

ENVIRONMENTALLY FRIENDLY LIFESTYLE BASED ON ECONOMIC EDUCATION

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ABSTRACT

This research is motivated by environmental damage that occurs evenly and continuously due to the lack of knowledge of the community to manage nature to gain profit by not damaging the environment. This can be seen from the many environmental problems that occur such as floods that cannot be handled, landslides, accumulation of household waste, unpredictability of the current weather, and other environmental problems. The amount of environmental damage that occurs shows the lack of public awareness of the importance of protecting the environment whose purpose is for the survival of the community itself because the good or bad condition of an environment is the result of human intervention in it. Researchers are interested in examining the Glintung village community because the people in this village are able to change the image of a densely populated village into an environmentally friendly village. Therefore, the researcher wants to find out how the Glintung village community creates an environmentally friendly environment through the environmental economic education that is obtained and how the goals of sustainable development in this village can be achieved.

Descriptive method with a qualitative approach was chosen in this study. The type of research in this research is phenomenology and with three data collection methods, namely interviews, observation, and documentation. The snowball sampling technique was chosen in determining the data source in this study, in which the selection of research subjects took place on a rolling basis. The selection of research subjects took place on a rolling basis, where by observations made previously the researcher chose certain people as informants who were considered to provide the necessary data. Based on data and information obtained from previous informants, researchers can determine other informants.

The results of this study indicate that the lifestyle changes of Kampung Glintung people become more environmentally influenced by the support of the surrounding environment and environmental economic education that they get. The education obtained is informal, where the dissemination of knowledge about environmental economics is obtained from training or counseling provided by local officials as well as information by word of mouth between the Glintung village community itself. The change in lifestyle of the Glintung community to become more environmentally friendly is in line with the intended expectations of achieving sustainable development and gradually improving the community's economy. This can be achieved by working together with citizens through simple activities.

Keywords: Environmentally Friendly Lifestyle, Economic Environmental Education, Sustainable Development

INTRODUCTION

The environment or often referred to as the living environment is the unity of space with all matter, power, state, and living things, including humans and behavior that affects nature itself, continuity of life, and human welfare and other living things (BPS: 2017). Environment with good conditions will be an important factor in the creation of human life healthy, safe and prosperous. This quality can be seen from various elements supporters in the environment start from the factor of human knowledge, health and socioeconomic life in the environment. Ministry The Environment (in BPS: 2017) also explains that environment's condition and quality can be seen from three important things, namely (1) Physical conditions in the form of conditions atmosphere, climate, weather, water characteristics, geology, geography and soil; (2) Land cover, ecosystems and diversity; (3) Environmental quality, in the form of air quality, fresh water, and sea water.

Environmental damage that occurs is directly proportional to population growth (BPS: 2018). Can be interpreted that with increasing population the environmental damage will also increase. Population growth which also increases also makes people's lifestyles change become more consumptive. Geographical factors also mentioned can cause lifestyle changes become more consumptive.

Many ways can be done to bring about environmental changes towards better, one of which is changing old lifestyles that damage the environment to a greener *lifestyle* (*Green Lifestyle*). Lifestyle illustrates a person's entire style of action and interaction, and displaying profiles all styles of action in the world (Kotler & Armstrong, 2012: 22). *Green lifestyle* is the lifestyle of someone who carries out life activities in balance way between humans and nature. Lifestyle involves the AIO dimension (*Activity, Interest, Opinion*). When you see AIO as a single unit, then the green lifestyle is not only in the form of opinions that want a comfortable environment in accordance with their desires, but also Interests that encourage people to take Action (Activities), so that interaction will occur between humans and their environment, this interaction will be strong when humans have a high desire for the environment, and vice versa if the environment supports the human lifestyle in it.

The community can play a role in avoiding the environmentally damaging nature of adopting Green lifestyle which aims at resource efficiency, consumption which is not excessive or other ways that don't harm the environment. According to Law Number 32 of 2009 concerning Environmental Protection and Management article 1 paragraph 2, environmental protection and management is a systematic and integrated effort undertaken to preserve environmental functions and prevent pollution and / or damage to the

environment which includes planning, utilization, control, maintenance, supervision and law enforcement. For this reason, it requires the responsibility of all elements of society in protecting the environment and social environment so that it is expected to create a better perspective in viewing the environment itself. Research conducted by Kasser (2016) states that adopting a green lifestyle can provide benefits to initiate the well-being of individuals and communities because it is possible to achieve meaning in their lives and behave altruistically. In addition, there are other similar studies, according to Binder & Blankenberg (2017) found that while implementing *Green lifestyle* relates to subjective well-being, both individual welfare and community welfare. From these two studies, it can be concluded that applying a Green Lifestyle can help improve community welfare. This is what interests' researchers to discuss whether the same thing is happening in the Glintung Go Green village community.

