

Building Environmental Awareness Through the Makassar Eco-Brick Community Social Movement in Plastic Waste Management

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Abstract. This study aims to: 1) describe the forms of social movements in building environmental awareness of plastic waste management at the Makassar Eco-brick Community in Makassar City, 2) Analyze the factors that influence environmental awareness of plastic waste management at the Makassar Eco-brick Community in Makassar City, 3) Describe the stages of plastic waste management at the Makassar Eco-brick Community in Makassar City. The number of informants is 10 people. The data were analyzed using qualitative description with the stages of data reduction, data presentation, and concluding. The data validation technique uses source triangulation. The results show that: 1) The forms of social movements in building environmental awareness of plastic waste management at the Makassar Eco-brick Community in Makassar City are: (a) expressive movement and (b) alternative movement. 2) Factors that influence environmental awareness of plastic waste management at the Makassar Eco-brick Community in Makassar City, namely: (a) From ignorance to knowledge factor, (b) build humanity factor, and (c) Lifestyle factor. 3) The stages of plastic waste management at the Makassar Eco-brick Community in Makassar City are (a) the preparation stage, (b) the socialization stage and the practice of making Eco-bricks, and (c) the final stage.

Keywords: Social Movement, Environmental Awareness, Plastic Waste Management, and Eco-bricks

1 Introduction

The awareness of the world community about the importance of environmental conservation is increasing, this is triggered because of the fear of the possibility of an environmental disaster that threatens, not only health but even the survival of humans and their offspring. Public awareness manifested in various environments is necessary to support what the government is doing through policies to save the environment. It is said to be environmental awareness because in this case, a kind of awareness grows about the importance of paying attention to the environment, and that means awareness about the position of humans as creatures who must relate to the environment and the natural surroundings [1].

Law No. 18 of 2008 concerning waste management, it is stated that waste is the residue of human daily activities or natural processes in solid form, while the function of waste management includes waste reduction and handling. Plastic waste is a global environmental problem. Plastic is widely used in everyday life because it has advantages such as being strong, light, and stable.

However, the plastic currently circulating in the market is a synthetic polymer made from petroleum which is difficult to decompose.

The Makassar City Government held a Garbage Care Exhibition as a commemoration of the 2020 National Waste Care Day (HPSN) at Makassar Losari Beach which presented a variety of handicraft products from plastic waste, paper, leaves, and others. This was followed by several elementary schools and environmental care communities. Plastic waste has become a common problem throughout the world, and various efforts have been made to reduce the use of plastic, especially single-use plastic, another effort that continues to be encouraged is the management of plastic waste into handicraft products with economic value.

Garbage collected during the Garbage Care Day event at Losari Beach, on February 23, 2020, collected 8.81 tons, dominated by 5.6 tons of plastic waste, 117 kg of broken glass, 90 kg of metal waste, 263 kg of Styrofoam waste, and trash. another 1.9 tons. The ban on the use of plastic cannot be done because everything in life is related to plastic, this cannot be eliminated but can only be reduced in use.

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The existence of plastic waste which is increasing in number is a threat to environmental sustainability and even threatens organisms in the sea and humans. The lack of efforts to recycle plastic waste has prompted the establishment of a social movement "Eco-brick" to reduce the bad impact of plastic waste around the world. Makassar Eco-brick Community invites people who use plastic every day to process plastic waste into useful materials used as materials for building Lego or buildings. The process of transitioning from pollution to solutions, especially plastic waste, is long and hard work. Consistent, accurate and happy are the keywords to make Eco-bricks, because one of the goals of the Eco-brick movement is to avoid used plastic from recycling technology and all kinds.

