Volume 18 Issue 25
Originally issued as B2

Global Journal of human-social science: B
Geography, Geo-Sciences, Environmental Science & Disaster Management
Volume 18 Issue 2 Version 1.0 Year 2018
Type: Double Blind Peer Reviewed International Research Journal
Publisher: Global Journals
Online ISSN: 2249-460X & Print ISSN: 0975-587X

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Keywords: *campaign, environment, hydroponics.*

GJHSS-B Classification: *FOR Code 059999p*

THEANALYSISOFGREENENVIRONMENTMOVEMENTCAMPAIGNINSUPPORTINGNATIONALFOODSECURITYOFINDONESIA

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The Analysis of Green Environment Movement Campaign in Supporting National Food Security of Indonesia

Yuliawati [α] and Enjang Pera Irawan [σ]

Abstract- This study aims to analyze and describe the implementation process of green environmental movement campaign in supporting national food security through hydroponic farming campaign conducted by Military District Command (KODIM) 0503 West Jakarta. The concepts used are the public relations, public relations campaigns, and environmental communication. The method used in this research is qualitative research with single case study design. This research revealed that the green environment movement campaign, in supporting national food security through cultivation activity with hydroponics technique, covers three stages:1) Problem identification, which is to review and identify the problem prior to campaign program implementation, 2) Campaign management, which is to identify the characteristics of target audiences in order to formulate messages, campaign actors, campaign channels, and technical campaign implementation, 3) Evaluation stage, which is to see how many people have started this green environmental movement campaign program at their home.. The results of this study suggested the following: 1) to add more varied campaign media, 2) a brand ambassador for the campaign program, 3) to strengthen media relations activities for campaign publicity purposes, 4) to add quantitative methods in conducting surveys on the success of the campaign program.

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I. Preface

The vast-growing development of cities in Indonesia, particularly in DKI Jakarta has an impact on the wide change of land use, including green open space (RTH). Such conditions affect the physical condition and burden the environmental quality. One of the drivers of increasing development is the increasing socio-economic demands due to population growth. This has implications for the increasingly crowded and densely populated housing environment. The implications from low green open space certainly leads to lower health quality.

The low environment quality is influenced by various factors such as rapidly rising world population, unplanned industrialization, pesticides, chemical use, and the subconscious damage of people (Konur & Akyol, 2017:2109). This is also in accordance with McHarg (1971) notion that the densely-populated urban areas relatively susceptible to physical, social and mental illness. Increased density also correlates to social stress, which also increases the risk of heart and kidney disease. Panjaitan et. al. (2011) states that other health problems that also arise due to air pollution are respiratory problems, irritation, and even cancer (Syahadat, 2017:180).

Besides causing the disease, the urban population density also causes the lack of cultivation activity for the people living in, especially in Jakarta. At least 275 tons of vegetables are supplied to Jakarta per day. These supplies of vegetables generally come from Java and some provinces on Sumatra. Only a small portion of vegetable products are produced by farmers in DKI Jakarta. The small vegetable production in DKI Jakarta is mainly caused by the narrowing agricultural lands due to land conversion to fulfill the need for housing and non-agricultural services (Sastro & Rokhman, 2016: 1).

Considering such condition, the Government of DKI Jakarta has launched various policies to develop clean and environmentally friendly vegetables production, such as using hydroponic technology approach as its achievement. The advantages of hydroponic crop cultivation is space-saving. The above-mentioned pattern of approaches is expected to meet the specific criteria of urban agriculture with limited land, yet effective, productive, has high quality, high added value, and can increase the availability of sufficient food and nutrition at affordable prices (Sastro & Rokhman, 2016: 2).

Under President Jokowi administration, Indonesia invites all elements to be actively involved in the handling of environmental problems. As quoted by kompas.com on Wednesday, August 2, 2017, at least the president Jokowi provided four types of awards to individuals, groups, heads of regions, and schools that participated in preserving the environment. There were four awards given, namely Kalpataru, Adipura, Adiwi-yata and Nirwasita Tantra. In addition, the Indonesian National Army (TNI) have been increasingly active in implementing various campaign programs and environ-mental sustainability movements. Dandim 0503 West Jakarta Lieutenant Colonel Inf Wahyu Yudhayana said that all TNI soldiers must participate in developing plantations and agriculture as commanded by TNI Commander General, Gatot Nurmantyo.

