

PURSUING SUSTAINABILITY: ENVIRONMENTAL COMMUNICATION AND THE COMMUNITY'S ROLE IN ENHANCING BANJARMASIN'S RIVER ECOSYSTEMS

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Abstract

As one of the most modern cities in South Kalimantan, Banjarmasin has emerged as a popular place to visit for residents of the surrounding rural regions. Is it true that the city of Banjarmasin has developed into a secure location from an economic, social, and environmental standpoint? This paper attempts to look at the cognitive behavior of the people of Banjarmasin in regard to the messages that were communicated by the Sahabat Sungai community. This is done by attempting to understand the strategies that were carried out by the Sahabat Sungai community through environmental communication. Aside from that, we also need to pay attention to the ways in which residents living near the river in Banjarmasin are attempting to address the deteriorating conditions along the river.

Keywords: Communication, Environment, Community.

1. Introduction

The South Kalimantan area experienced a flood in early 2021 that was the worst since 2006. (Respons Jokowi, Walhi: Banjir Kalsel Awal 2021 Terparah Sejak 2006 Halaman All - Kompas.Com, n.d.). Several South Kalimantan regions, including Tapin Regency, Banjarbaru City, Hulu Sungai Tengah Regency, Hulu Sungai Selatan Regency, and Balangan Regency, have witnessed flooding. (Info Banjir Kalsel Terbaru 2021: Penyebab & Daftar Daerah Terendam, n.d.). The flood caused significant material losses in addition to delays in current economic processes. The National Disaster Management Agency (BNPB) statistics show that the flood caused a loss of IDR 1,127,561,340,000. (BNPB Sebut Total Kerusakan Dan Kerugian Banjir Kalsel Mencapai Rp1,127 Triliun - News Liputan6.Com, n.d.). According to the findings of the National Aeronautics and Space Agency's (Lapan) analysis, the South Kalimantan flood disaster was brought on by heavy rainfall and changes in the watershed's (DAS) land cover as a consequence of a decline in the area covered by trees. (Hasil Analisis Lapan Soal Penyebab Banjir Besar Di Kalimantan Selatan Halaman All - Kompas.Com, n.d.). This argument is consistent with that made by Joko Widodo, President of the Republic of Indonesia, during a visit to South Kalimantan to watch the floods. According to the President of Indonesia Joko Widodo, the Martapura River overflowed after receiving heavy rain for 10 days in a row because the river could no longer handle the water release (Banjir Di Kalsel Meluas, Gubernur Tetapkan Status Tanggap Darurat Halaman All - Kompas.Com, n.d.; Respons Jokowi, Walhi: Banjir Kalsel Awal 2021 Terparah Sejak 2006 Halaman All - Kompas.Com, n.d.).

South Kalimantan Governor Sahbirin Noor has proclaimed a flood emergency response as of January 14, 2021, in accordance with the claims of Lapan and President Joko Widodo (Gubernur Kalsel Naikkan Status Jadi Tanggap Darurat Banjir | Merdeka.Com, n.d.). However, a statement made by Governor Sahbirin became problematic after the South Kalimantan flood catastrophe. According to Governor Sahbirin, the inundation in South Kalimantan was only temporary because the river had been dredged (BANYU LALU HAJA). Peradi-Komnas HAM Pasang Badan, Tim Paman Birin Mau Polisikan Warga, n.d. The public eventually mocked this statement and made negative comments about it, which they then shared on social media. Although it had created issues, these issues have since been resolved.

In the South Kalimantan region in 2021, 22 flood catastrophes affected 13 regencies and cities (Info Banjir Kalsel Terbaru 2021: Penyebab & Daftar Daerah Terendam, n.d.; Sepanjang 2021 Sudah 22 Kali Bencana Banjir Di Kalsel, n.d.). In contrast, in January 2022, there were 11 flood disasters in 13 Regencies and Cities in the South Kalimantan area (Januari 2022 Kalimantan Selatan Dilanda 11 Kali Banjir, n.d.). These numbers make it clear that South Kalimantan's flooding issue has not yet been completely resolved. South Kalimantan's ongoing flooding issue has led to the emergence of community organizations in the shape of communities that actively participate in preventing floods through river

maintenance. The Banjarmasin Sahabat Sungai group is one group that has been outspoken in its expression of concern for the problem with the river itself.

1.1 Research Question

Based on these previous writings, there is still no research that discusses the role of the community in carrying out environmental communication as an effort to provide awareness to the people regarding river conservation in the context of environmental communication. Therefore, using the concept of environmental communication, this paper seeks to answer the question "What is the (cognitive) attitude of the people of Banjarmasin in responding to information related to environmental issues conveyed by the Sahabat Sungai community in Banjarmasin".