The concern and awareness of the Global Eco-brick Alliance Trainers in an active area in Makassar City, South Sulawesi Province. The Makassar Eco-Brick Community has hundreds of members but around 50 are active. As for the activities that have been carried out by the Makassar Eco-brick Community, namely being a resource person on the Hasanuddin University, UNM, at the Pumbunga Maros waterfall, the foot of Mount Bawakaraeng, Gowa Regency, the banks of the Jeneberang River, Alu Bamboo Forest, Nusa Pustaka reading house in West Sulawesi, until it became a speaker for the 2019 Asian Medical Students Exchange Program (AMSEP) Indonesia for Taiwan at Rajawali Catholic High School Makassar.

From the description above, the researchers are interested in conducting research on Building Environmental Awareness Through the Makassar Eco-brick Community Social Movement in Plastic Waste Management

2 Method

This research is a qualitative descriptive study that aims to describe in depth the Social Movement in Building Environmental Awareness of Plastic Waste Management (Case Study on the Makassar Eco-brick Community in Makassar City). The researchers took the research location in Makassar City, considering that in Makassar City many communities develop from environmental issues, one of which is the Makassar Eco-brick Community which will be a place for researchers to conduct research, where the gathering place or secret is located at Cendrawasih III street, no. 28 Patompo Complex, Mariso, Makassar City, South Sulawesi Province.

Informants in this study were members of the Makassar Eco-brick Community, totaling 50 people. In addition, the selection of informants in this study also used purposive sampling or data collection by determining the criteria for informants, namely individuals who became official members of the Makassar Eco-brick Community. Based on the initial observations that the researchers made on the Makassar Eco-brick Community, the researchers obtained 10 informants who matched the criteria determined by the researchers. The criteria for selecting informants are: 1) A member who often participates in activities carried

out by the Makassar Eco-brick Community and has joined for at least 1 year. 2) Makassar Eco-brick Community member who has an Eco-brick Trainer certificate from the Global Eco-brick Alliance (GEA). 3) Responsible for Makassar Eco-brick Community.

Researchers used several data collection techniques, namely, observation, interviews, and documentation. The data analysis techniques consist of data reduction, data presentation, and concluding. While the data validation technique uses source triangulation, where the data that has been collected is then linked to theories related to the object of research, namely Building Environmental Awareness through the Makassar Eco-brick Community Social Movement in Plastic Waste Management.

3 Results and Discussions

3.1 Forms of Social Movements in Building Environmental Awareness of Plastic Waste Management at the Makassar Eco-brick Community in Makassar City

There are several forms of social movement in building environmental awareness of plastic waste management, namely:

3.1.1 Expressive Movement

The expressive movement is one form of the social movement carried out by the Makassar Eco-brick Community, in this case, the expressive movement is a social movement carried out as a form of collective awareness in disseminating information to a large audience about issues that occur in society today which is carried out through creative actions, the actions of individuals in this expressive movement only change their perceptions or perspectives and attitudes towards environmental issues that are widely discussed around the world.

From the results of interviews conducted with several members of the Makassar Eco-brick Community, it was stated that the social movement started from concerns about the management of plastic waste where the community was not fully aware of the impacts and dangers caused by plastic waste, especially the lack of information and education about whether plastic, where is the plastic used for our consumption. The volume of plastic waste in Makassar City almost reaches 4 tons per day, related to this phenomenon, plastic used for our consumption can be found everywhere and even reaches sea waters which can become very dangerous microplastic when we consume it, due to plastic waste. It takes a long time, namely 50 to 100 years to decompose. The growth in the amount of plastic waste is increasing and the processing is still minimal. Wherever possible, we must reduce the use of single-use packaging by using other alternatives that can be used repeatedly.

This expressive social movement at the Makassar Eco-brick Community wants a change in people's mindsets towards plastic waste and the dangers posed by

plastic and diet to the use of single-use plastic bags. The volume of plastic waste every day is increasing because a few activities of daily life still use plastic it is rather difficult to avoid this because plastic has become one of the necessities, but it is possible that we can reduce its use.

3.1.2 Alternative Movement (Alternative Movement)

An alternative movement is a form of social movement that aims to change a certain behavior or action of individuals in society, this social movement is usually carried out in the form of socialization or campaigns with the target of individuals directly. In this case, an alternative movement has occurred in the Makassar Eco-brick Community so that there has been a change in their behavior and actions towards social movements in building environmental awareness of plastic waste management.