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TNI involvement in the green environment movement to support national food security through cultivation activities using hydroponics techniques aims to create a green environment, as well as to improve the movement of national food security in urban environments that have limited land or green space. This is as conveyed by Yudo Husodo (2003) that Indonesia became one of the countries with mediocre food security level. This is because of substantial amount of Indonesia's dependence on foreign food supplies (Armawi, 2009: 78).

Maintaining environmental sustainability is not a seasonal trend that is only highlighted as short or medium-term initiatives. Environmental sustainability is a long-term goal, requiring direction, champions, financial supports, and stakeholder supports over a period of time (Hamid et.al., 2016:484). Therefore, it requires a campaign design and strategy that can reach people's sensitivity in order to cooperate and provide support and real participation. Thus, it is necessary to identify audiences, compile a campaign message, choose a campaign method, and choose the right media for delivering campaign messages.

Based on the explanation, the researcher is interested to research and focus on how the implementation of green environmental movement campaign supports national food security conducted by Military District Command (KODIM) 0503 West Jakarta. The purpose of this study is to analyze and describe the implementation process of green environmental movement campaign in supporting national food security. Thus, this research can provide various recommendations related to communication innovation, on how to implement the environment-based campaign program among urban community.

II. Literature Review

a) Public Relations

Public relations can refer to a management tool designed to build various support both from internal and external. In addition, public relations is also needed to build a positive image for the company through various publicity and communication activities with various stakeholders (Rivero & Theodore, 2014:21). In addition, public relations is generally associated with communication activities designed to create and maintain the image and good relationship of the organization with its public space (Prindle, 2011:32).

In the campaign context, PR must be able to build communication activities to build understanding and cooperation, in order to understand the problems and overcome them together. Therefore, the role of public relations is very important in this context. The role of public relations that can be explained are:

1. Technical Communication. In this role, PR is considered as the technical communications implementer. Therefore, PR should be able to write and edit newsletters of campaign activities, write news releases and campaign features, develop web content about campaign information, create media campaign communications, and handle media contacts.
2. Expert Prescriber Communication. PR is regarded as an expert. PR should be able to provide feedback to leaders how the campaign process can be done well. Their relationship is the doctor-patient relationship.
3. Communication Facilitator. PR should be able to communicate campaign messages to the public. Both to external and internal public.
4. Problem Solving Process Facilitator. PR should be able to be a facilitator in a problem-solving process. PR involves and is involved in crisis management (Yuliawati and Irawan, 211: 2016).

b) Public Relations Campaign

Ruslan explains public relations campaign is an activity which aimed at raising awareness and knowledge of target audience, growing perception or positive opinion towards an activity of a institution or organization (corporate activities) in order to create a good trust and image from society through intensive message delivery over a period of time continually, achieving understanding and motivating the community towards a particular activity or program through continuous and planned communication process and techniques to achieve positive publicity and image (Libertine, 3:2014).

Johnson-Cartee and Copeland (1997) state that campaign activities include: 1) Pre-campaign, which is aimed at problem identification and setting campaign goals. According to Ostergaard (2002), there are "3A" that needs to be achieved, awareness, attitude, and actions. These three aspects are interrelated and serve as the target of influence. 2) Campaign management, starting from design, implementation, to evaluation. At this stage, the campaign program contents are directed to equip and influence the aspects of knowledge, attitudes, and skills of target audiences. These three aspects become a prerequisite for behavior change. 3) Evaluation process, which is a systematic effort to assess various aspects related to implementation process and campaign goals achievement (Tyas, et.al., 2017:59-61). Another opinion conveyed that in general, there are three goals of public relations campaigns: (1) information, (2) motivation, and (3) behavior. Furthermore, the three stages are sequential activities and the process allows feedback as a benchmark that can serve as a successful parameter of a campaign activity. (Michaelson, Wright, Stacks, 2012:6).

c) Environmental Communication

Scientific evidence about global warming suggests that were are now in dire situation and very

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close, or already exceeded, irreversible critical climate thresholds for over 1,000 years. This situation requires various parties to take steps to deal with global warming. To solve this problem, one of the solutions is to design and conduct environmental communication that can build the collective consciousness of the people around the world in overcoming this problem (Brulle, 2010:83).

Oepen and Hamacher explain that environmental communication is a planned and strategic communication process used by media products to support effective policy-making, community participation, and project implementation directed at environmental sustainability. An environmental communication involves a two-way interaction of the social process that enables the person concerned to understand certain environmental factors and interdependencies. They also respond to problems in a better way with the use of this method (Puji Lestari et.al: 56:2016). Environmental communications can be actualized with campaign activities aimed at educating the public by expanding knowledge which often depends on the asymmetric tactics of public relations. The tactics can be utilized through the use of controlled media (in form of advertisements, websites, direct mail, newsletters, and public service announcements) and uncontrolled media (media releases, opinion pieces, and publicity of events). (Henderson, 2005:122).

