

Raising Awareness and Driving Change Through Eco-Living Education as Sustainability in Ubung Village

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ABSTRACT

This Community Service Program aims to enhance public awareness of environmental sustainability through eco-living education in Ubung Village. The program is designed to provide an understanding of the importance of an environmentally friendly lifestyle and the implementation of sustainable practices in daily life. The methods used in this activity include a participatory approach through socialization, training, and hands-on practice in waste management, water conservation, and the utilization of renewable energy. The community is encouraged to actively participate in these activities to enhance their understanding and skills in applying eco-living principles. The results of this activity indicate an increase in awareness and participation of the community in adopting a sustainable lifestyle. The program successfully reduced single-use plastic consumption, raised awareness of proper waste management, and promoted the wise use of natural resources. With eco-living education, the people of Ubung Village are expected to continue practicing sustainable living, contributing to environmental preservation.

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INTRODUCTION

Climate change and environmental degradation are now global issues that need to be addressed seriously. In Indonesia, one of the biggest challenges is the accumulation of waste, especially plastic waste, which continues to increase every year. Single-use plastics that are difficult to decompose are one of the main contributors to environmental pollution, both on land and at sea (Kosior & Crescenzi, 2020). If this problem is allowed to continue, the impact will increasingly damage the ecosystem and the quality of human life. Therefore, it is important to increase public awareness of an environmentally friendly lifestyle or what is often referred to as eco-living, which can be one solution to creating environmental sustainability (Rahayu et al., 2024).

Ubung Village, located in North Denpasar, is one of the rapidly developing areas, both in terms of population and economic activity. However, with this development, new challenges have also emerged, namely the increase in waste production. Waste that is not managed properly, especially plastic, can pile up and pollute the environment. This requires concrete steps to change people's mindsets and behavior in managing waste and encourage them to use more environmentally friendly goods (Sugiarto & Gabriella, 2020). In this case, Ubung Village has the opportunity to become a role model in implementing a sustainable lifestyle.

Early education is the main key in building public awareness of the importance of protecting the environment. Children, as the next generation, have a very important role in creating long-term change. Therefore, SD N 1 Ubung was chosen as the location for socialization to introduce the concept of eco-living to students. This activity aims to provide a simple but meaningful understanding of how to choose environmentally friendly goods, reduce the use of single-use plastic, and manage waste in the right way. It is hoped that children who receive this education will not only practice it themselves but can also spread this information to their families and friends. In this socialization, the approach used will be fun and interactive so that students can more easily understand the message conveyed (Putri et al., 2020). For example, through real examples of the use of environmentally friendly goods, casual discussions, and real examples of the benefits of environmentally friendly goods. Children will be invited to get to know various alternatives to more environmentally friendly goods, such as food containers, or drinking bottles that can be used repeatedly. In this way, students not only gain knowledge, but are also motivated to adopt a lifestyle that cares more about the environment (Islama et al., 2021).

Environmental issues, particularly plastic waste pollution, have become a global concern that affects both urban and rural communities. In Ubung Village, the excessive use of single-use plastics has contributed to environmental degradation, with plastic waste accumulating in schools, homes, and public spaces. Many students and community members are unaware of the long-term impacts of plastic pollution on ecosystems, water sources, and overall public health (Sidjabat et al., 2020). This lack of awareness has led to unsustainable habits, such as the frequent use of plastic bags, disposable water bottles, and improper waste disposal. Without proper education and intervention, these behaviors can further harm the environment and hinder efforts toward sustainability.

Recognizing this issue, eco-living education was introduced as an initiative to raise awareness and drive behavioral change among elementary school students in Ubung Village. By incorporating environmental education into the school setting, students were encouraged to adopt sustainable habits, such as reducing plastic use and utilizing eco-friendly alternatives (Budiana et al., 2020). The program's impact was evident through the increased awareness and commitment of students to environmental protection. This phenomenon highlights the importance of early education in shaping future generations that are more conscious of their ecological footprint (Kuswendi & Arga, 2020). With continuous efforts from schools, families, and the community, eco-living education can serve as a foundation for long-term sustainability in Ubung Village.

Moreover, this activity is expected to be the first step to build synergy between schools, communities, and local government in creating a clean and healthy environment in Ubung Village. This socialization is not only about teaching new habits, but also instilling environmental values that will continue to develop over time. By involving children, the impact is expected to extend to households and larger communities. Small steps such as education at SDN 1 Ubung have great potential to provide sustainable positive impacts. With support from various parties, Ubung Village can be an example that inspires other areas in implementing an environmentally friendly lifestyle. It is hoped that this activity will not only help create local change, but also contribute to preserving the environment at a broader level.

METHOD

The scope of this Community Service Program includes educational activities and socialization regarding the use of environmentally friendly goods at SDN 1 Ubung, Ubung Village, North Denpasar. The main focus is to raise students' awareness of the importance of an environmentally friendly lifestyle, such as reducing plastic waste and choosing more sustainable goods. In addition, this activity also involves collaboration with schools, communities, and local governments to strengthen the implementation of an eco-living lifestyle at the local level, with the hope of creating positive changes for the surrounding environment.

