



Dedicated:
Journal of Community Services
(Pengabdian kepada Masyarakat)
<https://ejournal.upi.edu/index.php/dedicated/>



Gerakan Jumat Nagrog Bersih to increase public awareness of environmental cleanliness

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ABSTRACT

The village is a legal community unit with household administration based on the rights of origin and customs recognized by the central government and domiciled in the regional district. The existence of KKN in the village will train students to observe what might be developed or identify a problem that requires a solution. One of the programs that needs a solution to maintain environmental cleanliness is the Jumat Nagrog Bersih (JUNARSIH) Movement. This is done by evaluating the results of the observations made. The results show a need for re-socialization to increase public awareness about maintaining environmental cleanliness. In addition, it is necessary to collaborate with the entire potential of the community, such as informal leaders, religious leaders, Non-Governmental Organizations (NGOs), and mass media, so that this program can be more widely mobilized and feel its echo in the community. The strategies that can be carried out to carry out the JUNARSIH Movement are communication strategies, focusing on the intended target, and choosing the right form of communication to make the village community able to increase and improve the quality and quantity of environmental cleanliness.

ARTICLE INFO

Article History:

Received: 8 Sept 2023

Revised: 7 Feb 2024

Accepted: 21 Feb 2024

Available online: 11 Mar 2024

Publish: 21 Jun 2024

Keyword:

Character formation: clean environment; Junarsih

Open access

Dedicated: Journal of Community Services (Pengabdian kepada Masyarakat) is a peer-reviewed open-access journal

ABSTRAK

Desa adalah kesatuan masyarakat hukum dengan penyelenggaraan rumah tangga berdasarkan hak asal-usul dan adat istiadat yang diakui oleh pemerintah pusat dan berkedudukan di dalam wilayah kabupaten daerah. Adanya KKN di desa akan melatih mahasiswa untuk mengamati apa yang mungkin dikembangkan atau mengidentifikasi suatu permasalahan yang memerlukan solusi. Salah satu program yang memerlukan solusi untuk menjaga kebersihan lingkungan yaitu Gerakan Jumat Nagrog Bersih (JUNARSIH). Hal ini dilakukan dengan mengadakan evaluasi dari hasil observasi yang telah dilakukan. Hasilnya menunjukkan bahwa perlu adanya sosialisasi kembali untuk meningkatkan kesadaran masyarakat mengenai pentingnya menjaga kebersihan lingkungan. Selain itu perlu kolaborasi bersama keseluruhan potensi masyarakat seperti para informal leader, tokoh agama, Lembaga Swadaya Masyarakat (LSM), dan media massa agar program ini dapat semakin digerakkan secara luas dan terasa gaungnya di masyarakat. Adapun strategi yang dapat dilakukan untuk melakukan Gerakan JUNARSIH yaitu strategi komunikasi, focus pada target yang dituju, dan memilih bentuk komunikasi yang tepat untuk menjadikan masyarakat desa bisa meningkatkan serta memperbaiki kualitas dan kuantitas dalam hal kebersihan lingkungan.

Kata Kunci: Junarsih; kebersihan lingkungan; pembentukan karakter

How to cite (APA 7)

Fadila, M., & Kusmana, R. T. (2024). Gerakan Jumat Nagrog Bersih to increase public awareness of environmental cleanliness. *Dedicated: Journal of Community Services (Pengabdian kepada Masyarakat)*, 2(1), 107-116.

Peer review

This article has been peer-reviewed through the journal's standard double-blind peer review, where both the reviewers and authors are anonymised during review.



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INTRODUCTION

A *desa* is a legal community unit that governs its affairs based on original rights and local customs recognized by the central government, and it is located within a regency area. In a general sense, a *desa* can also be described as a human settlement located outside urban areas, whose inhabitants primarily make a living through farming or cultivation. Etymologically, the word "*desa*" originates from the Sanskrit word "*deca*," which means homeland, native land, or birthplace. From a geographical perspective, a *desa* or village is defined as "a group of houses or shops in a country area, smaller than a town." A *desa* is a legal community unit with the authority to manage its household affairs based on original rights and local customs as recognized by the National Government and situated within a Regency (Barniat, 2018). To help address the problems faced in villages, it becomes the purpose of students to carry out community service through KKN.

