, and the interrelation of activities.

According to Sugiyono (2016:9) in *Methodology of Research*, the descriptive qualitative method is a research method based on post-positivism philosophy used to study the natural condition of objects where the researcher is the key instrument for data collection techniques conducted. Based on this opinion, the descriptive qualitative research method is used as a guideline in this paper because the data sources are taken as they are, according to the actual conditions and phenomena of the research object. The data from the object is then explored into a writing package that can be used as a reference and description of how the techniques and methods of applying music and songs can change children's characters in the culture of loving the natural environment.

The data collection techniques in this research include observation, interviews, and documentation. Data analysis techniques start from formulating and explaining the problem and continue until the result of the study. Data analysis is an effort to search and systematically arrange the study results and so forth. According to Miles and Huberman, the analysis activities consist of three concurrent streams of activities: data reduction, data display, and conclusion drawing or verification. Concurrent activities mean that data reduction, data display, and conclusion drawing or verification intertwine as a cyclic process and interaction before, during, and after data collection in parallel forms that build general insight called "analysis" (Ulber Silalahi, 2009: 339).

RESULTS AND DISCUSSION

Kampoeng Baca Pelangi was founded by Taufik Mawardi in November 2018 together with friends from East Warrior, after the Lombok earthquake. The establishment began with trauma healing activities and then created activities and several programs that utilized art media as a means, such as theater, literature, and music. Various campaigns were carried out to empower the community, especially children and the younger generation. One of the programs initiated was a campaign on environmental conservation and awareness. One of the art media used in this campaign is music.

The process of imparting knowledge about the effectiveness of music as a medium for environmental conservation and awareness among children at Kampoeng Baca Pelangi is done through music and songs. It starts with introducing basic concepts about the environment and the importance of taking care of it. The children are involved in the process of creating song works aimed at campaigns on environmental conservation and awareness. In the initial stage, children are invited to understand what the environment is, including elements such as soil, water, plants, and animals. This is done in a simple and interesting way, using songs that convey messages about nature. For example, lyrics that tell about the water cycle, the importance of trees, or keeping the earth clean.

The songs composed are intended to teach environmentally conscious behavior, including not littering, conserving water, and planting trees, after the children have mastered the basics. The arrangement of these songs makes them enjoyable and easy to remember, helping the children quickly learn the material. The children are also encouraged to watch or sing along with musical performances that promote environmental topics, creating an engaging and fun learning environment. With music and songs, children will be able to understand and digest the importance of caring for the environment and preserving nature. During this process, their knowledge of the environment is reinforced through practical activities integrated with the songs. For example, after listening to a song about keeping clean, they might be invited to clean up their surroundings or plant trees after hearing a song about the importance of forests. These activities not only reinforce the messages in the songs but also help the children understand the connection between theory and practice.

In presenting musical products, several stages are followed as part of the creation process. It starts with writing lyrics for some of the music works of the Kampoeng Baca Pelangi community, beginning with examining the social issues around them. During this process, the children are involved in composing the song lyrics for the works to be produced. In the music-making process and the selection of music types, everything is made as simple as possible because the songs are intended for children. The goal is to enable the children to quickly grasp the important knowledge about environmental conservation and awareness.

The composed works are not only presented in written form but are also produced digitally through recording processes. The recording process is done after the children have mastered the music and songs. The recorded results are usually listened to first to ensure the general audio standards before being widely distributed. This process ends with a joint reflection, where the children are invited to discuss what they have learned from the songs. Trainers or facilitators can delve deeper into the children's understanding of the environment and how they can apply what they have learned in their daily lives. Through this musical approach, knowledge about environmental awareness is conveyed in a fun and effective way, encouraging children to understand, appreciate, and practice environmentally friendly behaviors in their lives.

Reflection in learning music as a medium for environmental conservation and awareness at Kampoeng Baca Pelangi involves evaluating the process and outcomes of children's experiences interacting with music and the environment. This reflection activity not only serves as an opportunity to assess theoretical understanding of music and nature but also to reflect on how music can be an effective educational tool in instilling values of environmental conservation. In this context, children are invited to recognize the connections between musical elements and natural elements. For example, they might learn about rhythms inspired by natural sounds like the rustling of water or birdsong. Through this activity, children learn to appreciate and feel a closeness to nature while becoming aware of the importance of protecting their environment.