The work program in this Community Service Program takes the theme "Use of Environmentally Friendly Goods" at SDN 1 Ubung. Some considerations in choosing this work program are:

1. Observation Stage

In this stage, initial observations are carried out at SDN 1 Ubung to assess students' habits regarding the use of plastic and environmentally friendly products. Data collection is conducted through direct observation and discussions with teachers to understand the existing environmental awareness level and potential challenges in implementing the program.



Figure 1. Information Survey

2. Preparation Stage

Based on the observations, necessary materials and strategies are prepared to support the program's implementation. This includes preparing educational materials, eco-friendly product samples like tumblers and reusable containers, and coordinating with teachers to integrate the program into classroom activities. A schedule is also set to ensure smooth execution.



Figure 2. Preparation

3. Implementation Stage

The program was on Thursday, January 23, 2025 at 09.30-11.30 wita carried out by engaging students in interactive discussions, presentations, and hands-on activities that emphasize the importance of using environmentally friendly products. Demonstrations on reducing plastic waste and proper waste management are conducted, along with distributing tumblers and reusable food containers to encourage habit formation.



Figure 3. Implementation

4. Evaluation Stage

At this stage, the effectiveness of the program is assessed by observing students' changes in behavior and collecting feedback from teachers and students. A short questionnaire or discussion session is conducted to measure students' understanding and commitment to reducing plastic use. The results are analyzed to determine the program's impact and identify areas for future improvement.

RESULTS

The implementation of eco-living education in Ubung Village aims to instill awareness and encourage behavioral changes among elementary school students regarding environmental sustainability. Through socialization activities at SDN 1 Ubung, students were introduced to the importance of reducing plastic waste and using environmentally friendly products. Before the program, most students were unaware of the environmental impact of plastic waste and continued using single-use plastics. However, after the education sessions, they began to understand the significance of adopting sustainable habits, such as bringing refillable water bottles and reusable lunch boxes. This transformation demonstrates the effectiveness of early environmental education in shaping responsible behavior toward nature (Budiarti et al., 2022).

The success of this initiative was supported by collaboration between students, teachers, and school administrators. The active participation of the school community played a crucial role in reinforcing eco-friendly habits among students. Teachers incorporated sustainability topics into classroom discussions, while students were encouraged to apply their knowledge through daily practices. Additionally, the program's documentation, including reports, photos, and videos, serves as a valuable reference for continuing environmental education efforts in schools. The involvement of educators ensures that sustainability education remains an ongoing process rather than a one-time event, thus fostering long-term awareness and commitment among students (Zainudin et al., 2021).

To sustain the impact of this initiative, strategic measures need to be taken, including integrating environmental education into the school curriculum and implementing policies that promote eco-friendly practices. Schools can establish regulations such as "No Plastic Day" campaigns and provide adequate waste sorting facilities to encourage responsible waste management. Moreover, collaboration with parents and local environmental organizations is essential to extend these sustainable practices beyond the school environment and into students' homes and communities. With continued support and reinforcement, eco-living education can cultivate a generation that is more conscious of environmental conservation and committed to sustainable living.

The socialization work program for the use of environmentally friendly goods was carried out at SDN 1 Ubung which is located in Ubung Village, North Denpasar, Denpasar City, Bali Province on Thursday, January 23, 2025 at 09.30-11.30 WITA. This activity aims to increase awareness of class 5A students regarding the importance of reducing the use of single-use plastics and switching to more environmentally friendly goods. The work program in this Community Service Program takes the theme "Use of Environmentally Friendly Goods" at SDN 1 Ubung. Some considerations in choosing this work program are:

1. Promoting Healthy and Sustainable Lifestyle Changes: This program serves as a catalyst for adopting more environmentally friendly lifestyle practices. By encouraging the use of sustainable items such as tumblers and other non-plastic products, it aims to initiate a broader shift toward reducing plastic waste. This approach aligns with global efforts to promote sustainability and reduce the environmental footprint of daily activities.

2. Reducing the Impact of Pollution and Waste: One of the primary consequences of relying on single-use goods is the significant increase in plastic waste, which is difficult to decompose and contributes to environmental pollution. The adoption of eco-friendly alternatives directly reduces the volume of plastic waste, thereby minimizing its adverse impact on the environment. This initiative supports the broader goal of mitigating pollution and promoting waste reduction.

The work program is designed to achieve several key objectives. First, it aims to raise awareness among elementary school students, particularly those in Class 5A, about the importance of environmental protection. Second, it seeks to encourage sustainable habits by fostering the use of eco-friendly items, such as reusable drinking bottles and food containers, as part of daily routines. Third, the program focuses on reducing dependence on single-use plastics, thereby contributing to broader waste reduction efforts. Finally, it aims to empower the younger generation by cultivating environmentally conscious individuals who can inspire their families and communities to adopt sustainable practices. Together, these objectives aim to create a lasting impact on both individual behavior and community practices, promoting a more sustainable and environmentally responsible society.

