

# The Identification of the Strategic Role of the Child-Friendly Integrated Public Space to Campaign the Importance of Children's Right Fulfillment to the Environment

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**Abstract-** The Child Friendly Integrated Public Space is the Provincial Government of Jakarta program in the form of neighboring-scale park development that aims not only as a community space for activities, but also in an integrated manner that promotes child-friendly outdoor activities. Based on this condition, the writer conducted the research related to identifying the strategic role of the child-friendly integrated public spaces in the campaign of the importance of fulfilling children's rights to the environment. In this study, the writer applied several theoretical concepts including the concept of public relations, public relations campaigns, and environmental communication. The method used in this research is qualitative with a case study design. The findings of this study indicate that the program already covers of Child Friendly Integrated public space in terms of facilities, the park is already full facilities that fit the criteria, wanted by children in general, most of which can be said is enough to meet the criteria wanted by the residents around South Meruya, especially for residents who are not far from the place i.e. South Meruya Tower, it has been able to become a child-friendly park that is comfortable and fun because many of the facilities provided are very complete to be said as the Child Friendly Integrated Public Space, but for security it will be safer if there is the security around the space, the security post will create a more organized security, because it will guard within 24 hours a day by using the alternating method.

**Index Terms-** public space, environmental campaign & children's rights

## I. INTRODUCTION

The cities that are increasingly developing in Indonesia, especially in Jakarta has an impact on changes in land use, including the area of green open space. This condition affects the physical condition and environmental quality which is getting worse. One of the drivers of increased development is the increasing socio-economic needs due to population growth. This then has implications for an increasingly narrow and densely populated housing environment. The implication of the low green open space will certainly lead to lower health quality.

One of the challenges and critical issues in Jakarta Province is the fulfillment of children's rights. In international law, there are approximately 31 children's rights that must be fulfilled and become a compulsory affair for the state, so that children can grow and develop into the nation's next generation in sustainable development policies. Related to this, the government rolled out what is called the Child-friendly city. The planning of the Child-friendly city is one of the efforts of the government, community and private sector in fulfilling the rights of children who are also part of the community. So it is very important to plan, bearing in mind that there are no cities in Indonesia that truly reflect the concept of Child-Friendly Cities (Hernowo and Navastara, 2017: 567).

Child-friendly city to be one of the strategic programs in the Medium Term Development Plan Jakarta 2013 - 2017. Based on the decision of the Minister of Women's Empowerment and Child Protection of the Republic of Indonesia Number 56 Year 2010 regarding the appointment of 10 provincial and determination to develop the Regency/ Child-Friendly Cities, Jakarta Province is included in one of the provinces designated to develop Child-Friendly Cities together with 38 other Regencies / Cities in Indonesia (Hernowo and Navastara, 2017: 567).

Meeting the child's needs for a clean and comfortable environment as a means of playing and interacting is certainly very important. According to child therapist Angela Hanscom, children need to play outside the room does have several advantages for children i.e. increasing the body's immune system, supporting physical activity, increasing imagination, strengthening the ability to solve problems, and make it easier for children to get vitamin D from the sun. According to child therapist Angela Hanscom, ideally children should play outdoors at least 3 hours a day (<https://gaya.tempo.co>).

Nowadays many parents are paying extra attention to children in an inappropriate way, which is to give time to play only with smartphones so they are not active. The word play may sound less serious, just to fill up spare time, even if it is not done by children. Whereas for children play activities are activities that are absolutely needed, because the world of children is a world of play, how they understand their world is through play. In the opinion of Sudono (2003: 65), play is a childhood job and a mirror of children's growth and play is an activity that gives satisfaction to the child himself. Through play children get restrictions and

understand life. Child psychologists emphasize the importance of play for children. For children, playing is a natural and very meaningful activity. By playing children get the opportunity to have a close relationship with the environment .