Reflection also includes how music can strengthen empathy, cooperation, and discipline. Through the process of playing music together, they learn to work as a team, listen to each other, and develop an awareness of collective responsibility, both towards each other and towards nature. Ultimately, learning music is not just about theory or technique but a tool for building a more responsible and environmentally conscious sensitivity. With reflection activities, children are also encouraged to contemplate the changes they feel within themselves, in terms of musical skills, understanding of the environment, and moral development such as respect for nature and others. This process allows them to deepen the meaning of what they have learned and formulate how music can be a powerful medium to bring positive change in themselves and their environment.

The effectiveness of music in instilling values

Effectiveness can be defined as the measurement of success in achieving predetermined goals. If a task or job is completed in the specified manner, then the method is appropriate and effective. According to Gibson (1985: 27-30), effectiveness is the achievement of agreed-upon goals and objectives to reach a common goal. Effectiveness can also be defined as the achievement of agreed-upon goals and objectives to reach a common goal. The effectiveness of music as a medium is a measure of how far a goal is achieved using whatever can be used to convey or send a message from the sender to the receiver. The children at Kampoeng Baca Pelangi use music as a medium to convey messages to the people around them or to the broader community.

The analysis of the success level of music effectiveness in environmental conservation and awareness among the children of Kampoeng Baca Pelangi can be seen from the impact they have on their village. With the creation of musical works they produce and perform for the teenagers and their parents in the village, some changes can be observed. For instance, parents have started to make an effort not to litter, including encouraging teenagers to do the same. As we know, in this era of social media, their works and performances do not end in their village alone; the general public can also benefit from or gain knowledge from the musical media produced by the children of Kampoeng Baca Pelangi.

Music is a reality of the universe inspired by humans. This has been formulated by ancient philosophers who considered music to be an embodiment of the universe. Nature has a wealth of sounds and unique musical rhythms. Humans are creatures who always learn from the natural characteristics of their environment, such as harmony, symmetrical balance, a sense of togetherness, and self-unity. The sound of the ripple flowing through rivers, the roar of waves sweeping across the ocean, the wind echoing through trees, the droplets of dew hitting the leaves, the patter of rain to the roar of thunder striking the fields, are all natural phenomena that have living sounds and rhythms. Similarly, with the heartbeat, the breath, and the human vocal cords that naturally produce sounds, this describes the intimacy between humans and the universe with music as an inseparable unity, all of which continuously transform in line with the progress of human civilization over time. Suka Hardjana describes a process of encounter between humans and nature that produces musical works, when original sounds sourced from nature are articulated or processed by humans into artificial sounds containing artistic value. Thus, both natural and artificial sounds created by human work become the language of art, namely music (Hardjana, 1983).

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In the context of education, the use of music and songs can be an effective way to convey messages about environmental conservation and awareness. Through song lyrics and melodies, children can generally learn about life values such as tolerance, togetherness, honesty, or love for the environment (nature). Music and songs can enhance children's motivation and creativity in learning to understand their surroundings, because music and

songs have the power to influence human emotions and behavior, making them an effective medium for environmental conservation and awareness.

In teaching environmental conservation and awareness to children, they need to be educated based on their willingness, thinking patterns, and sensitivity to emotions. Applying the right methods and media to children can be effective, one of which is through conveying messages with music and songs. The message contained in a song can be fully grasped by children's thinking power if they are in a stable emotional and mental state. Music can play a role in fostering intelligence and enhancing children's memory, as listening to music can also be used to set the mood, change children's mental states, and support their ability to understand their surroundings. Through rhythm, beat, and musical harmony, music can influence children's (humans) psychology while evoking feelings and memories.