From the interviews, it can be concluded that the social movement carried out by the Makassar Eco-brick Community is a form of a social movement by introducing Eco-bricks in the family environment first because one of the principles of the Eco-brick movement is to form an independent family and understand the dangers posed by plastic waste, then go to school to empower through education by holding Eco-brick workshops on plastic, the environment, and Eco-bricks as a simple solution for our everyday plastic packaging waste. Furthermore, conducting socialization on campuses, in community groups, and even in government agencies both at the village level and at the sub-district level in Makassar City by providing material about making Eco-bricks up to their use to be used as useful objects, then conducting a waste sorting movement campaign. from home which is one way to save the environment from the influence of plastic waste and be responsible for plastic used for personal consumption.

This alternative social movement in the Makassar Eco-brick Community is an effort to provide socialization and workshops to schools such as Rajawali Catholic High School Makassar, IPEKA Makassar Christian School, and SMA Negeri 1 Majene West Sulawesi, and SMA Negeri 8 Makassar. Furthermore, campuses, such as the Unhas campus at the Faculty of Medicine, the UNM campus at the Faculty of Engineering, and nature lover community groups, namely the Antang Nature Lovers Rightness community, government agencies both at the sub-district levels in Makassar City, such as empowering the community in processing household inorganic waste in Bontorannu Village, Mariso District, Makassar City by providing materials or workshops on the socialization of making Eco-bricks up to their use to become useful objects that can be used repeatedly and the activities of the Danamon care foundation in collaboration with the Makassar Eco-brick Community and the Makassar City Regional Apparatus Organization (ODP) in Rappocini District held an Environmental Care Program. Furthermore, regarding the problem of plastic becoming polluted as a solution in empowering individuals and

communities to be responsible for the plastic they consume themselves, as well as conducting a movement campaign to sort plastic waste from home as a behavior change and action towards plastic waste management and increasing ecological awareness through the spread of the Eco-brick movement.

In terms of reducing the volume of plastic waste, especially in the environment where they live, by making Eco-bricks into a garden in front of the house, using bricks from plastic used for their daily consumption. Regarding the comparison before the Makassar Eco-brick Community movement, the number of plastic waste volumes can be said to have decreased from 4 tons per day to 3 tons per day because people have been able to process their plastic waste into more useful goods, have value and are multifunctional.

Regarding the implementation of the Makassar Eco-brick Community program, every member of the community has the right to oversee the activities carried out by the Makassar Eco-brick Community, not burdened by one person because they are shared property, besides that they also learn through a global platform that is all recorded and presented in the community. GEA platform, they learn globally through sharing classes to improve the quality of life with the love the earth movement. It's different when some events or activities are quite large, for example making land buildings using Eco-bricks, then they ask for help from the communities to cooperate so that later they will be jointly responsible and supervise it.

Makassar Eco-brick Community has not received financial assistance from any party in carrying out its activities until now, because they are social organizations that operate independently and do not depend on anyone and operate according to their abilities. So far, they have been invited as participants who are present in the community to provide solutions on how to manage plastic waste itself. Their movement is independently based on individuals and communities, they do this based on concern and awareness of the environment, they also want to build community ecological awareness through the spread of the Eco-brick movement from pollution to a solution because the Eco-brick movement does not require a large amount of money, what it takes is an only high will, sincere work, hard work, and teamwork. The members of this community come from various groups ranging from children to parents and the recruitment of members is free and non-binding, those who want to join this community simply attend and participate in the activities carried out by the Makassar Eco-brick Community.

The results of this study are also related to the results of research from Izudin entitled the social movement of the farmers union of the Special Region of Yogyakarta for the period 2006-2015 (strategies, patterns, and challenges) and Suprpto, entitled the social movement of civil society in the rejection of rubber factories in the village of Medali, said that the movement Social media can be used as a media for mobilization, consolidation of organizations, voicing community rights, creating alternative schools and with the involvement and support of the community as an

effort that can have implications for the results of social movements.

