

IMPLEMENTATION OF FILMORAGO IN THE VIDEO SCREENING PROGRAM "SUNGAIKU INDAH" AT KKNM CITARUM HARUM

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Abstract

Several problems with the Citarum River include damage to land in the watershed, deteriorating water quality as a result of pollution, and uncontrolled use of water space. Pollution comes from agricultural and livestock activities, as well as domestic and industrial waste. The Student Real Work Lecture (KKNM) themed Citarum Harum is a Community Service (PKM) activity carried out Cikutra Village, Cibeunying Kidul District, Bandung City as the implementation of the Tri Dharma of Higher Education. The implementation of this PKM uses descriptive methods where data collection is done using observation, interviews, and literature studies. Other methods used are discussion, outreach, and demonstration. The programs carried out include the observation of Cikutra River, the socialization of the Citarum Harum program material launched by the Environment Agency, and the making of the "Sungaiku Indah" Video Screening. Based on observations, the "Sungaiku Indah" Video Screening program which involved all village officials and the Cikutra community was able to increase awareness in maintaining Cikutra River in supporting the Citarum Harum program.

Keywords: *FilmoraGo; Video Screening; Student Real Job Lecture; Fragrant Citarum*

Introduction

The Citarum River is an unfinished homework. The water and the environment around the stream have been polluted for decades. Generations change, government changes, but the Citarum River is getting worse (Tirto, 2019). With a watershed area (DAS) covering an area of ±690,571 hectares, Citarum is a source of agricultural irrigation water, a hydroelectric power plant (PLTA), and a source of raw water for drinking water as well as land for capture fisheries and aquaculture used by residents in 10 districts and two cities. in the province of West Java. However, today Citarum is faced with acute pollution which results in huge losses to health, economy, social, ecosystem, and environmental resources.

The Citarum River has a very important function and role for life and life in the West Java region (Jokowi, 2018). The hydrological function of the Citarum River is to accommodate the rainfall that falls in its watershed (DAS) and distribute it throughout its watershed. Citarum has a very large and important role, but on the other hand, this river faces various complicated problems. Some of Citarum's problems include land damage in watersheds, deteriorating water quality conditions as a result of pollution and uncontrolled use of water space. The pollution problems of Citarum river waters as

shown in Figure 1 are very diverse, both in the distribution area and the type of pollution. The sources of Citarum waters pollution include pollution from agricultural and livestock activities, as well as domestic and industrial waste which is growing rapidly.



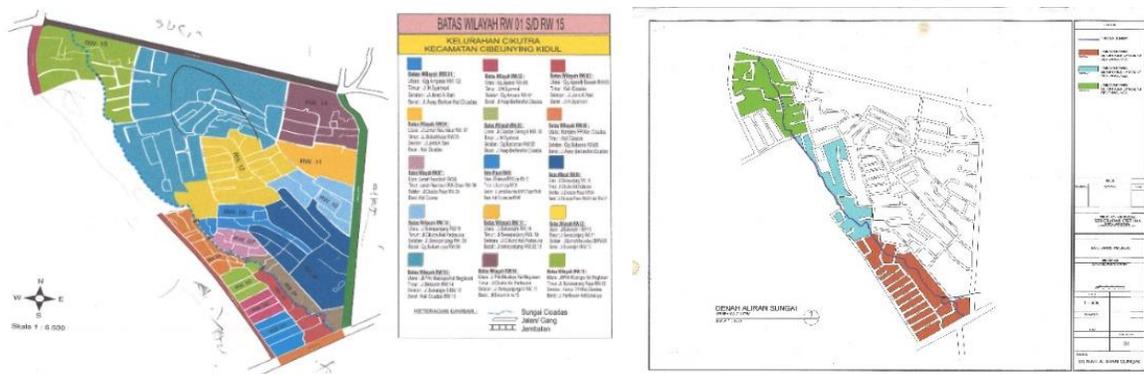
Source: People's Thoughts (2019)

Figure 1. Citarum River Basin

Various projects and programs to improve the Citarum River problem have been carried out by the central government and the province of West Java. Since 2014 the West Java Provincial Government has created a program called Citarum Bestari which was updated to become Citarum Harum in February 2018. Overcoming the Citarum problem with its various advantages and disadvantages needs to be appreciated so that efforts to improve conditions and the environment of Citarum will continue to be a concern and will continue considering the problems. On the one hand, the environment has been going on for a long time and is accumulative and on the other hand, its handling requires stages that are carefully and systematically arranged (LIPI, 2019).

