

Environmental Communication Model For Advancement Kawal Darat Shells Hill Area (Bkkd) In Bintan Island

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Abstract

The existence of Law Number 5 Year 2017 concerning the advancement of culture and previously The Law No. 11 of 2010 concerning Cultural Heritage makes this article as an effort to synergize it for the advancement of an area of the Bukit Kerang Kawal Darat Site (BKKD) in Bintan Island. After a long period of archaeological research, there are concerns about the threat of environmental damage to that area. To get a deep understanding, a descriptive analysis was carried out by providing a complete picture about the identification of various resources in the BKKD Site area. The threat of regional flooding and site collapse in the future is a universal message to be responded by various existing interests. Through the strategy of developing an environmental communication model, it is hoped that interested people can be involved in working together. From various studies on stakeholder communication, the most realistic conveyer of environmental communication messages starts from the community around the site, with the hope of large-scale cooperation for advancement and at the same time saving the environment of the BKKD Site area. The model offered is basically in the form of a large frame of invitation to other stakeholders to be more sensitive and serious in realizing the stages of cooperation before the threat of damage occurs. When there is clear cooperation, efforts to advance the area will be easier to implement in next period.

Keywords: model, environmental communication, advancement, site area

A. INTRODUCTION

Starting from the passing of the Law (UU) of the Republic of Indonesia (RI) No. 5/2017 concerning the Advancement of Culture on April 27, 2017 (hereinafter abbreviated to the Law on the Advancement of Culture). The author as an archaeological researcher (archaeologist) is interested in seeing the usefulness of this law in relation to the protection of objects of cultural advancement in the Kerang Kawal Darat Site Area (hereinafter abbreviated as BKKD Site). It is interesting to study this law because it is broader in scope than the Republic of Indonesia Law No. 11/2010 on Cultural Heritage (hereinafter abbreviated as the Cultural Heritage Law). The state seems to realize that culture needs to be protected as an investment to build a future in the midst of world civilization, even though the two laws in the field of culture are indicated to lack synergy. The government should ideally make strategic plans related to the advancement of cultural resources, including research archaeologists (state apparatus) who can no longer rely on scientific methods that seem to lead to the most right to develop cultural resources (Handoko, 2008). It is necessary to collaborate

with anyone who has an interest (stakeholders), so that progress is carried out correctly, systematically, measured, and legally (Halimatussakdiah, 2020).

The public, as taxpayers to the state, have the right to get information on what is being done, and the benefits of the research results so far in the BKKD Site area. So the advancement of the BKKD Site area in the context of development is a fundamental thing for the public to know, including physical and non-physical advances. Mobility will affect the acceleration of progress of an area and its supporting communities. Non-physical progress is linked to the quantity and quality of human resources in the BKKD Site area. Non-physical advancement prioritizes human resources, because non-physical forms the basis for awareness of the physical progress of the BKKD Site area. Therefore, archaeologists who have carried out research at the BKKD Site can carry out measured evaluations related to the involvement of media functions in the framework of making communication models among stakeholders (Kuswanda, 2021:105). Mass media and social media are educational tools to raise public awareness / participation, as well as social control in disseminating information. However, the problem is, the use of media for the benefit of environmental preservation is very dependent on the orientation of the media, which is influenced by state conditions, and various institutional regulations, the function of reporting (Herutomo, 2013; Susanto, 2013, Kholis et al., 2020). Considering that the mass media often emphasizes the commercial aspect, it is necessary to conduct a study by identifying objects of cultural advancement in the BKKD Site area, using the two Cultural Laws. Furthermore, the analysis is described in a model related to the environment, which is expected to be easily understood by the public. Such studies are dynamic in nature, because they try to animate actual free thoughts about standard views and habits (Muda et al., 2019 and Octavianna, 2020). The definition of culture in the Law on Cultural Advancement, regulates that culture is anything related to creation, taste, intention, and community work (Tomy, 2018; Jenks, 2013).