In addition, it is related to the theory of social movements stated by Henri Tajfel and John Turner that organizations can change individual behavior and can change self-identity or part of the self-concept of individuals that comes from knowledge and emotional attachment within the group or organization itself. This means that the social movement carried out by the Makassar Eco-brick Community can change certain behaviors or actions taken by individuals in the community through socialization or conducting social movement campaigns to build environmental awareness of plastic waste management by introducing the Eco-brick method in the management of plastic waste in the environment. families, schools, campuses, community groups, and even government agencies in Makassar City to empower the community through education by holding Eco-brick-making workshops, the results of which can be used as objects that have benefits and are multifunctional.

The results of this study are also by the theory of social behavior (behaviorism) stated by B.F Skinner (Santrock, 2002: 45) [2], that social behavior is behavior that can be observed and is a determinant of the environment, and social behavior is individual awareness that determines real actions, repeatedly to social objects [3]. So, the meaning of the statement above is that the Makassar Eco-brick Community is a social organization that operates independently, based on individuals and communities, and does not depend on anyone related to funding in its activities, they move based on concern and awareness of the environment, their vision and mission are to build Community ecological awareness through the spread of the Eco-brick movement is a solution to plastic waste management.

3.2 Factors Affecting Environmental Awareness of Plastic Waste Management at the Makassar Eco-brick Community in Makassar City

Environmental awareness is an action or attitude that is directed to understand the importance of a healthy, clean environment, and so on. Awareness of the environment can be seen in the behavior and actions of a person in a situation where a person feels free from pressure. Realizing a sustainable environment needs to be a movement from all levels of society, many actions have been taken by the community related to environmental conservation, both from educational institutions and organizations, namely schools and universities. From the results of this study, several factors influence environmental awareness of plastic waste management that researcher got at the Makassar Eco-brick Community, namely:

3.2.1 From Ignorance to Knowing Factor

The factor that changes from ignorance to knowledge is a factor that affects environmental awareness of plastic

waste management in the Makassar Eco-brick Community. When we talk about the knowledge factor, we also talk about awareness. Consciousness can be interpreted as knowing, when someone is said to be aware then that person knows the environment so someone's knowing factor can affect their environmental awareness. Someone who knows the importance of a healthy environment for living things, then that person will always protect and maintain the environment.

From the results of the interview, it can be concluded that the factor that changes from ignorance to knowledge is one of the factors that affect environmental awareness of plastic waste management seen from almost school levels during their workshops they do not know about where plastic raw materials come from, they also do not too aware that plastic is a threat to the sustainability of the earth in the present and the future. Some types of piles of waste cannot decompose quickly, one of which is plastic waste which has a long life and takes hundreds of years to decompose, they do not know about the final process after they dispose of the garbage, most people do not know so they are not aware. People only know how to process their waste with the 3R system, namely reuse, reduce, and recycle. The behavior and habits of the people who throw garbage out of place, and there is an assumption that it is not their responsibility because there are already officers who are responsible for handling the waste problem. As stated by Kriswanto (2013: 35) [4], environmental awareness is a condition in which individuals or communities are aware of the importance of an environmental scope in which there are living creatures that must be preserved.

3.2.2 Build Humanity Factor

Humanity means human or human nature. Humans are intelligent beings who can choose what is right and wrong. If someone has a high sense of humanity, then they will pay attention to things that can save many people and not harm other humans. Therefore, someone with a high level of humanity will be more environmentally aware so that they can protect the environment for the common good.