The President targets the management of the Citarum River to be carried out for 7 years. The rehabilitation and revitalization program for the Citarum watershed will be carried out in a synergistic and integrated manner between the central government, the West Java Provincial Government, and the district/city governments that cross the Citarum River (Widodo, 2018). During the handling of the Citarum River, the government deployed TNI personnel to improve river conditions through the Citarum Harum Task Force, which also involved policy makers at the center, province, city/regency that the Citarum River traversed. Handling the Citarum River is not only focused on the main flow of the Citarum River, but also with the Citarum River's tributaries from upstream to downstream of the Citarum River. There are at least 22 sectors formed in the Citarum Harum program. Handling the Citarum River requires massive elaboration and collaboration from all walks of life, both the community, the government, including industry players. (People's Mind, 2019).

Cikutra Village is one of the villages in the Cibeunying Kidul District. Cikutra Village which consists of 15 RWs is mostly dominated by residential areas and partly is a trade and education area. Cikutra sub-district is a village area whose territory is drained by the Cikutra river, which is a tributary of the Citarum River as shown in the Cikutra River Flow Plan in Figure 2.



Source: Cikutra Village (2019)

Figure 2. Area Boundary & Flow Plan of the Cikutra . River

In accordance with the Regional Regulation of the City of Bandung Number 03 of 2005 article 49 paragraph (1) concerning the implementation of Order, Cleanliness, and Beauty. That the violation of throwing garbage in a public place or to be precise in the river will be subject to a fine of Rp. 500.000,- The rule of law is very difficult to enforce in the Cikutra Village due to the difficulty of monitoring along the Cikutra River even though there is a lot of neighboring house waste and also market waste that is dumped into the Cikutra River but it cannot be detected who disposed of the garbage, so the law will be difficult to enforce and violations of littering in the Cikutra River area will continue, unless there is public awareness to dispose of waste in its place. The economic condition of the people in the Cikutra village can be said to be quite good, The professions of its citizens also vary, the most prominent of which are some residents who become traders because in this Cikutra village there is a Cicadas market, it is not surprising that many choose to become traders. With the profession of the people who are partly traders, the difficulty we find is the garbage that comes from the market which really needs to be considered (Cikutra Village, 2019).

Methodology

The stages of activities carried out in the Citarum Harum KKNM activity in Cikutra Village include becoming the expected output targets of the Citarum Harum Community Partnership Program thematic KKNM activities, including monitoring and observing the Cikutra River, implementing GoBer (Clean culverts) activities on the Cikutra River. , dissemination of material for the Citarum Harum program launched by the Environmental & Hygiene Service (DLHK) as well as making a Screening Video entitled "Sungaiku Indah" together with all stakeholders in Cikutra Village, namely officers in Cikutra Village, RW heads, Karang Taruna, PKK, Posyandu, SatGas, Babinsa, Babimkantibnas and community members.

The method used in the implementation of this PKM is a descriptive method where data collection is carried out by means of observations, interviews, and literature studies. Other methods used are discussion, socialization and demonstration. KKNM

was held for one month in the context of implementing the "Sungaiku Indah" Video Screening program which involved all Cikutra village officials and the entire community to raise awareness in maintaining the Cikutra River in support of the Citarum Harum national program.

Results and Discussion

This community service activity was attended by 37 (thirty-seven) students and 47 (forty-seven) officers in the Kelurahan, youth and social organizations involved as well as the Cikutra Village community. The results of the activities we have carried out include:

1. Monitoring and observation of the Cikutra River

In this activity, the KKNM team monitored and observed the banks of the Cikutra River after obtaining permission from the Cikutra Village and being known by the local RW heads. The sweeping documentation can be seen in Figure 3 below.



Source: KKNM Activity Results, 2019

Figure 3. Cikutra River Monitoring & Observation Activities

The results obtained from the sweeping activities are raw materials that will be used as video materials for "Sungaiku Indah, including activity reports.

2. Implementation of GoBer (Clean Culverts) Activities on the Cikutra River.

The GoBer (Clean Sewer) activity which was carried out directly on the Cikutra River was aimed at observing the flow of tributaries along the Cikutra Village as well as implementing Community Service activities in Cikutra Village in terms of maintaining the cleanliness of the tributary flow. The documentation of GoBer activities can be seen in Figure 4 below.



Source: Results of 2019 KKNM Activities

Figure 4. Gober Activities (Clean Culverts)

The results obtained from the sweeping activities are raw materials that will be used as video materials for the “Sungaiku Indah” video at the same time by making recommendations for structuring the flow of tributaries along the Cikutra river which will be submitted to the Cikutra Village.

3. Dissemination of materials for the Citarum Harum program launched by the Department of Environment & Cleanliness (DLHK) of Bandung City

The Citarum Harum program socialization activity was brought by the Head of the DLHK Bandung City regarding the activities carried out to support the successful implementation of the Citarum Harum Program such as river revitalization, the KangPisMan movement, namely Kang (reduce food waste), Pis (segregate waste), and Man (use waste). be a selling point). The documentation of the socialization activities for the Citarum Harum program can be seen in Figure 5 below.