2. Literature Review

Previous research that has also explored issues regarding environmental communication has been divided into two categories, namely the first is environmental communication as an effort to protect the river environment and green city environmental campaigns and the second is a communication strategy in achieving environmental preservation in society. Several studies on environmental communication as an effort to protect the river environment and environmental campaigns for green cities were written by Novaria Maulina and Atika (Maulina & Atika, 2020, 2021) and Lalita Hanief, Noviana Sari (Hanief & Sari, 2021). The writings discuss the communication strategy for achieving environmental preservation in society (Hapsari, 2016; Rahman et al., 2021; Wahyudin, 2017).

Writings included in the first category, namely environmental communication as an effort to protect the river environment and environmental campaigns for green cities, discuss many of the efforts of local governments to build public awareness regarding river environmental preservation. Through the involvement of the community and related stakeholders as opinion builders to keep the river clean. These efforts are carried out through the creation of government programs in the form of competitions and the development of rivers as tourism potential. Because even though it has received an Adipura award, the city of Banjarmasin still does not have adequate green open spaces and the cleanliness of the river is not optimal due to the habit of people throwing garbage into the river.

Writings that fall into the second category, namely communication strategies in achieving environmental preservation in society, discuss a lot about the gaps in strategies that can be implemented by the government in its efforts to achieve environmental preservation. There are still several cases where the message the government wants to convey has not been fully received by the public. In addition, there is still a lack of political will by the government to build public/industry awareness and concern for the environment. The communication

network is also an element of the strategy that the government should consider in achieving its goals of building public/industry awareness and concern for the environment.

3. Research Methods

This study used a qualitative approach with a descriptive method, collecting detailed and in-depth data through interviews and other sources of information such as audiovisual materials, online media, and other documents. Research using this approach is divided into 3 stages, namely identifying cases, collecting data through interview techniques, observation, literature study, and then interpreting the data that has been collected (Creswell, n.d.). Therefore, to avoid widening the issue this research only focuses on predetermined issues.

Communication

Etymology and terminology are two perspectives from which communication must be understood (Nurhadi & Kurniawan, 2017). According to its etymology, the word "communication" is derived from the Latin verb communication, which is derived from the word communist, which has the same meaning. Therefore, according to this perspective, communication occurs when all parties comprehend the message. In other words, a connection is considered communicative if both parties can comprehend what is being communicated. Communication is defined terminologically as the process of conveying statements from one individual to another. In conclusion, communication is a series of processes involving the transmission of communications from one individual to another.

Environment

Environment According to UUD no. 23 of 1997, the environment is a spatial unit containing all objects, forces, conditions, and living entities, including humans (*Definisi Lingkungan Hidup Indonesia | Dinas Perumahan Rakyat, Kawasan Permukiman Dan Lingkungan Hidup*, n.d.). In this instance, humans and their behavior have an impact on the existence and well-being of both humans and other species. The environment encompasses ecosystems that are a unified whole and influence one another in a balanced manner.

On the basis of the preceding definition, the environment is a natural ecosystem in which humans participate. Consequently, human behavior and actions can impact the environment. Inversely, an environment that alters as a result of human behavior is also capable of affecting and influencing the survival of humans who inhabit that environment.

Environmental Communication

Environmental issues are among the issues associated with numerous disciplines. Therefore, environmental communication exists as a means of overcoming communication difficulties in addressing environmental issues. Environmental communication aims to disseminate messages about environmental sustainability through the application of

management techniques, strategic concepts, and communication strategies (Chandrabuwo & Atika, 2019).

Community

This paper defines a community as a social organization of diverse individuals who share the same environment and share similar interests (Basuki et al., 2013). This social group is motivated to act as a community to achieve the same objectives due to a shared interest. This paper describes a community that cares about the environment, specifically the Sahabat Sungai community.

Sahabat Sungai Community is a social group in Banjarmasin that concentrates on river issues and problems. This community has the same vision and mission, which is to preserve the Banjarmasin River environment. This community endeavors to increase public awareness of the significance of river cleanliness and environmental preservation for the long-term viability and quality of life of riverside residents.

Sustainable Cities and Communities

Sustainable Cities and Communities Goal 11 of the Sustainable Development Goals (SDGs) is to "make cities and human settlements inclusive, safe, resilient and sustainable". This goal aims to improve urbanization and urban living conditions, as more and more people are moving from rural areas to cities. Goal 11 aims to create inclusive, safe, resilient, and sustainable cities and communities that can better support the economic, social, and environmental needs of their residents. Achieving this goal will require collaboration between governments, civil society, the private sector, and citizens, as well as investments in infrastructure, technology, and innovation.