Today there are many movements that invite people to become eco-friendly economic actors. Economic actors are individuals or groups of people who carry out economic activities such as consumption, production, and distribution. To achieve the realization of lifestyle changes into a green lifestyle (*Green lifestyle*), the style of education provided must also be different. Lifestyle is created because of the habit of doing economic activities. So what is important in shaping economic behavior here is environmental economic education. According to Suparmoko (2014: 19) environmental economics is the study of human activities in utilizing the environment in such a way that the function / role of the environment can be maintained or it can even be improved in long-term use. Education environmental economics in question is education about economics that is not only concerned with learning in producing a product or consume the product, but at the same time pay attention to the impact or the influence of the use of resources from environmental aspects. Environmental economists try to include the environmental dimension in various economic decisions. Generally resources and environmental goods are considered to be freely available so there is no need to be priced. This situation has been going on for a long time and as a result there has been excessive use (excessive), so the environmental situation is getting worse as it is now.

The phenomenon of environmentally friendly lifestyle is already clearly illustrated in the city of Malang. Independently villagers who are partnered with certain people or institutions are engaged in changing lifestyles that are environmentally friendly. Various attempts were made as an effort to change environmentally friendly lifestyles, one of them by developing environmentally friendly villages that could be used as a model for other villages. The village which was originally classified as a village that has environmental problems such as lack of plants as a source of oxygen, water that is flooded when it rains and so on, is slowly given education about the environment and is transformed into a village that develops in solving problems so that it is recognized by the wider environment.

One of the villages in Malang that has overcome this problem is Glintung Village which is a village in the middle of the city and is on the main route of inter-provincial traffic. This village is located in RW 23, Purwantoro Sub-District, Blimbing District of Malang, which consists of 4 RTs, 291 households with a population of 1048 people. Although the location of this village is very strategic, infrastructure and social conditions are still a major problem in the socio-economic development of Glintung village.

Before 2012 Glintung Village was a densely populated village that experienced stagnant water problems every rainy season. Fortunately, the problem of stagnant water has been slowly resolved since the village was fostered by Universitas Brawijaya who initiated the construction of injection wells in 2012. The success of the construction of injection wells subsequently inspired residents to make changes to their environment to be healthier and more livable. Driven by the head of RW 23, in early 2013 residents agreed to make a greening movement by planting various types of plants according to their abilities, preferably vegetables and medicinal plants. Thanks to the strategy implemented, in less than two years the Glintung village has entered the top 5 green village competitions in Malang. If in the beginning the residents only produced vegetables for their own consumption, then the organic vegetables produced had been utilized as a business opportunity.

In 2015, managers began launching Glintung Village as an educational tourism village. Educational tours offered are villages that prioritize lifestyles that are environmentally sound, because that is why Glintung village named their place as Go Green Village. Now Glintung village has seven injection wells of various sizes and the environment also looks beautiful with plants planted with hydroponics, aquaponics, and organic systems. In addition to educational tours about greening and injection wells, there are cultural tours offered by Glintung village to visitors such as Batik Crafts and Malangan Mask, Dance Studio, and Theater.

Based on the explanation above, it shows that education about the economic environment of the Glintung Go Green Kampung community is a basic thing that needs to be taught because education must produce people who care about their environment. Environmental economics education is also believed to be able to instill new capacity for all people to learn new knowledge and skills so that productive human beings can be obtained, balanced human beings physically and spiritually, not only pursuing high productivity efficiency, but also eco-efficiency which always considers sustainability and sustainability.

In general, economic education with an environmental perspective is not only about understanding the need for a balance between living things and nature, also lending them to increase people's attitudes and awareness of environmental problems caused by economic activities. In addition, the provision of knowledge or knowledge about environmental economics and the management of such knowledge becomes very important in order to shape environmental attitudes or economic behaviors. On the other hand, environmental knowledge is also important in helping sustainable development (Purnomo, 2012). Indonesia established the concept of Green Economy in an effort to alleviate poverty and sustainable development. Sustainable development itself has an understanding of development that can meet the needs of the community at the present time without having to reduce the ability of future generations to meet their needs (Holden, et al: 2014). Bappenas (2010) states the concept of Green Economy is implemented to support national development that is pro-poor (alleviating poverty), pro-growth (economic growth), pro-job (creating employment opportunities) and pro-environmental (sustainable economic development that is environmentally friendly). Mukhlis (2009: 199) sustainable development can be divided into four, namely environmental sustainability, economic