Source: KKNM Activity Results, 2019

Figure 5. Socialization Activities for Citarum Harum Program Materials by DLHK Bandung City

4. Making and Serving a Video Screening entitled “Sungaiku Indah” using the FilmoraGo application

The activity of making and showing the Screening Video "Sungaiku Indah" is the highlight of the event that will be presented to the agency and the community of Cikutra Village. This activity aims to educate residents about the importance of protecting the environment in a different way, namely by screening or screening films. The sweeping documentation can be seen in Figure 6 below.



Source: KKNM Activity Results, 2019

Figure 6. Activities to Watch Together with the Video “My River is Beautiful”

The sociological approach that we take to the community in Cikutra Village is related to the implementation of the Citarum Harum Program, which is focused on waste management and increasing awareness so as not to throw household waste into the river. Alhamdulillah, with this outreach activity, public awareness has begun to grow, however, on the one hand, people are still confused about waste management and handling. The role of the government is still needed to provide facilities and infrastructure for waste management so that people do not throw garbage into the Cikutra river. In the implementation of the Citarum Harum program, it is also hoped that the role of the community will not be ruled out. That is, this program must also be able to encourage the community to remain sovereign and be involved in the program.

Film Screening Program or screening is a different method / technique in educating residents about the importance of protecting the surrounding environment, especially for areas near the Cikutra River. A screening is a screening of a film which generally refers to a special show as part of the film's production and release cycle. Special screenings can be done simply by using minimalistic infrastructure, chairs with good quality comfort and sound equipment and accompanied by food and drinks along with speeches from key informants (eg Mr. President Jokowi). Screenings are usually done outside of working hours with various short films (Wikipedia, 2019).

Film screening is one of our ways as a KKNM team to convey ideas in films to the target audience, in this case the people of Cikutra Village, using LCD projectors and other supporting audio-visual equipment that will be prepared outside the room. The process of preparing various things in organizing a film screening event is something that is important to do so that when the event takes place there are not many obstacles. With careful preparation, it will certainly make the process of the event easier, not rushed and can give a sense of comfort to all involved. There are several things that can be done during the screening preparation process, namely:

1. Set up a video playback team that has different tasks and roles.
2. Determine the theme and purpose of video playback that is tailored to the Citarum Harum program.
3. Determine the audience segment, in this case all personnel in the Cikutra Village, social organizations and the Cikutra Village community.
4. Determine the place for video playback, which is located in the outer courtyard near the Cikutra Village Office hall.
5. Determine the time and schedule of implementation.
6. Contacting film distributors or film makers, in this activity we use the FilmoraGo application which we made internally.
7. Fundraising and creating promotional media.
8. *Settings* audio-visual equipment, prohibitions, appeals and documentation.

The concept that we describe for a successful Video Screening activity is the selection of films that are screened based on raw materials collected around the location

of the Cikutra Village area so that the video will be widely known by the local community and the intent to be conveyed will be right on target. In addition, there are also several determining factors that will make the Video Screening event more lively besides just watching together, namely the ideas and concepts behind the screening itself, namely (Button Ijo, 2019):

1. The concept of In-Depth Screening, so that the Video Screening event is more exciting and "nutritious", we added a discussion session with several speakers, including the direct director. This concept, apart from being a place for film appreciation, will also broaden the public's horizons by gaining insights and behind-the-scenes stories that they might have missed by just watching the film.
2. The concept of Occasional Screening, rides on important trending moments, so that the Video Screening event that has been prepared and planned will get more responses and more attention. Occasions that you can enjoy include Earth Day, Water Day, Environment Day, and Indonesian Independence Day or other important days.
3. The Holiday Screening concept, apart from important moments, national and international holidays such as school holidays, Christmas and New Year holidays can also be used as a theme for video screening events.

The concept of Charity Screening, is the idea and concept of screening for charity. By making a Video Screening at the same time aiming to collect donations for victims of natural disasters, children in orphanages, or victims of riots, the public will have more reasons to finally decide to come and participate in the Video screening event.

Conclusion

Based on the programs that have been implemented during the Student Real Work Lecture with the thematic Citarum Harum in Cikutra Village, it can be concluded as follows:

1. The "Sungaiku Indah" Film Screening Program educates residents about the importance of protecting the environment in a different way, namely by screening or screening films.
2. The GoBer (Clean Gorong) program was carried out in order to observe the flow of creeks throughout the Cikutra sub-district and participate in supporting the government's "Citarum Harum" program as a form of Community Service in Cikutra Village in terms of the cleanliness of the tributaries of the river.
3. Making a Recommendation Letter from the Mapping of Citarum Harum "Sungaiku Indah" with the targets to be achieved, among others, mapping the existing environmental conditions around the riverbanks in the Cikutra Village area, making recommendations on the potentials that can be developed around the riverbanks in the Cikutra Village area and proposing solutions that can be

applied in overcoming environmental problems around the riverbanks in the Cikutra Village area.

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