Within the scope of elementary school education, the use of music and songs can be an effective method of conveying environmental conservation and awareness. Through lyrics and melodies, students can learn about moral values such as tolerance, togetherness, honesty, and love for nature and the environment. Through music and songs, it is hoped that the learning values can be achieved more optimally. Another positive impact is the faster increase in children's motivation and creativity. Music has the power to influence human emotions and behavior, making it an effective medium for environmental conservation and awareness. Music is considered important in facing the traffic of life. Every child certainly has inherent talents. Musical talent is the foundation of skills and traits carried since birth. This inherent talent must be actualized by skills and supported by intelligence.

Music provides a safe place to express emotions such as joy, sadness, anxiety, or calmness through its compositions. The art of music can shape a whole person, as emphasized by Respati (2015), who states that the benefits of music art for children are to strengthen the affective, psychomotor, and cognitive aspects of learning, provide a basis for expression and creativity in music, balance the development of the left and right brain, serve as a means of expression, imagination, and creativity, and enhance the relaxed atmosphere and emotions in learning and life. The art of music plays a very important role in the world of education. Through music, students can express and appreciate art creatively to develop their personalities emotionally. Ultimately, this will produce individuals who are intelligent both physically and mentally and have character (Anonymous, 2023). Based on this, music is a part of human life and mental development since a child is born, possessing certain musical aspects that can become part of the ornaments of life experienced along their journey.

Not only as a means of entertainment and a medium for expressing emotions, but music also plays a very important role in developing approaches to children for environmental conservation and awareness. According to Madina et al. (2021), music as one type of art education can develop children in various developmental aspects that function as builders of aesthetic quality in cognitive, affective, and psychomotor forms.

Music education also includes learning that seeks to explore and develop students' aesthetic potential, which can refine their character (Madina et al., 2021), because music can shape a person, culture, and society (Handayani, Desyandri, and Mayar, 2022, Agus Mega Saputra et al., 2024; Suryadmaja et al., 2015). Children are more sensitive and quicker to grasp messages from a situation or condition through songs because songs provide a cheerful and happy atmosphere. When children are faced with simple problems, the speed of capturing messages and directions through songs can also alleviate boredom in their activities, so the implementation of the message can be optimally achieved.

Integrating environmental education and music, children not only become more aware of environmental issues but also develop empathy, responsibility, and cooperation. Music becomes a bridge connecting knowledge and action, encouraging children to actively participate in protecting and preserving their environment. This process is considered effective because the learning model and the instillation of values through music are perceived as flexible and easier for the children to understand. Through this knowledge and understanding, children are then stimulated to build self-awareness.

CONCLUSION

In line with the research problem formulation, research objectives, and analysis of the research results, it can be concluded that implementing music media related to environmental conservation and awareness among the children of Kampoeng Baca Pelangi has proven effective in changing their attitudes towards environmental awareness. The daily activities of the children in the Kampoeng Baca Pelangi community have become more vibrant with various activities promoting a clean environment, especially with guidance on recycling. Their activities have increased while their routine activities within the community continue.

Through simple mentoring stages in educating the children of Kampoeng Baca Pelangi, a habit has been created that is very beneficial for their lives, namely how they are able to maintain cleanliness of their environment and themselves, and of course, how to preserve it. Such activities are one of the simple keys to protecting and preserving nature from damage. The enthusiasm of the surrounding community, including the government, has been very supportive of the activities at Kampoeng Baca Pelangi, as evidenced by the granting of permits, direct involvement, and providing facilities at the activity site.

The effectiveness of music and songs in strengthening awareness of environmental and nature care has yielded satisfying results as a motivational medium for children in understanding various educational stages related to maintaining cleanliness and their living environment. The message in the songs used can be quickly digested and understood by the children of Kampoeng Baca Pelangi, so the expected changes can quickly be realized (located in Mercekebon Village, Narmada Subdistrict, West Lombok Regency).

This process not only stimulates the growth of awareness but also provides space for children to become accustomed to creative processes. As children are involved in the lyric-writing process, they understand the lyrics and apply them in their daily lives. The creation of simple music that can be easily enjoyed by many groups, followed by visiting a recording studio, listening to the recording results, and finally releasing and widely distributing the works, shows that the issue of environmental conservation and awareness is crucial for the community to pay attention to.

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