

Exchange Relationship in Community Social Networks in the Management of the Citarum Watershed

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Abstract:- Community social networks are formed in an effort to manage the environment around the Citarum watershed in a comprehensive manner and integrate various programs or activities from various parties. This research will describe the social network built in the management of the Citarum watershed as a form of interchange relationship. The research method used in this study is a descriptive study research method with a qualitative approach. The aspects studied include aspects of the exchange relationship, namely the actors involved, the distribution of resources, opportunities to exchange, exchange relations, and network structure. The results of the study indicate that the actors involved in the management of the Citarum watershed consist of individual elements and groups with diverse professional backgrounds and can play a role to complement one another. The valuable sources distributed by actors include money, time, thought, and energy using general methods through socialization, community service, and coordination meetings. In terms of opportunities for exchange relations, the factors that give rise to opportunities for exchange are due to personal awareness and the presence of work instructions. In the reciprocal aspects of the exchange relationship, the reciprocal elements obtained by the actors include changes in behavior, appreciation, and also personal satisfaction. The network structure between actors is formed as a result of the similarity of goals and attachments between one actor and another actor. This attachment is in the form of a cooperative relationship that is mutually beneficial and complements one another.

Keywords:- Exchange Relations, Social Networks, Watersheds, Citarum.

I. INTRODUCTION

The Citarum River has a very strategic function for the lives of people in the areas it passes. The Citarum River supplies water for approximately 28 million people in 12 cities/ regencies in the Jakarta, Bekasi, Karawang, Purwakarta and Bandung regions. In addition, this river is also a provider of power sources that drive power plant turbines (PLTA) in 3 (three) reservoirs in the flow. This PLTA supplies electricity for Java and Bali. However, the irony is that the facts about the usefulness of the Citarum River are not balanced with the maintenance of the river (Greenpeace, 2018).

In 2018 the Citarum River was named the highest pollution level in the world by the World Bank. In fact, the Regional Environmental Impact Management Agency (Bapedalda) of West Java stated that the status of water quality in the Citarum River had reached the stage of heavy pollution. Pollution at this level if left unchecked for a long period of time will have a very bad impact on the health of the people who are supplied with daily water needs from the Citarum River. Pollution of the Citarum River can be seen from the presence of garbage and other hazardous toxic waste along the river flow. According to the Bandung Regency Environmental Management Agency (BPLHD), 70% of the waste along the Citarum River flow comes from domestic waste and the remaining 30% comes from factory waste originating from approximately 500 factories in the river basin. This data shows that the largest source of waste producers that pollute the Citarum River actually comes from the community, both from household waste and from the waste generated from sanitation. Community behavior is the key to the causes as well as solutions to efforts to resolve the Citarum River pollution problem.

Notoatmodjo (2011) states that people's behavior in environmental health includes behavior related to clean water, sewage disposal, waste (liquid and solid), healthy homes, cleaning of pet cages. Community behavior in the maintenance of environmental health is influenced by several factors, namely: (1) predisposing factors (related to knowledge, beliefs, and values), (2) enabling factors (related to facilities), and (3) reinforcing factors (related to influence community leaders, religious leaders, and health workers) (Green, in Notoatmodjo, 2011).

The environmental health conditions in which the community lives is very dependent on how the community treats it. In order to provide a good carrying capacity for the community, environmental management must be controlled to suit the needs of the social system and the continuity of the ecosystem so that life continues. Collaboration in maintaining the Citarum River does not only have to grow from some communities, but also requires good coordination between one community group and another community group. In this case the social network that is built in the community that lives along the Citarum River is needed.

According to Arsyad (2015: 9) a social network is born from social relations which become cooperation because individuals or groups have different access to valuable resources, such as access to natural resources, information or power. The formation of social networks is

useful for individuals or groups in meeting their needs and achieving their goals. Van Dijk (2006) describes social networks as social systems with concrete ties in abstract relationships; Social networks consist of interacting actors (nodes) and links between actors (links).

Noting the nature of the problem in the Citarum watershed environment, the management of the Citarum watershed requires a social network to optimize the management. The existence of this social network can be used to see how the relationships that occur between actors (actors) in various ways as a form of exchange relations. Basically, social networks are formed because there is a sense of mutual knowledge, informing each other, reminding each other, and helping each other in implementing or overcoming something (Lawang, 2005).

Social networks that are built basically will show a social exchange. This happens because social networks are an effort to collaborate to complement the shortcomings or strengthen weaknesses in each party, so that in the fabric of relationships on a social network there must be a social exchange in which there are elements of rewards, sacrifices, and benefits that influence each other. In addition, this social network can also show the role of all stakeholders involved in a program or activity. A good and deep understanding of this social network will make it possible to carry out activities optimally.

To understand the conditions of social networks such as those found in networks in the Citarum watershed management from the perspective of exchange relations, Emerson (in Ritzer, 2014) states that there are 5 (five) components of exchange networks that can be used to explain, namely: (1) individual and collective actors ; (2) valuable resources distributed among actors; (3) the opportunity to exchange in the network; (4) reciprocal elements of actual exchange relations; and (5) the form of a single network structure in an exchange relationship. By using the components of the exchange network, the social network in the management of the Citarum River Basin will be able to describe its existence. The description of the various elements that build social networks can be explained in detail through an exchange relationship.