Furthermore, Robert (2010) argues that environmental communication is a pragmatic and constructive medium to provide understanding to the society about the environment. Therefore, it is necessary to have a strategy in composing messages in certain communication media, so that the awareness and society participation will improve in environmental management. The main communicators in environmental communication are government and non-governmental organizations committed to environmental management (Herutomo, 41: 2013).

Fatonah (2008) argues that environmental communication is a part of sustainable development communications which uses various efforts and techniques, including techniques of conveying ideas and skills from initiators of development aimed at the wider community so that people can understand, accept, and participate (Herutomo, 40:2013).

III. Research Methods

This research uses qualitative method with single case study design. A single case study has three rationalizations: first, once the case states an important case in testing a well-constructed theory; secondly, the case presents an extreme or unique case, and third, it is a disclosure case (Yin, 2011: 46). The uniqueness of this campaign program is the implementation of environmental campaigns integrated with efforts to strengthen national food security programs. From that case, the researcher wanted to understand how KODIM 0503 West Jakarta implements the campaign program.

The data is collected collecting data through interviews with relevant sources and involved in the implementation process of the campaign. In addition, the researcher will also collect data through field observation. This research is supported by secondary data obtained from offices, books, literature or reports, media coverage, campaign activity documentations, websites, photos, etc.

The interviewees in this research are chosen using purposive sampling technique. Purposive sampling is a technique of determining the sample with certain considerations, one of which is by the involvement in the case under research, or understanding the conditions under study. The selected interviewee is a member of Dandim 0503 West Jakarta, Sertu Rasyidi who serves as a Field Coordinator for the management of hydroponic and aquaponics at KODIM 0503 West Jakarta, while the second interviewee is Lt. Col. Kav Andre Henry Masengi who currently serves as Commander of Dandim 0503 West Jakarta.

The data analysis techniques according to Miles and Huberman include three concurrent activities: data reduction, data presentation, and conclusion (verification). To determine the validity of the data, the researcher runs a triangulation technique on the source. Moleong (330: 2013) explains that in this technique the researcher compare and review the degree of information confidence obtained by: (1) comparing the observation data with the interview result data (2) comparing the consistency of the interviewees' replies by comparing what they say in public for example, by what they say personally (3) comparing one's perspective, with others in the team.

IV. Results and Discussions

a) Problem Identification

The increasing number of population in urban areas has direct implications on the narrow and limited land, as well as green environment in urban settlements. This condition makes urban societies difficult to implement green environment. This population problem directly impacts the level of public health. This is as stated by McHarg (1971) which mentions that in urban areas, the poor are concentrated in relatively small areas surrounding commercial centers. This area is relatively present in diseased cities, but it cannot claim that poverty is the main cause of physical, social and mental illness. Health in urban areas is generally affected by to population density. The uncontrolled population density leads to sprawl, causing an impact on some diseases such as stress. Increased density also correlates to social stress, which also increases the risk of heart and kidney disease.

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Various health problems have the potentials to affect Jakarta citizens, given that, based on data from Jakarta Parks and Cemetery Agency, the number of Green Open Space (RTH) in Jakarta reached 33,131. These green open spaces are form of city parks, environmental parks, interactive parks and also the path of green road. Central Jakarta is the region with the most green space, reaching 913 RTHs. Although the number has been widely spread throughout the DKI Jakarta, yen the green open space areas in Jakarta is only 9.98% of the total area. This figure is still far from the target of 30% by DKI Jakarta government. During this time, the land acquisition and land purchases processes are still on the way.

In addition to leaving environmental problems, population density also causes limited land that can be utilized by urban communities to grow crops. This has implications of low cultivation activities for urban society, especially in Jakarta. At least 275 tons of vegetables are supplied to Jakarta per day. These supplies of vegetables generally come from Java and some provinces on Sumatra. Only a small portion of vegetable products are produced by farmers in DKI Jakarta. The small vegetable production in DKI Jakarta is mainly caused by the narrowing agricultural lands due to land conversion to fulfill the need for housing and non-agricultural services (Sastro & Rokhman, 2016: 1).