Various studies have proven that playing has many benefits such as: 1) cognitive development, 2) language development, 3) oral development, 4) social and emotional development, 5) physical development, 6) creativity development (Elfiadi, 2016: 54-55). From this research it is important for us to provide a play spaces for children properly and appropriately.

The Child Friendly Integrated Public Space is a Provincial Government of Jakarta program in the form of neighboring-scale park development that aims not only as a community space for activities, but also in an integrated manner also promotes child-friendly outdoor activities. The friendliness of the public space for children is manifested through the participation of the government together with the community around the child in forming and supervising directly from development to management of the public space. This was explained in Jakarta Governor Decree No. 349 of 2015 concerning the Implementation Team for Development and Maintenance of Child Friendly Integrated Public Spaces which underlined the existence of community participation as beneficiaries of the construction of the public space (Utami, Mugnisjah, & Munandar, 2016: 26).

Based on these explanations, the writer was interested in researching and focusing this research on how to Identify the Strategic Role of Child Friendly Integrated Public Space in Campaigning the Importance of Fulfilling Children's Rights to the Environment. The purpose of this study is to analyze and describe what the South Meruya public space manager can formulate in an effort to instill the importance of fulfilling children's rights to the environment through campaigns. Thus this research can provide a variety of recommendations related to communication innovation, on how to make an initial identification in a campaign program such as determining the goals, objectives and targets of a campaign program.

## II. LITERATURE REVIEW

### **Public Relations**

Public relations can be said as a management tool designed to build a variety of support both internal and external to the company. In addition, public relations are also needed to build a positive image of 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 an image and good relations of the organization with its public (Prindle, 2011: 32 ).

The role of public relations can be explained i.e. 1) *Technician Communication*. Here the role of PR is seen as implementing technical communication. Therefore PR should be able to write and edit campaign activities *newsletters*, write *news releases* and campaign *features*, develop Web content about campaign information, create campaign communication media and handle media contacts, 2) *Expert Pre-cyber Communication*. PR is considered an expert. Public relations must be able to provide input to the leadership to finance how the campaign process can be done well, 3) *Communication Facilitator*. Public

relations must be able to communicate the campaign message to the public. Both with the external public and internal public, and 4) *Problem Solving Process Facilitator*. Public relations must be able to be a facilitator and problem solving process. PR involves and is involved in management (crisis) (Yuliawati and Irawan, 211: 2016) .

### **Public Relations Campaigns**

Johnson-Cartee and Copeland (1997) campaign activities include: 1) Campaigning, I.e. problem identification, setting campaign objectives. According to Ostergaard (2002) "3A" needs to be achieved. They are *awareness*, *attitude* , and *actions* . These three aspects are interrelated and are subject to the influence (*the target of influences*), 2) campaign management is a campaign management starting from design, implementation, and evaluation. At this management stage the entire contents of the campaign program is directed to equip and influence aspects of the knowledge, attitudes and skills of the target audience. These three aspects are prerequisites for behavior change, 3) the evaluation process is a systematic effort to assess various aspects related to the process of implementing and achieving campaign objectives (Tyas, et all 2017: 59-61).

To achieve the objectives of the campaign, the communication strategies of the campaigners are facilitated by the existence of social media in communication activities. Social media can function as a network agent and a window for criticism and suggestions. (Rowe and Pitfield, 2018). The implementation of social media campaigns can be beneficial for the company because of the several benefits provided by this campaign: firstly, more people can be reached in a shorter period of time. Thus, many consumers can be reached because of extensive social media penetration and thus receive information about the (new) product company. Secondly, the spread of positive words through social networks can influence the decision making of potential customers and possibly increase their purchase intentions. (Baum et al. 2018: 1).

In addition, Public Relations practitioners can prove the efficiency to the extent that they succeed in optimizing their communication with the public in facilitating two-way communication. Through two-way communication the public relations can analyze how well and how satisfied the participants are about their participation and involvement in the program, so that it can run in the long term. (Petrovici. 2014: 82).