Interview result, it can be concluded that the factor that builds a sense of humanity is one of the factors that influence environmental awareness of plastic waste management, where a phenomenon that we often encounter in our environment is the behavior of throwing plastic waste at random places which is done intentionally and does not feel bad. guilty. Humans are perfect beings who have a reason that can be used to distinguish between good and bad behavior. Related to environmental problems related to plastic waste, this is a shared responsibility, for it is necessary to have a forum that can provide education to the community to be able to shape the character of caring for the environment from an early age so that they can change behavior from apathy to fully participate in saving the environment so that people have the stock knowledge to be able to process their plastic waste and be able to reduce the impact of environmental pollution caused by

the plastic waste. And related to what Noelaka (2008: 25-30) stated, that humans are creatures who have reason so that they can distinguish between what is right and what is wrong, for those humans as social beings are expected to maintain reciprocal relationships between humans. with the environment so that the balance of the ecosystem is not disturbed.

3.2.3 Lifestyle Factor

A person's lifestyle can affect their level of awareness of the environment, if someone has a green lifestyle then they will pay attention to what they are doing to the environment, their interest will be in everything environmentally friendly, and their opinion is also given saving the environment.

From the interviews, it can be concluded that lifestyle factors are one of the factors that influence environmental awareness of plastic waste management where they apply a healthy lifestyle pattern by consuming food from natural ingredients without preservatives and adopting a green lifestyle by reducing the use of plastic and replace it using other alternatives such as cloth bags or shopping bags that can be used repeatedly. Avoid using single-use plastic straws and replace them with stainless straws or straws made of bamboo that can be used for a long time. Implement a lifestyle that minimizes plastic waste by holding open discussions, conducting campaigns, and outreach on social media, starting with a simple way of sorting organic and non-organic waste. Bring drinking water bottles from home to reduce the purchase of bottled water bottles. Reducing the use of transportation means such as cars and motorbikes for short distances and choosing to cycle or walk. The packaging of goods or products ordered online is usually sent using plastic packaging, but consumers can offer to use other alternatives such as replacing them with cardboard. As stated by Noelaka (2008: 30), a person's lifestyle can affect their level of awareness of the environment, meaning that if a person has a healthy lifestyle, then he will care about what he eats and the activities he does focus on everything. environmentally friendly and focused on saving the environment. That is, in this case, the Makassar Eco-brick Community instills values related to environmental awareness as an effort to make changes in attitudes and behavior carried out by an individual which will be seen from the knowledge they have, how to respond to the environment, as well as behavior and actions taken by the community. Everyone to encourage so that they gain awareness and sensitivity to problems that occur in the environment, especially those related to plastic waste.

Then related to the theory of social movements stated by Eyerman (1991: 53) [5] that social movements are a central part of modernity, social movements determine the characteristics of modern politics and modern society, social movements are closely related to fundamental structural changes that have been known as modernization that spread to the realm of systems and the life of the world. This means that the social movement carried out by the Makassar Eco-brick Community is related to the changes that are happening

at this time related to the characteristics of modern society, such as people's ignorance about managing the plastic waste they produce, people's habits of disposing of waste improperly, low sense of humanity so that causes someone to be apathetic, adopting a lifestyle that minimizes plastic waste by holding campaigns and socialization on social media regarding simple ways to sort organic and non-organic waste.

3.3 Stage of Plastic Waste Management in the Makassar Eco-brick Community in Makassar City

Garbage is the residue of human activities that must be managed so as not to cause environmental pollution and health problems. Waste management is a systematic, comprehensive, and sustainable activity that includes waste reduction which includes activities to limit waste generation, recycle waste and reuse waste. In this case, there are several stages of plastic waste management obtained by researchers at the Makassar Eco-brick Community, namely:

3.3.1 Preparation Stage

The preparation stage is a series of activities before starting the collection of materials and tools needed. In this early stage, important things that must be done immediately to make time and work more efficient are arranged.