sustainability, social sustainability and sustainable development itself and according to him development can be called sustainable if meets economic criteria, is socially beneficial, and preserves the environment. This means that today's unsustainable practices will have an impact on the ability of future generations to meet their needs. One factor that is a challenge to achieving sustainable development is how to improve welfare together with using natural resources wisely. This concept is seen as the most ideal way to improve the welfare of the community while saving the environment. Economic development that does not pay attention to the sustainability of confusion has not only caused adverse damage but also has a negative impact on the future.

One of the studies relevant to the research this time is the research conducted by Windang (2018) with the title "Green Lifestyle Analysis Based on Environmental Economic Education for People's Welfare Gucialit Tourism Village" with the results of research that Gucialit villagers have a high awareness of the importance of eco-friendly economic education, Green lifestyle does not have to make big changes, but it can be done by doing things but done regularly, and Green lifestyle has a role in creating community welfare. The difference in research conducted by researchers with research by Windang is that researchers see how the stages or processes are carried out so that there is a change in lifestyle in society and researchers also want to see how the community creates sustainable development.

Although they have been able to adopt an environmentally friendly lifestyle, researchers have found several problems in Glintung Go Green village, namely the lack of education provided to the people of Glintung village, more people get more information independently and apply it by disseminating the information to other communities. Based on the explanation above, the researcher is interested in researching and studying more deeply about how the environmental economic education obtained by the Glintung Go Green Kampung community can change people's lifestyles to be more environmentally friendly and can realize sustainable development.

RESEARCH METHODS

Researchers chose the city of Malang as a place of research because the city of Malang, including the city that has a lot of occupation where the population is migrants who are educated in universities in the city of Malang. With the densely populated city of Malang, environmental damage in Malang is also increasing. But there is one village in Malang that is able to solve environmental problems that apply a more environmentally friendly style, namely the village known as Kampung Glintung Go Green.

The approach in this study uses a qualitative approach. This is because this study conducted an in-depth study to analyze the lifestyle of the environmentally friendly community of Glintung Go Green village based on environmental economic education to realize sustainable development, as well as understanding the meaning behind the events observed. Through a qualitative approach the depth of meaning makes it possible to build a strong understanding of the topic being observed.

This qualitative study uses a type of phenomenology because this research identifies the nature of the experience of a number of research subjects by being directly involved in the field and specializing in phenomena that appear to study the existing reality. This study uses a human instrument that is the researcher himself who is the instrument. Therefore, the presence of researchers in the field for qualitative research is absolutely necessary. Researchers as research subjects are present in order to uncover and observe the environmental economic education process that is existing and applied by the community, then the results of environmental economic education shape an environmentally sound lifestyle and realize prosperity through sustainable development for the Glintung Go Green Malang tourist village.

Data collected through in-depth interviews (indepth interview). In-depth interviews in the study are used to find out the meaning of an environmentally-based lifestyle based on economic education for sustainable development that has not been obtained from participatory Observation techniques. The documentation in this study took the form of recording data from observations and interviews conducted with the help of written / electronic recording media and digital recording devices.

The selection of informants in this study uses snowball sampling technique in which the selection of informants is not determined by certain criteria. The informants used as resource persons are suggestions from informants who were interviewed before. In this study the analysis of data processing consists of 4 stages, including the stage of data collection, the stage of data reduction, the stage of presenting data, and the stage of drawing conclusions. Triangulation used in this study is Data Source Triangulation, and Engineering Triangulation.

RESULT AND DISCUSSION

A. Lifestyle Insightful Community Glintung Go Village Green

Changes in lifestyle to become more environmentally friendly in the Glintung Go Green village community can be achieved by applying several dimensions, namely Environmental Participants, Environmental Activism, Economic Environmental, Environmentally Friendly Buying Behavior, Willingness to Donate, and Environmental Claims. An environmentally friendly lifestyle in the Glintung Go Green village community can be seen from the making of injection wells and plant planting into the way Glintung villagers use nature appropriately while remaining environmentally friendly. In Glintung itself there are already several active injection wells that are used by residents to meet their daily needs. Activities to change lifestyles to be more environmentally friendly can work with the support of the surrounding environment. One dimension that can be applied in developing countries to bring about lifestyle changes is to become more environmentally conscious, namely Environmental Participants.