Environmental issues are also in the eye of all parties, including TNI, that seek to contribute in minimizing the issues. It is as ordered by TNI Commander, General Gatot Nurmantyo, in which TNI soldiers in West Jakarta should participate in developing agriculture in West Jakarta. Responding to this case, West Jakarta District Commander Lieutenant Colonel Wahyu Yudhayana informed one of the interviewees stated the Military District Command (KODIM) 0503 West Jakarta sent its members to attend basic agriculture training in Bogor for one week around July 2017. The event was carried out by The Army in cooperation with the Ministry of Agriculture. After returning to training, Dandim ordered to make hydroponic land at KODIM Headquarters and all the Koramil in West Jakarta.

Based on the Ostergaard model, the first stage in the model is the problem, which is the stage to find out what problems occur before deciding to implement the campaign. Venus states that the first stage serves as a preliminary stage or problem identification. In this stage, the decision maker or campaigner refers at the facts that occur in the environment as a problem (Venus, 2009: 15). Referring to this stage, KODIM 0503 West Jakarta previously had done a study on the conditions and situation in West Jakarta, and aligned it with instructions from the TNI Commander General Gatot Nurmantyo that TNI soldiers in West Jakarta should participate in developing agriculture in West Jakarta. Based on this study, a campaign of green environmental movement was initiated in supporting national food security through cultivation activities with hydroponics techniques as an environmental reforestation campaign and to encourage the spirit of national food security.

Lieutenant Colonel Inf Wahyu Yudhayana said that the program is designed for all members of KODIM 0503 West Jakarta together with the society to disseminate the spirit of farming with hydroponics technique, especially in West Jakarta. Therefore, this environmental campaign is expected to change the old paradigm that cultivating and greening the environment can only be done if it has adequate green open space. But in principle, many ways that people can do to create green open spaces by farming a space efficiently yet really easy to do, one of which is by farming through hydroponics techniques.

By further analyzing, KODIM 0503 West Jakarta measure described above is a part of efforts to study the situation and conditions before conducting the campaign activities is part of the problem identification stage. Once the facts later revealed, then subsequently compiled a campaign program. According to Ostergaard, the social change campaign program draft without being supported by scientific findings is not feasible. Therefore, a campaign program should always start from a clear identification of the problem. At the problem identification stage, a cause and effect relationship with the existing facts is being identified (Tyas, et.al, 2017:59-61).

b) Campaign Management

After understanding the various problems and situations in West Jakarta environment, the next step is the stage of campaign management, starting from design, implementation, and evaluation. In designing the campaign, a research is necessary to identify the characteristics of target audiences in order to formulate messages, campaign actors, channels, and the appropriate campaign technical implementation. (Venus, 2009:16).

The target segmentation identification step was done so that the green environment movement campaign program is well targeted at supporting national food security through cultivation activity with hydroponic technique. The determination of audiences through the identification was aimed to let us know who should know the campaign activities and care about issues raised in the campaign. The segmentation of campaign target conducted by KODIM 0503 West Jakarta targeted all Bintara Pembina Desa (BABINSA) in West Jakarta. BABINSA then socialized and coached the community in their respective regions.

After identifying the audience and the situation, then the next step was composing a message, which determined the theme and material. Many factors are related to the content of the message, ranging from supporting material, message visualization, negative

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messages content, emotional approach, fear approach, creativity, humor, and reference group approach (Venus, 2009:71). Given the campaign message is very important, KODIM 0503 West Jakarta formulated a message so that the purpose to be conveyed can be well received. Campaign messages are the environmental-based food security movement.

To strengthen the campaign message, KODIM 0503 West Jakarta added the visualization of the message by establishing Sustainable Food House in a number of flats in West Jakarta. In addition to providing an example of how hydroponic techniques are managed in sustainable food house, BABINSA also intensely socialized this program by providing explanations supported by media such as banners to provide an explanation related to stages and steps in implementing hydroponics techniques in their respective environments. The existence of Sustainable Food House is very illustrative on how easy the planting is done with hydroponic techniques, and to illustrate how to plant properly and correctly to the community. The message approach through visualization becomes a more effective message processing strategy to generate behavioral and motivational changes to conduct cultivation activities with hydroponics techniques.

First Sergeant Rasyidi explained that the message to be conveyed to the public was done through the campaign of green environment movement in supporting national food security through cultivation activity with hydroponic technique that is about the importance of creativity of society in exploiting the yard which is not wide as a means to cultivate with hydroponic technique. The lack of land is not a reason not to be able to manage the green environment which can be utilized for everyday purposes as well. The result is a greener, cleaner and healthier environment, as well as the rise of public awareness to help the government in helping national food security.