The relationship with the location of the importance of environmental communication is also seen in the fact that the advancement of the site area often involves problems in the weak coordination and synergy of stakeholders so that there has been no significant progression of the BKKD Site area in recent years since the site fencing was carried out in 2012. Strong suspicion that the local government is not has a future picture in area management so that the danger of damage including to the surrounding area has not received serious attention until now. So with a focus on finding the potential for resource wealth in the BKKD Site area, which includes: cultural resources (SDB), natural resources (SDA), and human resources (HR). The results of the identification of potential resources (SDB, SDA, and HR), resulted in various measurable and significant models after the various stages of compilation, analysis, synthesis and interpretation. The model to be made is a formulation of the framework offered in an effort to advance the BKKD Site Area. In the model described, environmental communication is the main issue to arrive at progress. In the model created, if it is implemented, there are at least three benefits. : 1. Campaign for environmental sustainability of site areas, 2. Exploration of potential resources (SDB, SDA, and HR), 3. Determination of technical steps by stakeholders. The Bintan Regency Government is still required to have sensitivity in preparing a clear and measurable blue print. The study of making environmental communication models is believed to be very helpful in efforts to promote culture. Stakeholders will be directed to take part from the early stages and continue to be committed to being involved in the stages of advancing the cultural heritage area of the BKKD Site that is environmentally friendly (Simatupang, 2019).



Figure 1. Situational overview map of the BKKD site area in 2018, which is expected to get progress and at the same time avoid the threat of environmental damage (map source: Google with some modifications)

B. RESULTS AND DISCUSSION

B.1. The Law on Cultural Advancement in relation to the BKKD Site Area

The Law on Cultural Advancement consists of IX Chapters, 61 articles. The nine chapters are: culture as an investment, an integrated cultural data collection system, the main ideas of regional culture, cultural strategy, master plan for cultural advancement, cultural trust funds, cultural utilization, rewards, and sanctions (Seftiawan, 2018). It seems that through this law, the government invites the public to care for and take advantage of their respective cultures. The hope is that the impact of cultural advancement will be felt by the public for the benefits in the future, not only welfare, but also the increase in Indonesia's position in the era of globalization. The Law on Cultural Advancement then initiated the Integrated Cultural Data Collection System as a cultural database, to minimize and protect potential claims by foreigners. Data collection on cultural objects includes both

physical and non-physical objects, both of which are SDBs that must be recorded in the BKKD Site area. So the Cultural Advancement Law synergizes with the Cultural Heritage Law which mandates to collect SDB data on Cultural activists who live in / near the BKKD Site area. After being recorded, it is necessary to provide assistance with all assistance according to the mandate of the Law on Cultural Advancement.

The assistance provided by the government is in accordance with the mandate of the two cultural laws. Article 49 of the Law on Cultural Advancement states that the Central Government shall establish a Cultural Trust Fund. This is directly proportional to the mandate of the law on cultural heritage, Article 22 states that compensation / incentives are provided to encourage conservation by the manager of preserved cultural heritage. Although the compensation received is not in the form of monetary rewards, the government is trying to provide tax relief, in the form of manpower and / or material assistance as reimbursement for conservation costs to the owner of cultural heritage management (Surbakti, 2017: 149). Compensation is the implementation of benefit sharing not always in the form of money but can also be like sharing the results of research on traditional knowledge with traditional knowledge providers or facilitating it (Siddiq, 2018). Compensation if it is linked to the BKKD Site Area, is possible because the two Cultural Laws synergize in efforts to promote cultural heritage areas and objects of cultural advancement.

The institutional role of the community around the BKKD Site area in coordination / collaboration with the government is still lacking, because it does not have a good strategy, even though the culture of mutual cooperation is very strong in the communities around the BKKD Site. Sibarani in his research related to mutual cooperation in the Batak community, stated that the principles of mutual cooperation are cohesion, harmony, and togetherness. In other words, gotong royong can be used as non-material capital to enhance socio-economic development. The concept of socio-economic development based on local wisdom of mutual cooperation (gotong royong) and how it will go forward can be seen as another lesson. Many jobs, such as irrigation, planting rice, and cutting rice, must be done together; they do not need to spend money on workers, because each clan has its own representative to manage irrigation. The activities of excavating land and cutting rice are carried out collectively. In relation to social anthropology, traditions around the research area are maintained because social interaction is highly valued (Sibarani, 2018). So for the BKKD Site area, there needs to be an understanding that the community empowerment process is taking place, for example through the development of a tourism village and its implications for the area's socio-cultural resilience takes place in three stages, namely the socialization stage, workload assessment and assignment of responsibilities (Sibarani, 2021a). Outreach activities to the community related to the urgency of maintaining cultural objects (BKKD sites and objects of cultural advancement), with tourism must be carried out continuously, in this case through promotional technical guidance, and in collaboration with the tourism industry (Sembiring et al., 2019).