Kuliah Kerja Nyata (KKN) is an academic program that combines elements of education and work experience through community empowerment activities, allowing students to participate actively (Darmawan et al., 2023). This process serves as a form of community service, as KKN trains students to observe potential areas for development or identify problems that require solutions. Unlike research, KKN requires concrete actions, often referred to as program implementation or program work. To support planning and policy formulation, KKN requires the provision of solutions in the form of training sessions, workshops, or direct student contributions that address the identified issues. Through the *Kuliah Kerja Nyata (KKN)* program, students are expected to analyze community potentials and problems, develop assistance and empowerment programs, and synergistically implement them in collaboration with all community elements (Hidayat, 2019; Syarif et al., 2023). For students, the implementation of this program serves as training to build cooperation with the community, practice designing and executing programs that address fundamental societal problems, and enhance their ability to evaluate the outcomes of each implemented program (Norhidayah et al., 2022).

The community service carried out by Abady and Azandi (2022) included activities such as group health exercises with residents, *gotong royong*, and providing educational services in nearby schools, among other initiatives that benefited the community. In addition, they implemented programs aimed at improving the quality of life by raising public awareness about clean and healthy living habits and encouraging the community to adopt such a lifestyle. Another community service program by Jupri et al. (2023) successfully carried out the *Jumat Bersih* initiative by going into the field, conducting cleaning activities, and planting flowers along the roadside with the youth forum, thereby enabling the local community to create a clean and healthy tourism environment. Meanwhile, Sianturi et al. (2022) collaborated with the local government in their service activities to support the *Jumat Bersih* program, conducting environmental cleanliness campaigns to foster environmental awareness among the surrounding community.

Environmental cleanliness is an undeniable aspect of human life and a crucial element in health sciences. It includes the cleanliness of living spaces, schools, workplaces, and various public facilities (Jupri et al., 2023). Environmental cleanliness is a fundamental asset for human development in Indonesia, as the quality of the environment significantly impacts the quality of life. The aim of maintaining environmental cleanliness is to create a healthy environment that helps prevent the spread of various diseases such as diarrhea, dengue fever, *malaria*, and others (Afiah & Syafriani, 2023). Communities must be continuously educated about the importance of environmental cleanliness to foster a deeper appreciation for their surroundings and a better understanding of the environment's significance in daily life (Khairunnisa et al., 2019). Environmental cleanliness can be achieved through *community efforts among residents, which can be carried out at least once a week* (Fatimah & Pramudyanto, 2023; Fitra et al., 2023; Sutriyawan,

2021). However, this requires encouragement to raise public awareness regarding environmental hygiene. Community service conducted by KKN students can provide socialization regarding community participation in environmental cleanup activities (Cahyani & Syefriyeni, 2021; Tjilen et al., 2023).

The *Jumat Nagrog Bersih (JUNARSIH)* movement is a community empowerment initiative rooted in the culture of *gotong royong*, as well as in Islamic teachings that emphasize both physical and non-physical cleanliness. Physical cleanliness involves our bodies, our surroundings, and the natural environment. Non-physical cleanliness, on the other hand, encompasses spiritual and inner purity, which must be nurtured through spiritual values. The *JUNARSIH* movement embodies the values of *gotong royong*, which emphasize togetherness and need to be revitalized and redefined toward a more functional and proportional direction, taking into account both individual transactional interests and collective (group) interests in line with current social developments (Badrudin, 2020).

The *Jumat Bersih* activity is a village program implemented by the village authorities and local community members. *Jumat Bersih* involves cleaning and *gotong royong* activities in the village environment, held regularly every Friday (Adawiyah et al., 2022; Azizah et al., 2021). The purpose of this village program is to maintain environmental cleanliness and health, enabling the community to live in and enjoy a clean and comfortable environment (Muhammad et al., 2020). The *Jumat Bersih* activities are carried out along the village roads and are divided into several designated points each week. Maintaining environmental health is a responsibility of every individual. Besides being a blessing granted by the Creator to His servants, environmental health must be preserved to protect our families from various diseases, because health is truly priceless.