4. Results and Discussions

4.1 Sahabat Sungai Community and River Issues In Banjarmasin

Komunitas Sahabat sungai sprang up in response to the many problems plaguing Banjarmasin's rivers, and it is now one of the many groups working to repair the damage. Members of this community are a diverse group of young people from Banjarmasin. This community has been actively implementing its varied programming since its inception in early 2022.

The first area is strategic research, which works hard to analyze, initiate, and coordinate river-related issues. The second area is river potential development, which focuses on planning and carrying out river potential development activities. The third pillar consists of media and advertising that work to disseminate ideas and information about actions through innovative, thorough, and all-encompassing campaigns. This information dissemination is accomplished through the use of risky collaboration and teamwork in the

field of most recent importance: establishing and maintaining external connections through partnerships with a wide range of stakeholders outside of the Sahabat Sungai community.

The Sahabat Sungai community in Banjarmasin is working to raise consciousness within the community about how vitally important it is to maintain the health of the city's rivers for the people who live there. The community of Sahabat Sungai takes a collective strategy to bring education, social activities, and cultural activities to the people who live along the banks of the Banjarmasin River in an effort to raise awareness of this issue. The Sahabat Sungai community has the ability to alter the mentality of the locals through the use of this strategy. As a result, the locals will be able to make better use of the river and will be less likely to contaminate it or take other actions that could harm it.

If the people of Banjarmasin are able to properly handle the city's large and large number of rivers, the city's people and community stand to benefit greatly from this situation. If only the people could care for the river and not throw away garbage and take actions that could damage the river such as decreasing the width of the river and causing it to become shallow, the river could become an additional source of income for the people living along the river. It is possible to provide additional welfare for communities located along riverbanks through the use of an ecotourism strategy, for instance, which involves making the river a mainstay destination as well as entertainment for tourists. This is the vision that the community of Sahabat Sungai expects to see come to fruition in regard to the prospective development of rivers in Banjarmasin.

In order to achieve both the development of river potential and the preservation of river potential, the Sahabat Sungai community in Banjarmasin carried out an in-depth strategic study of the potential of the city's rivers. The purpose of this activity was to determine the capabilities that the rivers in Banjarmasin possess. When it comes to developing each river's potential, different strategies and management are required due to the large number of rivers as well as the unique environmental circumstances found in each river. As a result, members of the Sahabat Sungai community in Banjarmasin make an effort to gain an understanding of the potential offered by each river in the city. This enables them to make the most of each river's potential for the benefit of the communities that lie in its vicinity.

The Sahabat Sungai community is also involved in restoring the river's ecosystem and fostering the growth of the tourism industry along the river. Considering that the river in Banjarmasin is still frequently obstructed by garbage, the river's cleanliness is a very important factor in efforts to establish an economy based on river tourism. Therefore, activities pertaining to the cleaning of waterways still need to be carried out for rivers in the city of Banjarmasin. A waterway that is kept clean will make it easier for its development to continue, which will allow it to be transformed into a river tourism economy.

In addition, the Sahabat Sungai community keeps working to improve communication with all aspects of society. The community is educated about the significance

of preserving and cleaning up the waterway as part of this action, which is carried out so that it can be taken. It is hoped that the people will be able to understand, as a result of this education, how important it is to keep rivers clean and preserve them, as well as how maintaining cleanliness and preserving rivers can provide economic value in everyday life.

The community of Sahabat Sungai uses a socio-cultural strategy to educate people about the river. This education is provided by the community. This is done due to the fact that there is a very wide variety of individuals living in Banjarmasin. As a result, it is essential to adopt a distinct strategy for educating the people in accordance with the circumstances that exist within those people.

Additionally, the Sahabat Sungai community recognizes the significance of digitalization and social media usage. The Sahabat Sungai community has utilized it in their efforts to increase public awareness and promote the potential of Banjarmasin's rivers. Using digitalization, the Sahabat Sungai community is attempting to increase awareness and trends so that their ideas can reach young people in Banjarmasin. The Sahabat Sungai community refers to this technique as "river digitization."