### **Environmental Communication**

The scientific evidence about the state of global warming shows that the situation is now dire, and we are very close to, or exceeding an irreversible critical climate threshold for more than 1,000 years. This situation requires various parties need to move to address global warming. To overcome this problem, one solution is to design and carry out environmental communication that can build collective awareness of world citizens in overcoming this problem (Brulle, 2010: 83).

Oepen and Hamacher explained that environmental communication is a planned and strategic communication process that is used by media products to support effective policy making, community participation and project implementation aimed at environmental sustainability. The communication environment involves a two-way interaction of social processes that enable the

persons concerned to understand the factors specific environment and mutual dependence. They also respond to problems in a better way by using this method (Puji Lestari et al: 56: 2016). The environmental communication can be realized with campaign activities aimed at educating the public by expanding public knowledge often depending on asymmetric tactics of public relations. Tactics can be used through the use of controlled media (in the form of advertisements, websites, direct letters, newsletters, and public service announcements) and uncontrolled media (such as media releases, opinion pieces, and publicity of events). (Henderson, 2005: 122)

Furthermore Robert (2010) argues that environmental communication is a pragmatic and constructive media to provide understanding to the community about the environment. Therefore we need the strategy packaging media messages in a particular communication, it is intended that consciousness and community participation grew in environmental management. The main communicators in environmental communication are government and non-government organizations that have a commitment to environmental management (Herutomo, 41: 2013). Fatonah (2008) argues that environmental communication is one part of sustainable development communication using various efforts and methods and techniques for delivering ideas and skills from those who initiated development aimed at the wider community so that people can understand, accept and participate ( Herutomo, 40 : 2013) .

The environmental communication analyzed in this study is related to hydroponic growing activities. This is motivated by the narrowness of the available land in the urban housing complex. The community's knowledge has yet to be popularized about the optimization of the benefits of mining despite its limited extent. Limited information about hydroponics that not only functions to make use of the narrow but also at the same time can also improve nutrition and family welfare. Planting without soil means changing the way the needs of plants are supplied by irrigation, but that does not mean the needs of plants can be eliminated or reduced. In additions, plants need light and temperature. Plants need light, temperature and humidity in accordance with the original. This needs to be sculpted considering that the plant will not grow well without the light and temperature that suits its needs (Pipi at all, 2017: 73).

Plants that will be transferred to the hydroponic media first plant roots are cleaned of soil particles attached. The relocation should be done very carefully, and all soil particles that stick to the roots are cleaned (Lingga, 1984). Washing should be done in running water and not to damage the soft roots (Soeseno, 1985). After the roots are cleaned, plant them in a deep container carefully. Sprinkle them with enough media so that it covers the roots of plants. Many advantages of hydroponic cultivation systems compared to soil cultivation. Hasyim (1984) stated that hydroponic cultivation systems were cheaper and practical. There is very little chance for plants to die, because food is guaranteed. Besides that the use of fertilizers is more controlled and more efficient (Cheek at all, 2017: 73).

### III. RESEARCH METHOD

The method to be used in this research is a qualitative method with a single case study design. A single case study has three rationalizations: *firstly*, when the case states an important

case in testing a well-developed theory, *secondly*, cases present an *extreme* or *unique* case and *thirdly* is a disclosure case (Yin. 2011: 46). The uniqueness of the strategic role of child-friendly integrated public spaces to campaign the importance of fulfilling children's rights to the environment is that the government tries to educate the public regarding the importance of fulfilling children's rights to the environment. This campaign program involves the community as the manager of the public space, so this collaboration activity is very interesting to study. In this study the writer tried to observe, understand and analyze the implementation of the program.