Sometimes, when we are in good health, we forget to appreciate it; only when we fall ill do we realize how truly valuable good health is. The *Jumat Bersih* activity reflects the concern of both the community and the village authorities in fostering a sense of love and care for the environment by continuously maintaining its cleanliness (Antarnusa & Ristantiya, 2020; Putri et al., 2022; Udang et al., 2022). This activity also serves to motivate village residents to participate in *gotong royong* activities, such as cleaning and preserving their surroundings, particularly by managing plastic waste. It is hoped that this initiative will bring benefits to the community and become a routine village activity every Friday.

In implementing the *JUNARSIH* activity, we, as KKN students serving in Desa Nagrog, encountered several obstacles that hindered the program from being carried out effectively and thoroughly. As a result, the goals of the activity have not been fully achieved, particularly in terms of maintaining environmental cleanliness. Waste, including both plastic and organic materials such as leaves, remains scattered along roads, in schools, drainage systems, residential yards, mosques, shops, and other public facilities. This condition drew our attention as KKN UPI 2023 students in Desa Nagrog, who engaged in community service and sought solutions to address this issue.

Literature Review

Desa Potensial

A *desa potensial* is a village with high potential, both in terms of natural and human resources originating from within the village itself. These resources are well-preserved and can be utilized and managed by the community to support their livelihoods and promote village development. Desa Nagrog, located in Kecamatan Wanayasa, Kabupaten Purwakarta, West Java Province, is an example of a *desa potensial*. Desa Nagrog possesses abundant natural and human resources. According to Aditiawati et al. (2016), local potential encompasses the natural wealth, culture, and human resources of a region, which are influenced by geographical conditions, climate, and landscape. Community development can begin by understanding the uniqueness of the local landscape, behavior, and culture of the community, which helps

identify and utilize local potential for the welfare of its people. The natural resources in Desa Nagrog—such as fertile soil, strategically located agricultural land, and a favorable climate—along with its human resources—such as bamboo weavers, clove producers, *nila* fish farmers (Nirwana), and *opak* producers—are all examples of potential that can be harnessed. Therefore, as [Rahmawati et al. \(2023\)](#) suggest, community empowerment is essential to emphasize equality between the community and the institutions implementing such programs. This is intended to enable all parties involved to respect and acknowledge each other's strengths and weaknesses, allowing them to collaborate in exchanging ideas, experiences, and knowledge, and to provide mutual support in addressing shared challenges ([Marpaung et al., 2023](#)).

Environmental Awareness

Awareness refers to an open heart and mind toward one's actions. The enforcement of discipline becomes easier when it arises from each individual's awareness to act by the rules without external coercion ([Septirahmah & Hilmawan, 2021](#)). This suggests that when someone has an open mind and awareness of the benefits of practicing discipline, they will carry it out willingly. The literal definition of "*kesadaran*" comes from the word "*sadar*", which means the feeling of knowing and understanding. We are aware when we know, understand, acknowledge, and believe in a specific condition, especially in recognizing our rights and responsibilities as citizens. As stated by [Sianturi et al. \(2022\)](#), "We are aware when we know, understand, recognize, and confirm a certain condition." The community itself shapes public awareness, which is influenced by prevailing customs, the environment, regulations, and the government's role. The primary issue today is the lack of awareness and knowledge about the importance of environmental protection ([Erwin et al., 2021](#); [Mukson et al., 2021](#)). This includes, for example, a lack of awareness regarding littering, which can lead to flooding and other environmental problems. This issue is the responsibility of the entire community and should not be placed solely on individuals.