Interview result, it can be concluded that the first stages of plastic waste management are the preparation stage, in this process, they have long ago prepared the tools and materials used to process the plastic waste into Eco-bricks, and they prepare special containers to accommodate packaging bottles. 330 ml or 600 ml plastic that has the same brand and size, collects and accommodates various types of plastic waste, for example, fine waste such as single-use crackle plastic or plastic from laundry and coarse waste, for example, instant noodle food wrappers, plastic cooking oil, detergent packaging, soap packaging, shampoo packaging, and snack packaging that comes from the personal consumption of people at home, friends in boarding houses, and plastic waste used by friends at the UNM Sintalaras secret, the most It is important to note that the plastic waste must be clean and dry so that it does not produce odors that can trigger the growth of bacteria and fungi. Next, prepare a bamboo stick or GEA brand wooden stick used to compact the plastic in the bottle, scissors, rags, permanent marker, skewer, silicon glue, and shot, or used inner tube rubber used to combine one Eco-brick with the other. others, digital scales are used to measure the weight of Eco-bricks, avian paints and brushes are used to write Eco-brick serial numbers and prepare laptops that are used to deliver presentation materials as well as bring examples of Eco-bricks or modular that have been completed because of the work of used plastic consumption that we produce.

3.3.2 Socialization Stage and Practice of Eco-brick Making

The process of implementing activities at this stage is expected to be able to provide educational value learning so that it can achieve the expected goals. From the results of the interview, it can be concluded that the stage of plastic waste management, is the second stage where this stage is divided into two sessions, namely, the first session starts from the socialization stage and the second is the practice stage of making Eco-bricks. At this socialization stage, the Makassar Eco-brick Community delivered materials specifically designed by GEA on Plastics, Biosphere, and Eco-bricks, held discussions related to problems with plastic waste, and empowered the community through socialization so that they could make the transition from plastic waste, the negative impacts caused by plastic waste, provide education related to solutions to reduce plastic waste by making Eco-bricks or bricks made from bottles containing plastic waste, which do not require special skills or very large capital, basic knowledge, principles in Eco-bricking, how the plastic industry works and learn to be responsible for the consumption of plastic produced by yourself.

As for the second session, which is the practice of making good and correct Eco-bricks by GEA standards, in this regard, the following are the steps: First, collect and cut plastic waste that has been washed and dried into smaller sizes. Next, collect plastic bottles that have the same size and brand, then fill the bottles with soft plastic such as red crackle as the base of the bottle, then insert a piece of rigid or thick plastic, then compact it using the sharp end of a wooden or bamboo stick, try not to have any gaps or spaces in the bottle so that the resulting Eco-brick is sturdy. Second, weigh the weight of the Eco-brick made to ensure that it has reached the appropriate standard weight, for those who use a medium-sized bottle, which is 600 ml, the weight of the Eco-brick that must be produced must be 200 grams, while for the 1.500-liter size the Eco-brick must reach 600 grams, for how to calculate the weight of an Eco-brick bottle, using the minimum weight formula = bottle volume x 0.33 g/ml this is a good minimum density and 0.7 g/ml for maximum density. Third, create a GoBrik account by accessing www.GoBrik.com this account is used to register the results of the Eco-bricks that have been made, as well as to count and find out the amount of plastic waste that you have put in bottles. After logging the Eco-brick, a serial number will appear to be written on the label of the Eco-brick bottle and the weight of the Eco-brick using avian paint or permanent marker, after that the Eco-brick is photographed and submitted to the GoBrik account. Fourth, wait until the paint on the bottle is dry, then glue the Eco-brick bottle using silicon glue or glass glue, the gluing technique must be done in an open room because this glass glue emits a very strong and dangerous smell when inhaled too long.

3.3.3 Final Stage

The final stage of output generated from plastic waste management is carried out by the Makassar Eco-brick Community in Makassar City.