The second dimension that can be applied to change lifestyles to be more environmentally friendly is Environmental Activism, meaning that this factor is related to people's tendency for environmental activities not only to carry out their own initiatives but also through others and around them to engage with the main goal of overcoming environmental problems. However, this cannot yet be found in the village of Glintung Go Green.

The third dimension is Economic Environmental, which is a factor that is related to community concerns about the economic factors of consuming environmental products such as buying products, providing green products to influence the surroundings and then having more interest in the environment. Lack of knowledge of Glintung residents about green products makes most residents still have not adapted much in their daily lives. In addition to lack of knowledge, residents' concerns about the price of green products make residents still do not use many green products.

But one of the informants who started using green products explained that one of the considerations of informants using green products was to save expenses. The use and consideration carried out by informants in daily life is a picture of the fourth dimension, namely Environmentally Friendly Buying Behavior.

Environmental cooperation in supporting the realization of changes in lifestyle to be more environmentally friendly can be demonstrated in any form. Starting from the willingness to take the time to actively participate in caring for the environment, spreading knowledge about the environment to the surrounding community, even contributing to the environment in an effort to realize lifestyle changes. This is in accordance with the fifth dimension that can be applied, namely willingness to donate, which means the tendency of people to tolerate and care for their environment, for example by donating or willing to work together to care for the environment. This factor can already be found in the Glintung Go Green community.

Environmental claims are the last way said by Rufaidah & Padjadjaran (2015) to be applied to achieve lifestyle changes into responsible lifestyles. Environmental claims have the meaning of trusting environmental claims such as green logos or slogans and their impact will prevent environmental damage. In Glintung village there is no campaign or slogan containing an invitation to participate in caring for the environment. Self-awareness of the citizens is emphasized so that all activities carried out can run smoothly without pressure. Without any slogan, residents are aware that protecting the environment is something that should be cultivated.

Based on research conducted by researchers in the Kampung Glintung Go Green area, it can be said that most of the people of Glintung village have started to change their lifestyle to be more environmentally friendly, this can be seen from the changes that have occurred based on the dimensions already mentioned. The change in the lifestyle of the people of Glintung village is still not evenly distributed throughout the Glintung village community due to the lack of knowledge that the community has so that only some people realize the importance of an environmentally friendly life.

B. The Role of Environmental Economic Education in the Glintung Go Green Village Community

Environmental economic education in Glintung village in this study was seen from 3 factors, namely education about the production of goods with an environmentally friendly nature, environmentally friendly consumption activities, and environmentally friendly distribution activities. Production activities in Glintung Go Green village are still not many, there are only a few production activities such as food and beverage production whose production activities are not harmful to the environment but still provide benefits to producers. The production activities in Glintung village can be said to be environmentally friendly because most of the main ingredients of the natural products are produced, one of which is the production of tempe chips and spices which are made from nature itself. How to produce the goods did not cause harm to the surrounding environment. Like the manufacture of spices, the ingredients used are plants that are planted by residents and the method of making them is manual so that it does not cause hazardous waste.

The people's understanding of environmentally friendly production is self-taught, which means that this ability is obtained through independent learning by residents. In addition, the village officials also provide supplies to producers through a team formed specifically to empower the community, the Telulikur Team. The Telulikuran team provided counseling about how nature could be utilized and increased revenue. In addition, the Telulikur Team also teaches about environmentally friendly production, which means creating goods but does not cause excessive waste, and creating goods but can manage waste from the production activities. The training held in Glintung village was not training or counseling provided by experts but from residents themselves who did have more knowledge.

In addition to environmentally friendly production activities, Glintung village can also be found environmentally friendly consumption activities carried out by its citizens even though only a small portion of residents who understand the form of its activities. In theory, most Glintung people still do not understand what is meant by environmentally friendly consumption, but in practice in daily life there are already residents who start adopting environmentally friendly consumption patterns. This can be seen from some residents who use their own shopping bags when going shopping. One of the food stalls in the Glintung area has also implemented environmentally friendly consumption by using banana leaves as a food wrapper.

The consideration of the people of Glintung area to do environmentally friendly consumption is the consideration of price, cost savings, and to reduce plastic waste. With the reuse that is still suitable for use will reduce the cost of public expenditure, and recycling plastic waste into useful goods is also considered to be able to reduce the amount of plastic waste in their environment and of course the goods can be useful again. The knowledge of citizens about environmentally friendly consumption is indeed not obtained through formal institutions, but the environment around them (residents and village officials) also gives them knowledge

about environmentally friendly consumption. The form of learning provided is not in the form of theory, but through indirect invitations and directives, through community gatherings, through PKK mothers' activities, and through the exchange of information between residents themselves.