Collaboration with tourism industry players is essential to accelerate the advancement of the BKKD Site area. The involvement of various stakeholders is expected to support government programs in the cultural field. So in connection with that, the private sector also has the ability to invest not only in the form of funds but also the skills of human resources and employees. They can build and manage existing infrastructure that is not even available in an effort to seek profit from government projects. Government institutions only need to supervise so as not to deviate from the legal umbrella and contractual agreements when necessary. A clear legality aspect must be made because it is related to the roles and responsibilities of each. The agreement will regulate rights and obligations to mutually benefit from each other, including the agenda for community empowerment

around the BKKD Site area. In this regard, the non-physical advancement of objects of cultural advancement is carried out by means of counseling, assistance to produce new cultural works (Sibarani, 2021b). Physical and non-physical advancement of the BKKD Site area really requires the participation of all stakeholders, because there must be an awareness of understanding the job qualifications that the community around the site can potentially do. A concept model for the advancement of the BKKD Site area is needed to contain the determination of policy plans, implementation strategies, and monitoring.

B.2. The Important Value of the Objects of the Cultural Advancement of the BKKD Site Area

The BKKD site is an archaeological site in Kawal Village, Gunung Kijang District, Bintan Regency, Riau Islands Province. The office of the North Sumatra Archeology Center has been researched since 2009. The results of the research so far indicate that the BKKD site is a prehistoric site with active occupancy up to around 300M. The BKKD site is said to be a region because according to Law no. 11/2010 concerning Cultural Conservation Article 1 paragraph 6 states that a Cultural Conservation Area is a geographic space unit that has two or more Cultural Conservation Sites which are located close together and / or show distinctive spatial characteristics. The BKKD site was found at least three shell trash locations in (but only one was saved, namely the current BKKD site). The artifactual data found on the BKKD site seem to confirm that this site was used by the neolithic period. It is interesting because it is very different from the context of residential dating in other clam hill sites found on the East Coast of Sumatra which was inhabited since the mesolithic period (Simatupang, 2017: 65). Based on the definition of the law, the BKKD site is more accurately called a Cultural Heritage Area with a geographical unit of space in the form of a wetland (a place where abundant natural resources are available to live throughout the ages).

As a cultural heritage area, the BKKD Site must be seen from the perspective of cultural activists who live around the area. The effort to collect data and publish simultaneously is considered a more effective activity. For example, the results of archaeological research on the BKKD Site so far can link with recorded objects of cultural advancement. The appreciation of the cultural activist community will make it easier to create a cultural strategy for the cultural heritage area of the BKKD Site. From the data found, at least from ten objects of cultural advancement, several objects were identified as in the Table 1 below :

Table 1. Ten objects of cultural advancement in communities around the BKKD Site area

1	Oral Traditions : understood as testimonies passed down from generation to generation, among others, oral history, fairy tales, recitation, rhymes, and folk tales. Based on observations when participating in an activity in the community, it has been identified, but has not been recorded in depth in detail.
2	Manuscripts : understood as handwritten manuscripts and all the information contained therein, which have historical and cultural values, among others, fibers, chronicles, saga, and books. In the communities around the site area, no manuscript objects were found. If it covers a wider area (all districts / Bintan Island) it is identified to be present but has not been recorded in depth in detail.
3	Customs : understood as habits that are based on certain values and are carried out by groups of people continuously and are passed on from generation to generation. In the communities around the BKKD Site cultural heritage area, objects of custom are still thick with Malay nuances. From several times the social activities that were followed, even though