The term environment has a broad meaning and is often defined differently by various parties. Experts in biology, ecology, and environmental science offer different definitions, though they share a common substance. The term "environment" refers to the "scope," "surroundings," "natural environment," or "surrounding community." It can also refer to everything that collectively influences the lives of living beings, or the sum of everything that surrounds something or someone, including all living beings and natural forces ([Tifanni & Djajaputra, 2023](#)). Based on these definitions, the environment can be understood as the interconnection between water, air, and soil, along with living organisms, including flora and fauna. It encompasses all domains, both physical and biological, and their interactions with one another. The environment is also defined as a combination of physical conditions, including the state of natural resources such as soil, water, solar energy, minerals, as well as flora and fauna that grow on land and live in the oceans, along with institutions that involve human creations, such as decisions on how to use these physical environmental elements ([Effendi et al., 2018](#)). The environment can also be understood as everything surrounding humans that influences the development of human life. The environment and humans form an inseparable unity, as they are mutually dependent. Therefore, humans cannot survive without the support of the environment, and likewise, the environment cannot survive if humans do not care for and protect it ([Setiawati et al., 2022](#)). Considering the importance of the environment in life, society has a crucial role to play in promoting environmental cleanliness.

METHODS

This community service was carried out in Desa Nagrog, located in Kecamatan Wanayasa, Kabupaten Purwakarta, West Java Province. The implementation method began with conducting observations in the Desa Nagrog environment. In addition, the *KKN UPI 2023* team engaged in socialization with the village

head and identified the village's existing potential. After conducting the observations, the *KKN UPI 2023* team held an evaluation meeting to assess the village's potential, identify existing problems, and develop solutions to address those issues. The *KKN UPI 2023* team in Desa Nagrog consisted of 11 students from various majors, guided by one field supervisor lecturer. The activity planning was arranged according to a priority scale, and the team was divided into smaller groups to complete the planned activities. This was done to ensure that all planned programs could be implemented within the 30-day service period.

RESULTS AND DISCUSSION

At the beginning of the community service in Desa Nagrog, the *KKN UPI 2023* team conducted a socialization session with the village head to identify the existing problems in the village. This was done to determine a program that suited the village's needs in order to find the right solutions during the implementation of the service. In addition, the *KKN UPI 2023* team also conducted direct observation of the village environment to identify factors contributing to the ineffectiveness of village programs, one of which was the program aimed at maintaining environmental cleanliness, namely *Jumat Nagrog Bersih (JUNARSIH)*.



Figure 1. Socialization with the head of Nagrog village
Source: Instagram feed @kknagrog2023

One way to maintain environmental cleanliness is by organizing the *JUNARSIH* activity (Figure 1). This activity is carried out through *gotong royong* on Fridays and involves direct community participation in maintaining the cleanliness of their surroundings. The purpose of this activity is to maintain a clean environment and prevent the spread of diseases (Mulyani et al., 2020). Based on the observations of *KKN UPI 2023* students in Desa Nagrog, several factors were identified that hinder the implementation of the *JUNARSIH* activity, including:

1. Livelihoods

The majority of Desa Nagrog residents work as farmers, livestock breeders, fish cultivators, bamboo weavers, and in other occupations. These occupations are typically carried out in the morning, which prevents some residents from participating in the *JUNARSIH* movement.

2. Household Activities

In the morning, community members—especially parents—follow their daily routines, such as taking children to school, shopping for household necessities at the market, and attending to household chores.

3. Lack of Coordination and Information

As is customary in community activities, there should be proper coordination and dissemination of information from the upper levels to the grassroots—in this case, from village authorities to the residents. However, the coordination and information received by the community have not yet been fully comprehensive.

4. Lack of Public Awareness

In addition to the role of village authorities, many residents of Desa Nagrog still lack personal awareness of the importance of participating in the JUNARSIH activity and recognizing the importance of cleanliness and a healthy environment.

Based on the factors mentioned above that have hindered the effectiveness of the *JUNARSIH* activity, we, the *KKN UPI 2023* students, proposed a solution to address these issues by providing renewed socialization to both the community and village officials regarding the level of cleanliness and awareness of a healthy environment. In this socialization, it was emphasized that, regardless of how busy our work may be, dedicating even just a few hours to caring for the environment is worthwhile, as an unclean environment can negatively impact one's livelihood and other professions. Caring for the environment brings many positive outcomes, one of which is participating in the *Jumat Pagi gotong royong* or joining the *JUNARSIH* activity.