The lack of formal environmental economic education in the Glintung village community area does not become an obstacle for the surrounding community to adopt more environmentally friendly lifestyles. As said by Wahjoedi (2007), economic education institutions are places where the process of learning economic education can take place. This means that education about environmental economics is not only focused on formal education (schools), but can be obtained through education that occurs directly in social life (non-formal). Citizens are consciously seeking their own information about economic activities that are environmentally friendly with the aim that their environment is not damaged and remains comfortable to live in.

C. The Role of the Community in Realizing Sustainable Development in the Glintung Go Green Kampung Area

The first thing that must be had when wanting to implement sustainable development is that individuals must understand the concept of sustainable development. In Glintung village, not all residents understand what is meant by sustainable development. However, this lack of knowledge is not a barrier for residents to improve their environment. In terms of actions and activities, the Glintung Go Green village community has described sustainable development activities by making injection wells, caring for the environment, and providing training to Glintung residents in particular. The aim of this training is for the community to have the expertise expected to increase their income and they will be taught not to reduce the ability of nature in the future. This is in accordance with the first pillar in development, namely business continuity (profit).

In addition to training to improve the community's economy but not to the detriment of the environment, the construction of injection wells around Glintung village is a form of sustainable development. These injection wells provide substantial benefits to the surrounding community but do not cause damage to nature. Because from its own concept this injection well is a saving of rain water that is accommodated in the ground and then distributed to residents' homes. Aside from having a positive impact on water savings, this injection well turned out to have a positive impact on the economy of the surrounding community. This happened because the people of Glintung village took advantage of the curiosity of the outside community about injection wells by managing the injection wells into tourist attractions. The crowd of visitors who come, more or less increase the income of citizens, for example by opening a stall where visitors can buy necessities such as drinking water when visiting Glintung. In Glintung itself is provided a guide who will invite visitors to look around the injection wells while providing an explanation. Costs for this visit are not determined by the manager, but visitors give voluntarily to the guide. In addition to injection wells, many visitors come to Glintung because they are impressed with the village which is famous for its greening. Although the impact of increasing income from sustainable development is still not too large, at least the surrounding community has capital for life in the future because their environment is always cared for. Aside from material profit, sustainable development must pay attention to the sustainability of nature and the sustainability of social life which can already be found in the village of Glintung Go Green. Social life in Glintung village has become more harmonious and healthier to live in so it does not have a negative impact on the people who live.

Communities around the Glintung village area play an important role in realizing sustainable development there, structuring and maintaining the village environment together with the aim of making the environment a suitable place to live and causing dredging among residents who work together to improve the village. The nature around Glintung village is getting better as evidenced by the air quality in this village. The neat arrangement of the village and the programs carried out in this village continue to prioritize the quality of the environment in which they live.

CONCLUSION

Changes in the lifestyle of the Glintung village community to become more environmentally friendly cannot be achieved by just one individual and is not an easy matter. These lifestyle changes can be achieved because the environment around Glintung also provides support and cooperates in realizing these changes. To start this lifestyle change does not have to make big changes, simple things but routinely done will be able to make lifestyle changes become more environmentally friendly. Glintung Go Green village community activities that aim to change lifestyles are by actively participating in caring for the environment (community service), participating in planting plants in their homes, and helping to provide information about the use of the environment appropriately.

Environmental economic education in Glintung Go Green village has a role as an effort to change lifestyles to be more environmentally friendly. The education received by the Glintung community is not from formal education but through community activities (non-formal). This happened because of the exchange of information between residents and the direction given by village officials about economic activities (production, consumption, and distribution) to gain benefits but not to the detriment of the environment. This lack of citizen knowledge about eco-friendly economic activities does not make residents arbitrarily engage in activities that generate profits by destroying nature. The Glintung village community realizes that the health of the neighborhood is more important to safeguard.

The Glintung villagers play an important role in realizing sustainable development in their homes. The community works together to achieve sustainable development with simple activities such as improving the infrastructure of their village, for example the construction of injection wells. 3 main pillars that must be maintained to realize sustainable development in Glintung village can already be found. Business continuity (profit) can be seen from the trainings received by the community with the aim of increasing income, and managing injection wells to become an educational tourism site which more or less adds to the income of the people involved. The perceived social impact is the health of the residence which is very much felt because the community works together to take care of the environment and the harmony that is maintained because often the people help in their daily activities.

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