	the community was heterogeneous.
4	Rites : Is understood as a procedure for carrying out ceremonies based on certain values and carried out continuously from generation to generation, for example: celebration of birth anniversaries, marriage ceremonies, death ceremonies and their equipment. In the communities around the BKKD Site cultural heritage area, based on observations that have been made, the object of rites attached to customs is still thick with its Malay nuances.
5	Traditional knowledge : understood as all ideas and ideas that contain local values as a result of real experiences in interacting with the environment, continuously developed and passed on to the next generation. In the communities living around the site area, objects of traditional knowledge exist, related to knowledge and behavioral habits as a farmer, fisherman and gardening (the environment is supportive).
6	Traditional technology : understood as a whole means to provide goods or means necessary for the continuity or comfort of human life in the form of products, skills and skills of society, developed and passed on to the next generation. In communities around the site area, this object is not found.
7	Art : understood as individual, collective, or communal artistic expression, based on cultural heritage or creativity-based new creation, manifested in various forms of activity. Based on observations, in the communities around the cultural heritage site, art objects are found in the form of a mak yong performance. Even though society is heterogeneous, they can understand and carry out the performing art of mak yong. It needs a separate study for this object study.
8	Language : understood as a means of communication, whether in the form of spoken, written or sign, among others, Indonesian and regional languages. In the communities around the cultural heritage site, the Malay accent language object is still heavily used, even though the community is ethnically heterogeneous.
9	Folk games: understood as various games that are based on certain values (entertaining), carried out continuously and passed on to the next generation. In the community around the cultural heritage area of the site, based on observations made by folk games objects that are generally competed in the three major events such as marbles running, sack racing, and so on.
10	Traditional sports: understood as a variety of physical and / or mental activities that aim to nourish oneself, increase endurance, are based on certain values, are carried out by groups of people continuously, and are 'passed on to the next generation. In the communities around the cultural heritage area of the site, based on observations that have been made, the traditional sports object found is sepaktakraw which is usually done in the afternoon.

The ten objects of cultural advancement that still need a more in-depth study in order to open up cultural identities that may have been covered up so far. The Ten Objects for the Advancement of Culture are still considered ambiguous when they are identical with equipment (artifactual), namely: manuscripts, and all equipment related to customs, rites, traditional knowledge, traditional technology, art, folk games, and traditional sports. So it is suggested to produce a deeper derivative of the legal umbrella so that the range is clearer (Simatupang, 2017). As a separate note, cultural performances / performances will give an impressive cultural exploration image as a place that has a record oriented towards hospitality to local residents and newcomers or tourists. A friendly place means showing a friendly message because of its cultural appearance or tradition and the people

who live there (Sibarani, 2020). So when the results of the excavation on the BKKD Site are able to speak volumes, moreover, they can be supported by various choices from the ten observed objects of cultural advancement. So far the results of the study show that the time chronology based on radiocarbon dating (C-14) at the beginning of the study resulted in the number 1680 ± 110 BP or around the year 300 AD. Artifactual data found on the BKKD Site seem to confirm that this site was utilized in the neolithic period (Wiradnyana, 2011). If this is realized, the cultural sustainability in the BKKD Site area will be stronger and contribute in the future, including in its management efforts, minimizing the threat of hazards such as the potential for environmental damage which will be discussed in the next chapter.

B.3. Potential Environmental Damage in the BKKD Site area

The potential for environmental damage to the BKKD Site area in this case includes the danger of collapse of the BKKD Site and flooding due to overflowing of the Kawal River. These two negative potentials must be important notes that become the basis for the importance of environmental communication in the BKKD Site area. The prediction of collapse of the BKKD site is obtained from the results of technical modeling using samples of shells from various sides and has been tested in a laboratory in 2018. The BKKD site is equivalent to the volume of triangles / perpendicular meters so that it is easy to perform refraction to provide simulations on the working load. The BKKD site is assumed to be a triangular load evenly divided then multiplied by the density of shells, to become 36.9813 KN / m. The test soil is taken 3 points and is 3 layers of soil, with a soil depth of 0.75 meters per layer. At depth, 1.2 meter groundwater level was encountered and then assigned to the depth in the numerical model. From the test results, a hypothesis was generated that the layer of shells on the top of the site which has already hardened to share the walls of the building, has the potential to cause collapses (not landslides) if the load or already has a higher level of porousness. Embankment is assumed to be the load evenly distributed over an area which is equivalent to the measured hill area. Not collapsed, because the layer of shells that make up the BKKD Site has become a layer of hard rock such as building walls. The main factor is due to illegal excavation which causes the compactness level of the "wall" layer to decrease and has the potential to become more porous. If the assumption of decline continues, then the BKKD Site has the potential to experience an extreme decline if there is an additional burden (burden of people) on it. The addition of the load at intervals of 50 kg, shows an increase in decrease of 2%, increasing linearly. The results of mathematical calculations, there is an empirical equation that can be used to estimate the effect of decreasing on additional loads. The empirical equation is $y = 0.0005x + 1.6847$, where x = additional load and y = decrease that occurs. The use of the above messages will be able to help site managers to pay attention to load restrictions. Example: If one person weighs 75 kg / m², and walks along a hill of shells, then the potential reduction that will occur is as follows: = 1,722 cm. However, it is necessary to know from the sample load of 75 kg / m², the soil is quite good to accept the weight of the mollusk hill itself, this is an indication that the potential for reduction that occurs is still at a reasonable threshold (<2 cm means the load above is below 300 Kg / M²). However, if there is a load above 300 Kg / M², it is likely that it will interfere with its maximum carrying capacity. Then the decline can occur immediately, and even the potential to collapse if the compression of the layers of shells that make up the clam hill is less compact (see the condition of the wild excavated layer walls). In a simple way, a kind of hypothesis can be made if 4 - 5 adult humans standing on the BKKD site have the potential to lower the height of the hill due to the cohesiveness of the shells and the soil that makes up the hill starts to be disturbed.