The community of Sahabat Sungai has taken the following actions, the first of which is a peaceful action commemorating World Water Day on March 22, 2022. This activity was carried out in front of the DPRD Banjarmasin Building with several other communities and organizations. This nonviolent action aims to convey a message to the public to maintain the cleanliness of Banjarmasin's rivers. Given that Banjarmasin is known as the city of a thousand rivers, the river's condition is extremely concerning. The activities of the Sahabat Sungai community have also been published and published on the Kalsel Post online news page and Radio Republik Indonesia Banjarmasin and other online media (*Komunitas Sahabat Sungai Gelar Aksi Damai Peringati Hari Air Sedunia - Kalselpos*, n.d.; *Peduli Sungai Di Banjarmasin, Mahasiswa Suarakan Jangan Buang Sampah Disungai - Herald Kalsel*, n.d.; "Peringati Hari Air Sedunia Komunitas Sahabat Sungai Gelar Aksi Damai," n.d.; *Serukan Jaga Sungai Banjarmasin, Komunitas Sahabat Sungai Turun Ke Jalan - Jejakrekam.Com*, n.d.).

An interview with the Mayor of Banjarmasin is yet another one of the activities that the Sahabat Sungai community in Banjarmasin participates in. In addition to that, members of the Sahabat Sungai neighborhood got together and had conversations about preserving the river. Through participation in this event, members of the Sahabat Sungai community make an effort to communicate with various layers and subgroups of society. In this manner, not only does the community gain an understanding of the river, but it also reaches the stakeholders and educated groups in the city of Banjarmasin.

In addition, the community of Sahabat Sungai participates in collaborative activities, such as the activities that will take place at the third conference of the Indonesian River Restoration Movement (KGRSI) in Yogyakarta in the month of July 2022. In order to support the global commitment to confronting the environmental issue, the purpose of this activity is to foster synergy within the river restoration movement in Indonesia. This joint

effort will eventually lead to an expansion of the network in the Sahabat Sungai community's efforts to realize its vision and fulfill its mission of turning the river into a popular tourism destination.

As communicators in the preceding discussion, the Sahabat Sungai community has made an effort to spread messages throughout all levels of Banjarmasin society in an effort to raise consciousness about the issue. The purpose of this communication is to convey the message that the river should be protected and preserved so that it can be used as an economic area. It is anticipated that this will help improve the economics of the community that is located around the river. The message was disseminated through a variety of channels, including but not limited to direct action toward the community; general conversations; visits to stakeholders; and collaborative efforts with other organizations, both locally and nationally. In addition, the cognitive attitudes of the people in Banjarmasin regarding the acceptance of the messages that have been communicated will be discussed in the following section of this paper.

4.2 Attitude (Cognitive) of Banjarmasin People Related to River Problems

An in-depth study of (cognitive) attitudes related to communication that was carried out by members of the Sahabat Sungai Community was carried out by the authors in two locations: Alalak Selatan Village and Sungai Miai in the city of Banjarmasin. The author went to the Two Faces (Kampung Dua Wajah) of the Jaruju River Village while they were in the Alalak Selatan neighborhood. Over their visit in Sungai Miai Village, the author traveled to the Miai River Area located along RT 6.

People who live in the area of Kampung Dua Wajah in Kelurahan Alalak Selatan, which includes the Jeruju River, have neither heard of the River Friends Community nor have they accepted its presence. The actual Two Faces Village is located in a more rural part of Banjarmasin, not far from the city's core. The community is situated in close proximity to the newly constructed Alalak Bridge, which was funded and constructed by the government, as well as the vicinity of the Banjarmasin Lambung Mangkurat University Campus. The village is also a hub for the commerce of timber, and it contains several shipyards.

One of the villages on the banks of the Banjarmasin river that has been deemed successful in processing its environment as a river tourism area is the Two Faces Village of the Jaruju River. This village is located on the banks of the Jaruju River. The people who live in this community are beginning to comprehend the significance of the river to them as a source of sustenance. The river has been incorporated into the terraces and yards of the homes in this community so that it runs alongside them.

Figure 1. Residents of two villages face the Jaruju River



Figure 2. The atmosphere of the two-face village of the Jaruju River



The villagers of Kampung Dua Wajah are putting in their best efforts to restore the river, which provides them with their livelihood. Their community, which is located in close proximity to the river, used to be frequently submerged in water whenever the tide was

high. The garbage that floated down from other regions and major rivers used to make its way through their river. They began repairing the river in order to improve the residents' day-to-day lives, and with the help of the government, they were able to do so. By cooperating with each other, members of BKM Alalak Selatan Lurah Mrs. Dewi, Head of RT 7 Mr. Bahtiar and Head of RW Mr. Raisuddin, and residents (figure 1).

The repair of the river begins with revitalizing the village by building residents' houses that are livable and healthy. The house was constructed by incorporating the river into the yard. (figure 2). Apart from that, they consistently clean up the river by working together to pick up debris that drifts in their river. They made environmental improvements in the village by collaborating with the government through the "Kotaku" program.