In conveying and disseminating campaign message, KODIM 0503 West Jakarta was also supported by the society, one of which is the students who upload the hydroponic activities techniques to social media and Youtube, so that the community then quite a lot of who came to this location. After the activity has been published, slowly but surely various media will make news coverage on the green environment movement campaign program in supporting national food security through cultivation activity with hydroponics. The researcher saw that KODIM 0503 West Jakarta needs to pack the message better and disseminate it by using various media, as well as gaining support from public figures both from TNI and the general public, so the message will motivate and attract more audiences.

As expressed by Venus (2012) in general, the main factor that must be considered in selecting the campaign is the suitability of the character with the object of campaign, media used, and credibility in the public. Campaign objects are generally used as the first basis of the consideration in setting campaign message conveyor (Tyas, et.al, 2017:59-61).

With regard to publications through electronic, printed and online media, it should be admitted that KODIM 0503 West Jakarta was still undergoing a development process. So far KODIM had not created a website, social media, or Youtube channel which are specifically used as a medium of publication and communication of this campaign activity. In the future, there needs a communication media that can reach all public audiences, especially those in West Jakarta. The existence of online media is certainly an opportunity for KODIM to be able to utilize as a publication media, given the characteristics of online media is likely to be easier, cheaper, and is currently preferred by all levels of society. This is very relevant, considering that West Jakarta residents are relatively easy to access the internet. In addition, in the context of this message, KODIM had not had time to test the message to be delivered to the public. In the future, this process is expected to invite and involve universities in West Jakarta area, so that the campaign program can run in accordance with the target.

The campaign activities are always implemented within a certain period of time. According to Gregory (2000), there are two interrelated major factors that must be observed when considering the time scale (Tyas, et.al, 2017:59-61). The green environmental movement campaign program to support national food security through cultivation with hydroponics techniques is currently still running until further notice. In principle, this program will be implemented sustainably, in which KODIM 0503 West Jakarta assists BABINSA will continue to campaign this program until each area under BABINSA managements implements this program. In practice, this program is supported by various stakeholders such as Agriculture and Livestock Sub-Office of West Jakarta and West Jakarta Sub-dept. of Fisheries and Food Security, as well as schools in West Jakarta. In the future, KODIM 0503 West Jakarta will involve more related stakeholders.

To ensure that this campaign program runs smoothly, KODIM 0503 West Jakarta Lieutenant Colonel Inf Wahyu Yudhayana sent his members to attend basic agriculture training in Bogor for one week. The submitted members were prepared to be a communicator in the campaign. After returning to training, the Dandim ordered to open hydroponic lands at KODIM headquarters and all the Koramil in West Jakarta. In the future, this program campaign will not only be done by KODIM 0503 West Jakarta members, but also SKPD who have competence in the field of cultivation through hydroponic technique. With many parties involved in this program, it is expected to

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accelerate the expansion and dissemination of this campaign program in West Jakarta.

Considering the green environment movement campaign in supporting national food security through cultivation activity with hydroponic technique is dominant with practical activities, hence a complete set equipment (props) is worth considered. So far, the props used is the Sustainable Food House which is equipped with a banner that informs stages and steps in implementing hydroponic techniques. Channels or communication media are important to note. According to Schramm (1973), channels are any intermediary that allows messages to the recipient (Venus, 2009:84). Therefore, these channels or media need to be considered and selected based on the audience characteristics and messages of the campaign. Things that need to be developed by KODIM 0503 West Jakarta is to increase the variety of media campaigns, so that more audience can be reached. In addition to creating their own campaign media, KODIM 0503 should strengthen media relations activities as part of its policies and tactics in gaining publicity from the media.

The final stage in the campaign implementation was an evaluation on the effectiveness of the program that has been implemented. As a planned and programmed activity, all actions in the campaign must be monitored so that various issues and constraints can be addressed appropriately. Therefore, it should be understood that a campaign is not a rigid and partial act (Venus, 2009:205). Therefore, the green environment movement campaign program in supporting national food security through cultivation activity with hydroponic technique should be evaluated on a regular basis. This stage is the last component of a series of campaign management processes. The form of campaign management evaluation conducted by KODIM 0503 West Jakarta was survey and interview to the community involved in the program. The evaluation measure is done through a two-weekly regular meeting with Babinsa of West Jakarta. The various obstacles encountered by Babinsa during the campaign were described and analyzed to seek the solutions, as well as various problems during hydroponic engineering practices undertaken by the society.

c) Evaluation Stage

The last stage in the campaign management is the campaign evaluation stage. This stage is the final step that must be done in a campaign. Campaign evaluation is a systematic effort to assess various aspects related to the implementation process and campaign goals achievement. Briefly, the assessment of the campaign drafting implementation process can be done by analyzing campaign daily report containing various data and facts as a result of the monitoring process, field observations, and interviews conducted to obtain feedback (Tyas, et.al, 2017:59-61).