This is further exacerbated by the peak site measurements in years. Measurement of the BKKD Site in 2008/2009 with a hill height of 4.5 meters. However, in 2017 the height of the hill was only 4 meters. There are indications that in 10 years, the height of the hill has decreased by 0.5 meters. If there is no more serious concern, then within the next thirty years, the top of the site will be level with the ground (or it will collapse due to the influence of the illegal digging box). So this needs to be followed up by conducting further research, through direct observation of the decline in a long period of time, so that it can be seen whether the clam hills are still in the process of decreasing their consolidation? Another thing that needs to be addressed in more depth is related to the arrangement of the shells layer, to see the potential for reduction due to the reduced pore ratio among the shells that make up the BKKD Site. The conclusion that can be drawn from this lab test analysis is that it is not recommended (prohibited) if 4 - 5 adult humans (> 300 Kg / M2) standing on the BKKD Site, because there will be potential for a shift due to the compactness of the shells and the soil that make up the hills. However, the recommendation to prohibit standing on a hill should be addressed by the relevant government agency stakeholders in charge. This is where efforts are needed to offer solutions to problems related to weak communication between various stakeholders in the broad framework of efforts to advance the BKKD Site area.

Exposure to data on potential damage to the BKKD site should ideally be an alarm reminder to immediately follow up on solving problems that have measured success. Furthermore, for the second potential environmental damage is flooding due to the overflow of the Kawal River which will inundate the BKKD Site itself. The danger of flooding in the Kawal River is due to the lack of mangrove plants due to conversion to agricultural / plantation land. The data on the depletion of mangrove land is obtained from remote sensing satellite image information. In the perspective of remote sensing satellites, image data contains information about objects as targets on the surface of the earth that are detected by sensors carried by the satellite platform around the earth. The more objects experience changes in shape / color, the more there are signs of environmental change in the BKKD Site area. Analysis of land cover changes from optical remote sensing data from Landsat satellite imagery in 2015 and 2020 was carried out to see the conditions of environmental changes that occurred in the area. In addition, an analysis of topographical conditions is also needed based on the National DEM (Digital Elevation Model) data and radar sensing data for Sentinel-1 satellite imagery from 2015 - 2020 to see the condition of land subsidence or the average rate of land subsidence per year in the area. . Analysis of these two factors is important to do to see changes in environmental and topographic conditions, pose threats or damage the existence of the BKKD Site area.

The results of satellite imagery observations regarding changes in land subsidence and changes in environmental conditions in the site area in 2015 - 2020, there is non-vegetation growth which of course replaces the green land of the mangrove vegetation. Changes are very evident, especially in the upstream coast of the Kawal watershed, which is increasingly being used as an oil palm plantation for PT Tirta Madu. This is what is increasingly worrying because it will have an impact on the rate of land subsidence around the Kawal watershed, because it is the sharpest point of land surface along the area. Various potential natural disasters found in the BKKD Site area are floods, tides, and land subsidence. The results of satellite imagery observations for 2015 - 2020, then after simulated data processing to predict the comparison between 2030 and 2050, there is a decrease with a variation of 1 meter / 10 years. The simulation is strengthened by comparing the field data for 2018/2019 when in these two years, artificial creeks began to appear and mangrove zoning has decreased, decreasing public reports. The goal is to facilitate water transportation, without realizing

it can have fatal consequences in the future. Ideally, this should not be underestimated, even though it is only an approximate simulation and the time is still long (2050). It is hoped that the threat of environmental damage needs to be communicated, by starting with making an environmental conservation strategy as well as advancing the site area as stated in a model.