Interview result, it can be concluded that as for the stages of plastic waste management, this is the third stage where in this stage it is known as the final stage or the output generated from plastic waste management carried out by the Makassar Eco-brick Community, they want to get used to breaking the chain of use and distribution of plastics, especially single-use plastics, maximizing community empowerment to increase ecological awareness so that they can make a transition from waste and plastics, producing a multifunctional product, utilizing the durable properties of plastic so that they are able to process plastic waste using the Eco-brick method which has strength durable which can be used repeatedly for short-term and long-term applications, while the use of the Eco-brick module produced from the Makassar Eco-brick Community is used as a bench or a kind of short bench that is commonly used for sitting, walls, photobooth stands, partitions or room dividers that can be dismantled and moved as desired, as plant pots at home, as furniture or household furniture for example, tables, chairs, benches, stages, making fences, hedges as a substitute for bricks which of course is more efficient and environmentally friendly and able to reduce plastic waste and the last is to make a report on activities or the results of socialization after leading the Starter Workshop, either offline or online and in collaboration with communities, schools, campuses, organizational institutions as well as in government agencies that are guided directly by certified GEA trainers.

This is as expressed by Fatchurrahman (2018: 55-56)[6], Eco-brick is a plastic waste management technique made from used plastic bottles in which various plastic wastes have been filled to the brim and then compacted until it becomes hard. After the bottles are full and hard, the bottles can be assembled with glue so that they become simple tables, chairs, wall building materials, towers, small stages, and even have the potential to be assembled into fences and simple playground foundations.

The results of this study are also related to the results of research from Graduates entitled Optimizing waste management in the residential areas of Pandeglang sub-districts, Pandeglang and Setiajaya districts, entitled the effect of Eco-brick innovation content in videos on environmental care attitudes of coastal communities: screening of TVRI media previews, saying that waste management that can be applied in settlements, namely by using the Integrated Waste Processing Site (IWPS) with reduce, reuse and recycle activities in it and the attitude of caring for the environment for coastal communities shows that they are more interested in Eco-bricks compared to those who are not interested in Eco-bricks. In addition, it is related to the theory of social movements expressed by Johnston and Klanderman in Hollinger (2006: 125-126) [7] which states that social movements are mutual interactions and sharing that are produced by several

individuals or groups and focus their orientation on the action and the opportunities and constraints in which the action takes place. occur. There are three elements in a social movement, namely: 1) Social movement is a process that involves cognitive definitions of goals, means, and actions, 2) Social movement is a process that refers to a network of active relationships between actors who interact, communicate, influence each other, negotiate, and make decisions. Organizational forms and leadership models, communication channels, and communication technology are part of the network of relationships, and 3) A certain degree of emotional investment, allows individuals to feel like part of a whole. So, the purpose of Johnston and Klanderman's statement above is that the social movement carried out by the Makassar Eco-brick Community explains the relationship between groups of individuals who have common interests, values, feelings, and goals. The social movement in Makassar Eco-brick Community which emphasizes the commitment of each individual fosters a feeling of solidarity among community members so that they feel the condition that they are part of the unity.

4 Conclusions

Based on the research that has been done regarding the Makassar Eco-brick Community Social Movement in Plastic Waste Management, several conclusions were obtained: (1) Forms of social movements in building environmental awareness of plastic waste management at the Makassar Eco-brick Community in Makassar City: a) Movement expressive (expressive movement) and b) alternative movement (alternative movement); (2) Factors that influence environmental awareness of plastic waste management at the Makassar Eco-brick Community in Makassar City: a) Factors that change from ignorance to knowledge, b) Factors that build a sense of humanity, and c) Lifestyle factors; (3) The stages of plastic waste management at the Makassar Eco-brick Community in Makassar City are: a) the preparation stage, b) the socialization stage and the practice of making Eco-bricks and c) the final stage.

Based on the conclusions from the results of the research above, the following suggestions can be given: (1) For students, it is hoped that they can add references as information material on the concept of social movements in building environmental awareness of plastic waste management; (2) For the community, it is hoped that they can provide insight related to knowledge about how to process and utilize plastic waste through the Eco-brick method as a solution to reduce plastic waste; (3) For the government, it is hoped that it can become a reference for applying and disseminating the Eco-brick movement in various government agencies so that this movement can become an effort to save the earth in the future.

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