The evaluation process conducted by KODIM 0503 West Jakarta was aimed to see how many people have started to implement this green environmental movement campaign program at their home. The weekly evaluation are done on every Friday for the Danramil (Koramil Commanders), to see what has been done and what has not been done. For Babinsa, the evaluation will be done every 2 weeks or every month.

One of the things that needs to be developed in this evaluation process is the need to add more comprehensive evaluation methods. One of the evaluation activities that needs to be done is through surveys and interviews by visiting residents directly by independent teams. In every survey and interview, it is necessary to measure and understand how the development of the society knowledge, attitude, and practice in the campaign program.

Basically, the evaluation of the campaign program can be used as a parameter of success or failure, either in the short term or long term. Through the evaluation activities, we can map out weaknesses in the campaign program implementation, whether it's on the campaign communicator, messages, media, or methods. According to Frank Jefkins (2004:129), the evaluation results can be divided into qualitative results and quantitative results. The first is the qualitative results. Generally the results of a PR activity are qualitative. That is, these results cannot be measured statistically, but measured through real experience and comparison instead.

Referring to Frank Jefkins evaluation concept, KODIM 0503 West Jakarta so far can still conduct qualitative evaluation, in which they only see how far the campaign message goes and can be accepted by target audience only by interviewing and observing. Thus, KODIM 0503 West Jakarta is only limited to look qualitatively the public understanding on the message and behavior as well as their actions in the campaign activities. To find out the effectiveness of this campaign program, KODIM 0503 West Jakarta should also make quantitative measurements by conducting surveys.

Evaluation activities are very important, which according to Gregory, a campaign expert from the UK, there are five main reasons for evaluation: 1) The evaluation can focus efforts on the priority to achieve the objectives, 2) The evaluation shows the effectiveness of the campaigners, 3) Ensure cost efficiency, where all campaign activities are audited so that there are no unused funds, 4) Realistic, clear and directed. Irrelevant issues will be quickly identified and immediately excluded, 5) The evaluation assists accountability of campaign implementation (Siahaan, 2011: 235).

Through these evaluation activities, KODIM 0503 West Jakarta can restore the focus on the objectives of this campaign: 1) to create a green environment, as a movement to improve the national food security movement in urban environment; 2) to see

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whether the campaign program has been effective or not, 3) to ensure that all budgets used in campaigns are efficiently allocated, 4) to make campaign programs more realistic, clear and directed. If there are irrelevant activities in the campaign activity it will be immediately removed, 5) to assist the accountability of campaign implementation, in which the campaigners can be accountable and be transparent to public.

V. Conclusions and Suggestions

a) Conclusions

This research reveals that the green environment movement campaign, in supporting national food security through cultivation activity with hydroponics technique, covers three stages: first, to identify issues. At this stage, KODIM 0503 West Jakarta performs studies and problem identification first. Then, the solutions to be taken are first studied in accordance with government instructions, in this case the TNI Commander. Based on the identification, the green environmental movement campaign program to support national food security through cultivation activities with hydroponics techniques emerged. The second stage is the campaign management. This stage identifies the characteristics of target audiences in order to formulate messages, campaign actors, campaign channels, and technical campaign implementation. The third, and the last stage, is the evaluation. This activity is intended to see how many people who have started the green environmental movement campaign program at their home.

b) Suggestions

Based on the results of the research, the researcher suggests that KODIM 0503 West Jakarta to conduct campaign activities using mode varied media, both printed and digital media To accelerate the process of receiving campaign messages, this campaign program should have a Brand Ambassador from the TNI or public figures from general public, so the message will motivate and attract public interest to hear and follow the invitation according to the contents of the message to be conveyed. To increase the publicity of the campaign program, it is suggested to strengthen media relations activities as part of its policies and tactics in gaining publicity from the media. To find out the effectiveness of this campaign program, KODIM 0503 West Jakarta should also make quantitative measurements by conducting surveys.

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