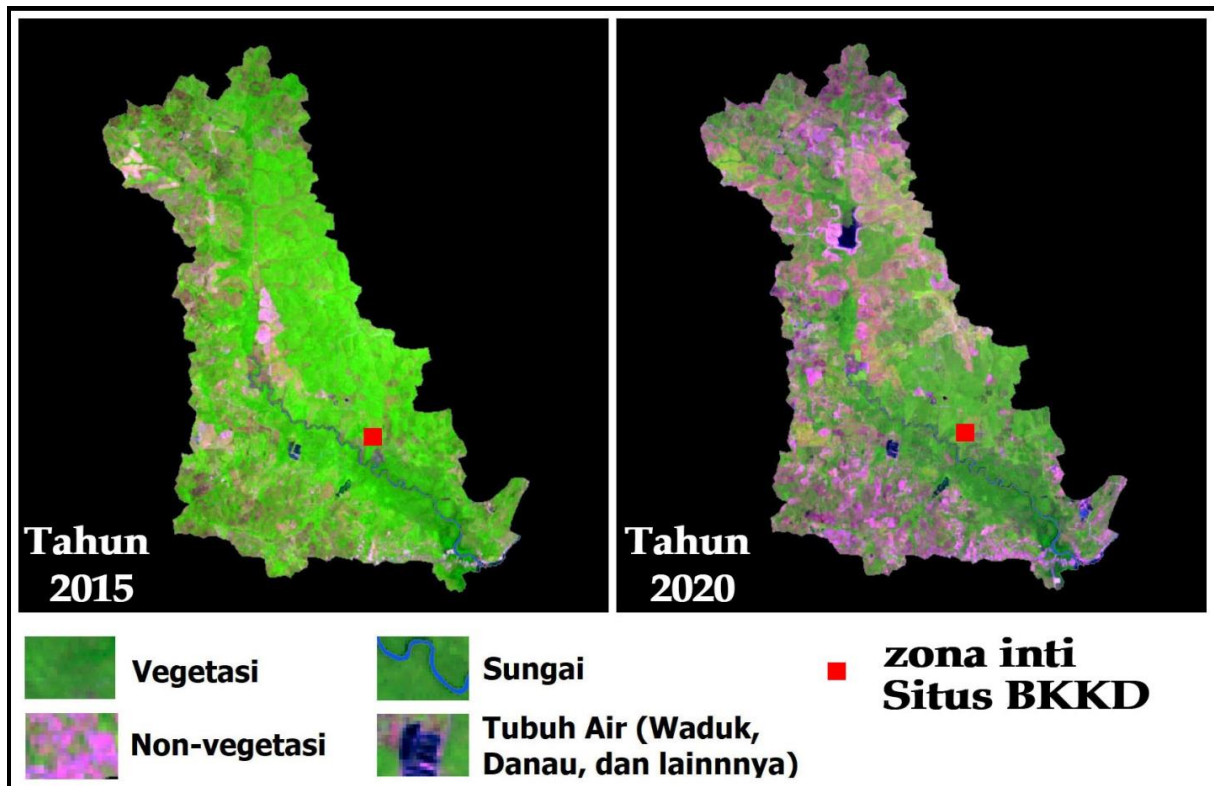


Figure 2. Changes in environmental conditions or changes in land cover in the Kawal watershed, based on data from the annual mosaic of Landsat-8 satellite images