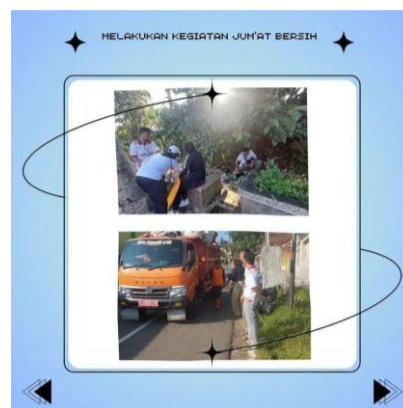


Figure 2. JUNARSIH Activity
Source: Instagram feed @kknagrog2023

The *JUNARSIH* activity, initiated by the officials and residents of Desa Nagrog, is held every Friday morning at 07.30 WIB, as shown in Figure 2. The *KKN UPI 2023* students also actively participate in this activity each week to help create a clean and healthy environment and community in Desa Nagrog. This participation is part of fulfilling their duties and responsibilities as students serving the local community. To enhance the effectiveness of the *JUNARSIH* movement, the government should synergize all elements of society—such as informal leaders, religious figures, non-governmental organizations (NGOs), and mass media—so that the program can be more widely promoted and gain more substantial public traction. To

increase the penetration of the *JUNARSIH* movement, an integrated communication planning and campaign strategy is necessary. The following are several strategies that can be implemented:

1. Communication strategies can be selected in persuasive, motivational, or even coercive and instructional forms.
2. The target audience should encompass all sectors, including government institutions, private organizations, educational institutions, and local community groups (*RT/RW*).
3. The forms of communication can be carried out interpersonally, in groups, or through mass media.

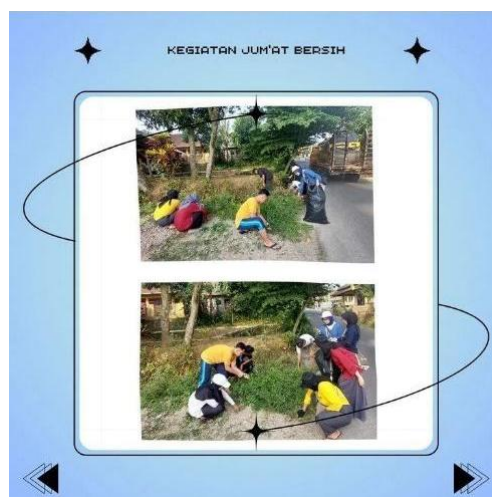


Figure 3. JUNARSIH Activity
Source: Instagram feed @kknagrog2023

The *JUNARSIH* movement should be a participatory community initiative. Its success depends not only on being implemented as a moral movement but also on being positioned as part of a broader community empowerment effort (Figure 3). The program's targets must align with the actual needs of the intended beneficiaries. Participation synergy should also be integrated with cultural potential, allowing the movement to crystallize as part of a culturally rooted, nationally minded initiative. The *JUNARSIH* movement is also in line with Islamic values. Therefore, to ensure optimal support for this initiative, it is essential to integrate participation with cultural potential and Islamic teachings. This means translating the Islamic vision into more operational terms, as cleanliness is considered an integral part of faith in Islam. This initiative should be carried out in parallel with efforts to improve economic conditions, the environment, and the political climate of the community.

CONCLUSION

Based on the explanation above, several solutions can be implemented to address the issues related to *JUNARSIH*, such as re-socializing the importance of self-awareness, time management, and participation in the *Jumat Bersih* activity. We, the *KKN UPI 2023* team, hope that the proposed solutions can help increase public awareness and concern for a healthy environment, and that the *JUNARSIH* activity will continue indefinitely. The presence of the *KKN UPI 2023* program in Desa Nagrog is expected to empower the local community to improve both the quality and quantity of environmental cleanliness efforts. Furthermore, it is hoped that the community's level of awareness will continue to grow, encouraging further

development and creative ideas from the youth of Desa Nagrog to become more innovative in maintaining environmental cleanliness.

AUTHOR'S NOTE

The author declares that there is no conflict of interest regarding the publication of this article. The author affirms that the data and content of the article are free from plagiarism.

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