The Data of qualitative research generally took in the form of descriptions, narratives, data, images or statements obtained from research subjects, both directly and indirectly in campaign planning conducted by the manager of South Meruya public space. The research employed *purposive sampling* technique. *Purposive sampling* is a sampling technique with a certain consideration. For example, conducting a research on food quality, the sample data source is a food expert. This sample is more suitable for qualitative research, or studies that do not make generalizations (Sugiyono, 2004: 124). The chosen speaker was the manager of South Meruya public space. Primary data used in data collection in this study using the method of observation and interviews. The writer conducted interviews with relevant speakers and related to campaign planning conducted by Military District 0503 West Jakarta. In addition, the writer also collected data through field observations. Secondary data was obtained from data containing information value related to campaign planning conducted by Military District 0503 West Jakarta from the website, books, documents, photos and so on.

To ensure that the research data is valid, a data validity checking process is carried out. Therefore, Miles and Huberman explained that the technique of checking data validity includes three concurrent activities: data reduction, data presentation, and drawing conclusions (verification). Then to determine the validity of the data, the writer conducted a source triangulation technique (Yuliawati & Irawan, 2016: 29). According to Moleong in (Kusuma, 2018: 53) explains that in this technique the writer compares and checks back the degree of confidence of the information obtained by: (1) comparing the observations with interview data (2) comparing the consistency of the respondent's answers by comparing what the resource person said in public for example, with what was said privately (3) comparing one's perspective, with others in their work team.

### IV. RESEARCH FINDINGS

This research refers to the Mercu Buana University Research Plan with a view to realizing Mercu Buana University as a leading university in carrying out the *Tri Dharma* of Higher Education activities. The plan is expected to provide direction for research activities for the next five years both internally and by collaborating with the university external parties and creating research synergies on an ongoing basis.

The targeted innovation in this research is to produce an analysis related to the analysis of the strategic role that can be done by child-friendly integrated public spaces in providing an understanding of the importance of fulfilling children's rights to the environment through campaign activities. In addition, this

research is expected to provide various recommendations related to communication innovation, regarding how the process of optimizing the strategic role of child-friendly integrated public spaces through appropriate and planned communication activities. The campaign activities are parts of PR work, and this is a step in making the public aware of what is better. This is as stated by Ruslan that PR campaign in the narrow sense aims to increase awareness and knowledge of the target audience to grab the attention as well as to the perception or opinion positively to an activity of an institution or organization (corporate activities) in order to create a trust and a good image of the community through intensive delivery of messages within a certain period of time. In a more general or broad sense, the Public Relations campaign provides continuous illumination and understanding and motivates the public towards a particular activity or program through continuous and planned communication processes and techniques to achieve publicity and a positive image (Libertine & Alodia, 2014).

At the implementation stage, the campaign certainly needs to be prepared carefully, so that the campaign program can run in accordance with the targets and objectives that have been determined. The campaign model adapted in this research is the campaign of planning and management model from Cutlip which includes: *Firstly*, defining the PR problem (Situation analysis: what is happening today) at this stage, the reason for the formation of the RPTRA is the presence of a child's playground condition which is currently sufficient difficult to find. *Secondly*, Program Planning and Preparation (Strategy: What should we do and say, why?), This socializes the public both through banners and other socialization. *Thirdly*, (Implementation: Take action and communicate it), organizing educational programs in the public space, so that through this program it is hoped that it can improve the quality of life of the community, specifically the development of a good and positive child development. *Fourthly*, (Assessment: How we have done it) the programs in the public space are always evaluated properly.

The child Friendly Integrated Public Space is the concept of public spaces in the form of green open spaces or parks that are equipped with a variety of interesting games, CCTV surveillance, and rooms that serve the interests of the community around the public space, such as library space, PKK Mart, lactation room, and others. The public space was also built not in a strategic position, but in the middle of residential areas, especially the lower layers and densely populated, so that the benefits could be felt by the people around.

The public space, which was initiated by the Jakarta Provincial Government under the leadership of Governor Basuki Tjahaja Purnama, was built in large part using the donation of *Corporate Social Responsibility* funds. The role of the provincial government is usually to provide land. Development costs usually range from 400-750 million from the private sector. The development, monitoring and maintenance process of the public space also involves the surrounding community. Even maintenance of the park was also carried out by the community around public space and coordinated by the PKK mothers. It is hoped that the public space can help the city of Jakarta to be able to achieve the status of a worthy of children city while providing green open space for the public, especially children and seniors.