B.4. Environmental communication model for the advancement of the BKKD Site area

Environmental communication is a study to understand environmental planning so that it functions effectively and provides maximum benefits for the creation of public behavior that is conducive to the environment, of course with the support of the government's political will which must be carried out in an integrative way, embracing government, NGOs, mass media, companies / industry and young people in participating and contributing in accordance with their respective capabilities. (Lestari, 2016; Wahyudin, 2017; Ngoyo, 2005, Perbawasari et al., 2019). The role of these stakeholders can be used by environmental activists as an access / entrance to convey environmental communication messages that educate environmental awareness besides having the potential for economic improvement. Individuals who join when they already know each other, then the interaction is more fluid using formal and informal communication, which aims to easily expand the network (Awza, 2016; Bakti, 2017). Communication networks play a role in connecting people, groups and organizations to exchange information, messages, attitudes and behavior of others regarding the importance of environmental conservation which ultimately encourages concrete action in the form of collaborative social movements. Community-based environmental collaborations are formed based on mutual agreement, are voluntary in nature, and there are no binding legal or regulatory sanctions. However, there is sufficient space to involve every stakeholder

who supports the effectiveness of collaboration with their respective roles (Hapsari, 2016: 35; Kurniawan, 2018).

So various models can be made, with the choice of placing one of the four stakeholders to be dominant as a communicator (messenger) of the important value of advancing the environmentally friendly BKKD Site area. The four stakeholders in this case: the community around the site, government institutions, private institutions, and mass media companies. If a communication model is made, there are at least four model variants that represent each stakeholder as a communicant. Another (fifth) variant can be made based on a combination of more than one stakeholder. The fifth variant is certainly even better, because it doesn't rely on one party anymore as a pioneer. The environmental communication model is an offer which is hoped to be easy to implement in an effort to promote the BKKD Site area, but it must be the most realistic to be implemented. So we need one of the stakeholders who are thought to be the most serious communicators, namely: the community around the site. The other three stakeholders have weaknesses that make it unrealistic to initiate this promotion effort. This weakness is in the form of always changing leadership which causes the potential for changes in the leadership's perspective to occur frequently. Meanwhile, local communities only need assistance until they understand how to manage their own area of residence. They arrange themselves in detail about the course of the program from the start to the evaluation.

Later, there will be several groups of people who become influential figures in this activity to produce a technical planning agreement (a kind of blueprint) for the advancement of the BKKD Site area. The role of other stakeholders, especially government institutions, will only be limited to facilitating what they do and ensuring that it does not violate the law. This model does stipulate that other stakeholders besides the community act passively until they enter a more serious stage related to funding, for example. Ideally, the funds collected are a form of investment that will return with agreed economic benefits if successful in advancing the BKKD Site area. All must have considered all potential benefits / losses must be contained in the blueprint for the advancement of the BKKD Site area, including all objects of cultural advancement that are relied on in the future. The work of producing a blueprint for the advancement of the BKKD Site area is not an easy job for people who are not used to doing it. This is where archaeologists / cultural institutions with burdens can accompany local communities to become independent. After that, they begin to understand the measurable technical steps they can take. One concrete example: by periodically cleaning the BKKD site. From observations, the community has been independent for a long time, for example community service cleaning their environment regularly, and making planks for directions to the site.

The environmental communication model designed based on the empowerment of local communities was spearheaded by those who were sensitive to the advancement of the BKKD Site area, especially young people who were involved in conducting archaeological research since 2011-2018. The results of observations so far, young people around the BKKD site, have great potential with their creativity. In a discussion with those gathered in a youth organization (an example of a social network) that focuses on saving the environment. They want to be involved in managing the BKKD website. This is certainly a good idea, but until 2020, it has not been realized, due to obstacles including due to the COVID 19 pandemic. Ideally they should continue, even though they have not received firm support from the local government. By using various media, messages on the importance of preserving the environment in the BKKD site area can be conveyed verbally or non-verbally to other stakeholders (communicants). These messages become a stimulus from the

communicator which of course is expected that there will be a response from the communicants (not necessarily all). Stimulus - responses that occur repeatedly will produce a kind of blueprint for the steps to progress the BKKD Site area. In the blueprint there will be many technical steps that can be agreed upon to make it happen. Here the role of the researcher will be very decisive in accompanying the communicator from the start to produce the blueprint.