The socialization activity of using environmentally friendly goods at SDN 1 Ubung has succeeded in increasing the awareness of class 5A students about the importance of protecting the environment. This work program was successfully implemented thanks to the support of the Principal, Teachers, Staff and all students in class 5A at SDN 1 Ubung.

Table 1. Comparison before and after socialization

Before Socialization	After Socialization
Lack of awareness and understanding of students at SDN1 Ubung, especially in class 5A, regarding the use of environmentally friendly goods.	Students in class 5A at SDN 1 Ubung understand about the use of environmentally friendly goods
Most of the students in class 5A of SDN 1 Ubung do not yet understand the impact of plastic on the environment.	Students in grade 5A of SDN 1 Ubung are beginning to realize the dangers of plastic and the importance of protecting the environment.
Students in class 5A of SDN 1 Ubung still often use single-use plastics, such as mineral water bottles and plastic bags.	Several students in class 5A of SDN 1 Ubung have started switching to refillable drinking bottles and reusable lunch boxes.

After the socialization, there was an increase in understanding and concern of students of class 5A SDN 1 Ubung towards the environment. The author hopes that this socialization can help and provide good changes in increasing awareness of the importance of using environmentally friendly goods.

The results of community service in the form of a Community Service Program report with a work program entitled "Raising Awareness and Driving Change Through Eco-living Education as Sustainability in Ubung Village". The work program in the form of socialization of the use of environmentally friendly goods at SDN 1 Ubung showed an increase in awareness and understanding of class 5A students regarding the importance of protecting the environment. The contribution I made was in the form of socialization by providing materials related to the use of environmentally friendly goods in order to reduce plastic waste. Before the socialization, most students were still accustomed to using single-use plastic and did not understand how to properly sort waste. After this activity, students began to understand the negative impacts of plastic on the environment and showed changes in behavior, such as bringing refillable drinking bottles.

Support from the school is also a positive result of this activity. Documentation in the form of reports, photos, and videos has been made as evidence of the implementation of the program and a reference for the sustainability of environmental education in schools. To ensure long-term impact, support from teachers and parents is needed in guiding students so that environmentally friendly habits can continue to be implemented. With ongoing education, it is hoped that this positive change will not only take place in schools but can also spread to the home environment and surrounding communities.

In the Community Service Program after the delivery of socialization at SDN 1 Ubung in class 5A, the author hopes that with the work programs from UNDIKNAS Students in terms of socializing the use of environmentally friendly goods. In order for the socialization program for the use of environmentally friendly goods at SDN 1 Ubung to continue, strategic steps are needed. One of them is integrating environmental education into learning, so that students continue to understand the importance of protecting the environment and reducing plastic waste. Schools can also implement policies such as requiring students to bring refillable drinking bottles, providing separate trash bins, and holding activities such as "No Plastic Day" to form environmentally friendly habits.

Furthermore, to ensure the sustainability of this program, periodic follow-up activities should be conducted, such as environmental competitions, recycling workshops, and eco-friendly campaigns within the school. Encouraging students to actively participate in green initiatives, such as tree planting and waste segregation, can further reinforce their commitment to environmental conservation. Additionally, involving parents in eco-friendly practices at home will create a more comprehensive approach to sustainability, ensuring that the values instilled in students extend beyond the school environment. Through consistent reinforcement and collaborative efforts, the eco-living education program in Ubung Village can serve as a model for other schools in promoting long-term environmental awareness and responsible behavior.

CONCLUSION

The socialization program on the use of environmentally friendly goods at SDN 1 Ubung has successfully increased the awareness and understanding of class 5A students regarding the importance of protecting the environment. Before the socialization, many students were unaware of the negative impacts of plastic waste and were still accustomed to using single-use plastics. However, after the program, students began to recognize the importance of reducing plastic use by switching to refillable drinking bottles and reusable lunch boxes. This positive change was achieved thanks to the support of the school principal, teachers, staff, and students who actively participated in the program. To ensure the sustainability of this initiative, it is essential to integrate environmental education into the school curriculum. Schools can implement policies such as requiring students to bring refillable drinking bottles, providing separate waste bins, and organizing events like "No Plastic Day" to reinforce environmentally friendly habits. Additionally, collaboration with parents and the local community is crucial to extend these habits beyond the school environment. Parents can support

this initiative by encouraging eco-friendly practices at home, while partnerships with environmental organizations can provide additional resources and motivation for students. Furthermore, periodic monitoring and evaluation should be conducted to measure the program's effectiveness and ensure long-term commitment. Recognizing and rewarding students who actively participate in environmental conservation can further motivate them. With continuous education, strong collaboration, and consistent policies, it is hoped that these environmentally friendly behaviors will not only become ingrained in the students' daily lives but also influence the broader community, leading to a more sustainable future.

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