Based on field observations and interviews with several informants, Ms. Maria and Ms. Baedah stated that the existence of public space in their area made them less worried, releasing their children to play, because in this public space they were guaranteed enough security, due to the close proximity of the house and the environment which is surrounded by a fence which is quite safe for children to play. As well as the availability of complete play facilities and children can also play and exercise, because in addition to being equipped with children's play equipment, sports fields such as badminton and futsal are also equipped.

Various activities were carried out in the Child Friendly Integrated Public Space in South Meruya, West Jakarta. In addition to utilizing the public space as a playground for children, this space is also used to build a home-based business that has a high enough economic value. Ida Sarwono, head of the PKK in South Meruya Village said that almost every PKK activity was carried out in this public space. Aside from the location which is close to the residents' housing, this public space also has enough space to accommodate dozens of mothers who come. In this public space various types of activities as a forerunner to the residents' business are carried out. The activities are such as handicraft training, cooking, etc.

Theoretically, the policy for the formation of this public space is part of environmental communication. This is as stated by Oepen and Hamacher, 1999; Chox, 2010, that the communication environment is a communication process in a planned and strategic use of media products to support policy making effective, public participation and implementation of projects aimed at environmental sustainability. This explains that an environmental communication as a two-way interaction of social processes that enable the person concerned to understand certain environmental factors and interdependence. They also respond to problems in a better way by using this method. Environmental communication aims to improve the ability of people to be able to respond to any appropriate signs of the environment with the well-being of both human civilization and natural biological systems.

Through the establishment of this public space were invited to understand the importance of Child Friendly Integrated public space that played educational facilities and provided positive benefits for children. Of course this statement as delivered by Robert Cox (2010) is a pragmatic and constructive media to provide understanding to the public about the environment. The media concerns the message packaging strategy in the media to foster public awareness and participation in environmental management. The main communicators in environmental communication are government and non-government organizations that have a commitment to environmental management (Herutomo, 2013).

In addition to serve as a playground for children, the public space also trained motoric and strengthened children's mentality, because in this public space was also possible for children to be able to socialize well and interact more flexibly with their friends who have different ethnic and religious backgrounds. This was where children would be trained to be tolerant and can certainly strengthen the unity of the nation going forward. This is as conveyed by Fatonah (2008) that environmental communication is one part of sustainable development communication that has been known since the 1960s is all efforts and ways and techniques for delivering ideas and skills from those who initiated the

development aimed at the wider community so that the public can understand, accept and participate (Herutomo, 2013).

## V. CONCLUSION

Based on the research that has been discussed previously obtained that this public space already covered of Child Friendly Integrated public space, in terms of facilities, the park was already full of facilities that fit the criteria, wanted by children in general, most of them were enough to meet the criteria hoped by residents around South Meruya, especially for residents who were not far from Menara Meruya Selatan, it has been able to become a child-friendly park that was comfortable and fun because many of the facilities provided were very complete, but for the security it would be even safer if there was security around the public space, if there is a Security post, it would create a more organized security, because the security would guard within 24 hours a day by using alternating methods.

So it can be concluded that what is meant by child-friendly integrated public space is a public space that functions as a public open park, a vehicle for children's development, part of child-friendly urban infrastructure and facilities, green open space, and facilities for social activities. There were several characteristic that South Meruya Tower had. There were various kinds of facilities provided i.e. play facilities, sports facilities, leisure facilities, and various supporting facilities. The public space also equipped in terms of security. There were managers in supervising children while around in the space. There were trees that were part of the Program, which consisted of ornamental plants and medicines. For convenience, the space was a smoke-free area and there were trees to protect visitors from the sun. There were various kinds of activities that were held at the space which were scheduled every day. In terms of accessibility, the space was in the middle of a residential area so that the children around them felt close and it was quite easy to get to the playing location in this public space.

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