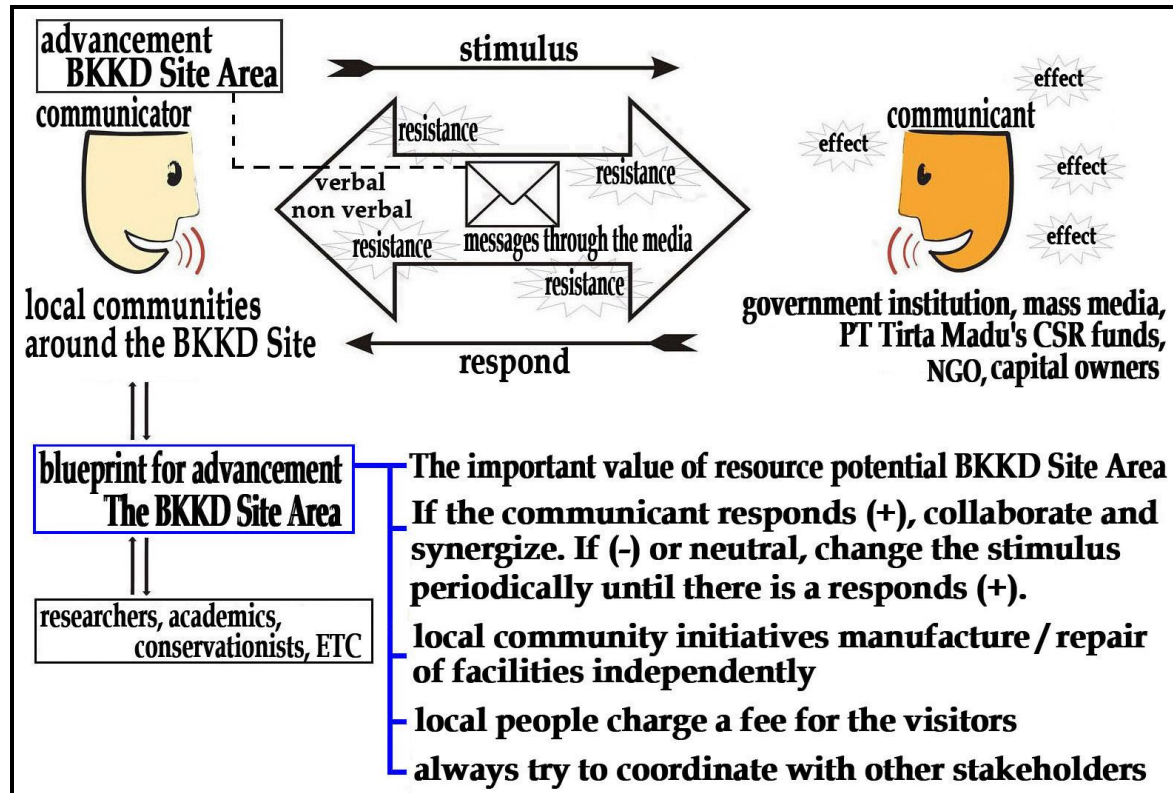


Figure 3. Environmental communication model designed based on local communities

C. CLOSING

The Law on Cultural Advancement is a momentum to advance the cultural heritage area of the BKKD Site through the advancement of cultural objects in the area. With cooperation between central, provincial and district government institutions, the Law on the Promotion of Culture and the Law on Cultural Heritage can synergize. Synergy occurs after the determination of policy plans, implementation strategies, and always monitoring. By raising the issue of environmental communication strategy, it is believed that it will be very helpful in efforts to promote culture. Various stageholders can be involved with the hope of a large-scale cooperation to save the environment of the BKKD Site area. By making an environmental communication model designed based on local communities, especially young people from now on are starting to be assisted to more seriously identify the important value of potential resources in the BKKD Site area which are significant to be communicated appropriately among stakeholders for the advancement of the BKKD Site area. Significant in this case because it is proven that the potential environmental damage factor of the BKKD Site area which is predicted to occur in the future, is presumably prevented from happening. The importance of the resources (SDB, SDA, and HR) of the BKKD site area depends on the attitudes and treatment of stakeholders with different interests and points of view. Values can be viewed as external potentials so that what was originally considered a burden is transformed into something useful, both for the present and the future. Thus, important values that were understood

during the tangible and intangible cultures were born and will continue to play a role in contemporary concepts. A concrete step for advancement by making the tourism business sustainable with the motive of simultaneously driving the community's socio-economy and environmental conservation (Perbawasari et al., 2019). By combining three major issues (cultural heritage areas + objects of cultural advancement + the phenomenon of potential environmental damage), it is believed that the government budget will put pressure on the efforts / stages of advancing the BKKD Site Area.

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