Nevertheless, the position of the Sahabat Sungai community has not yet spread to the village region of the Two Faces of the Jaruju River. In spite of the fact that the people in this village share the same goals and objectives as those promoted by the Sahabat Sungai Community, the people in this village have never received communications from the Sahabat Sungai community concerning the enhancement and utilization of the waterway. The initiative and anxiety of the people themselves about the status of their village environment, which was always flooded and the river was full of garbage, resulted in the residents becoming aware of and actively participating in the improvement of the river. This led to the residents taking an active role in the improvement of the river.

Still and all, the people who live in the Two Faces village of the Jaruju River continue to be welcoming to other communities and continue to welcome cooperation from those communities if those communities wish to assist in the development and improvement of their village. In terms of the people who live in the village, the environmental circumstances have not yet improved to the point where they want them to be. There are still a great number of enhancements and developments in the community that call for assistance from a variety of different parties.

The problem that is still becoming the homework of the first Two Faces village is that there is still a lot of garbage that is washed away in the river as a result of shipments from major rivers. This is the cause of the problem. The second issue is the problem of developing locally produced goods from rural areas that are unable to be promoted to their full potential. For the community to realize its dream of becoming a river-based tourist village, it will still require contributions from a number of different parties, including those from other communities in Banjarmasin.

Figure 3. A dirty bank full of garbage



Figure 4. The miai river is getting narrower



The people who live along the Miai River are confronted with comparable challenges in their river region, specifically the floating garbage and the silting up of the river. The river, which used to provide the residents of Sungai Miai with both a means of transportation and a lifeline, is no longer functioning as effectively as it once did. As can be seen in Figures 3 and 4, the river region of the Miai River is now quite shallow, narrowed, and filled with weeds and garbage. This change occurred over the course of the last century.

Even though the Miai River area was once used by the River Friends Community for social activities, the locals are still unfamiliar with the River Friends Community. According to the results of the author's interviews, numerous communities and organizations have contributed to the cleanup of the Miai River Area's rivers. However, many members of the population do not recall their identities; rather, they recall things that stand out in the community, such as "*Sepeda* community, youth, and mass organizations," without knowing the organization's actual name.

Even though the Sahabat Sungai Community held events in the vicinity of the River Miai, the residents of that region did not recognize or are familiar with the moniker of the Sahabat Sungai Community. Repairing the Miai River Area is still a significant challenge for the city administration of Banjarmasin and the residents who live in the surrounding neighborhoods. In some of these locations, the problem of flooding caused by the incoming water is still a persistent issue. As a result, the responsibilities of the different parties still need to be consistently fulfilled.

5. Conclusion

Banjarmasin's population lives in close proximity to the city's rivers, making this a novel case and challenge for Indonesia's efforts to achieve the SDGs. Untreated river environments still serve as dumps for trash dumped by people who bear no responsibility for the pollution they cause, leading to flooding in residential areas. This problem is not just causing flooding every time it rains in the settlement area, it's also a health hazard. Community involvement in protecting the health of the area around a river or stream will remain a rarity unless it is matched by a widespread understanding of the importance of maintaining waterways.

A community's contribution, like that of a riverside friendship group, will have less of an impact if members lack a shared understanding of their role in it. As a result, cooperation and open communication are crucial to the protection and maintenance of the river ecosystem in Banjarmasin. The city government of Banjarmasin must play an active role in rallying various stakeholders and facilitating effective environmental communication in order to support securing and making beneficial use of the city's rivers, which are essential to achieving Banjarmasin's vision of becoming an inclusive, safe, and expansive metropolis. However, if the problems with the river's environment are still being handled separately by the public and private sectors and the government, the problems will remain difficult to solve. Collaboration amongst all parties will simplify coordination and oversight of the protection and maintenance of the city of Banjarmasin's many rivers.

Many people in Banjarmasin, especially those who live in the river's immediate vicinity, have never heard of the Komunitas Sahabat Sungai. Because Komunitas Sahabat Sungai does not exert enough effort into communicating with the specific people who live in the riverside. On top of that, there are a plethora of other groups, organizations, and communities that have carried out similar activities toward the general public but without

ongoing follow-up activity. Another issue in Kota Banjarmasin is the extensive riverbank areas. More and more people are choosing to make their homes along the banks of the rivers in Banjarmasin, limiting the reach of the Sahabat Sungai community. Focused areas must be available so that the Sungai Friends community can devote its resources to intensively damming the river in order to realize its vision and fulfill its mission.

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