II. RESEARCH METHODS

The method used in this study is descriptive method with a qualitative approach. Descriptive research method describes the description of community social networks in the management of the Citarum watershed environment. This research was conducted in one of the areas in the Citarum River Basin, namely in Sector 7, Baleendah Subdistrict, Bandung Regency which was identified as having a significant level of waste problems, namely the large amount of garbage accumulation on the Citarum bank in the area. Sector 7 is the name for one of the regions in the division of the Citarum watershed in the Harum Citarum Program. By using this approach the purpose of research is to make a systematic or accurate description or description of the facts, traits, and relationships in various

aspects contained in the issue of community social networks in the management of the Citarum watershed environment.

To obtain accurate data on social networks in the management of the Citarum watershed, the informants from this study were those who knew about the social network management of the Citarum watershed in Sector 7, Baleendah Subdistrict, Bandung Regency. The informants in question were the local government, community leaders, Sector 7 Commander, Citarum Harum program manager, and local organizations concerned with the management of the Citarum watershed. Data was collected using in-depth interview techniques which were supplemented by observations of the condition of the community and the environment in the Citarum watershed. The research aspects that are the focus of this study use the network exchange component proposed by Emerson (in Ritzer, 2014), namely: individual and collective actors, valuable resources distributed among actors, opportunities to conduct exchange relations, the results of exchange relationships that actual, as well as the shape of the network structure on the exchange relationship.

By using the component of an exchange network, it can be described how the relationship between actors in living collective life as a social network. Exchange relations in social networks can be described from the position of the community individually or in groups, the existence and types of valuable sources in the network, the mechanism of the distribution of valuable resources in the network, the form of stimuli and opportunities for exchange, the reciprocity, sacrifice, and advantages in exchange relations, as well as the results of analysis of the form of a single network structure formed between the actors. These things can happen because social networks are an effort to collaborate to meet needs through other parties. In a collaboration in social life there will be a social exchange that has elements of rewards, sacrifices, and benefits that influence each other.

III. DISCUSSION

Humans will always be in a relationship with parties to be able to meet various needs, so that everyone will be in relationships with people or certain parties that are relevant to their needs both individually and collectively. That is why, according to Agusyanto (1997) social networks are formed in society because basically humans cannot relate to all existing humans; relationships are always limited to a certain number of people. Everyone learns from his experience to each choose and develop social relationships that are limited in number compared to the number of social relations available, adapted to the needs of the individual concerned so that in an effort to improve living standards also do not use all relationships it has social. Within the framework of the Citarum watershed environment management, the parties involved are also limited.

Furthermore, Agusyanto (in Fitriyani, 2015) states that from the social relations that form social networks that exist in society, can be divided into three types of social networks, namely as follows:

1. Network of interests (interests), This network of interests is formed on the basis of social relations, temporary, and changing in accordance with desired interests
2. Power network, where social relations formed are charged with power. On a power network, configurations of mutual interconnection between the actors in it are intentional or regulated. This type of social network arises when achieving targeted objectives requires collective action and the mutual configuration of connections between actors is usually made permanent.
3. Network sentiment (emotion), this network is formed on the basis of social relationships that are emotionally charged, for example; romance, friendship or relatives, and the like. Social structures formed from emotional relationships are generally more stable or permanent.

In reality in the field, a social network is not only formed by one type of social network above. However, there is overlap between the three types of forms of social relations. A social network is considered a network of interests if the relationships formed in the social network are more dominant to fulfill certain needs or interests. The other two types of social networks, namely power networks and networks of feeling, still exist but are not dominant. Individuals and groups on community social networks in managing the Citarum River basin in Sector 7, Baleendah District, Bandung Regency are those who have the knowledge and contribution to the management of the area. The results of research on individual and group aspects identified various actors who have professional backgrounds and roles that complement each other in maximizing the management of the Citarum River watershed in the Sector area 7. The actors involved consist of elements of society, army (TNI), government, NGOs and also social volunteers. These parties are actors who are bound in social networks and have the same goals, namely managing the Citarum watershed in Sector 7, Baleendah District, Bandung Regency. Every actor identified has a different role and complements each other. The aspect of distributing valuable resources on social networks in the management of the Citarum River basin in Sector 7, Baleendah District, Bandung Regency has different ways of distributing and valuing resources. The distribution of valuable resources is itself a process of distribution or the sharing of valuable resources among actors. In general, valuable resources distributed by actors include money, time, thought and energy. As for the mechanism, actors generally distribute valuable resources through socialization, community service, and coordination meetings.

The distribution mechanism tends to be different for each of the valuable sources. This money is distributed through community service activities or the procurement of waste management tools. The time that actors are distributed for the management of the Citarum River basin ranges from 1 year to more than 5 years. Most of the

energy is distributed by actors through community service activities. As for the elements of thought, they tend to be distributed during coordination meetings. The opportunity aspect of exchanging refers to conditions that allow actors to make exchange relations. The actors involved in managing the Citarum watershed in Sector 7, Baleendah Subdistrict, Bandung Regency conducted exchange relations due to different stimulation factors in each actor. Broadly speaking, the factors that encourage actors to exchange are because of personal awareness and also the presence of work instructions. This personal awareness arose due to concerns about the condition of the Citarum River which was increasingly alarming because of waste and uncontrolled waste and disturbing people's daily lives and threatening the lives of the next generation. The emergence of opportunities for exchanging is due to the stimulation of work instructions. These work instructions are generally accepted by actors who are required to contribute to the management of the Citarum River basin from various agencies concerned with the management of the Citarum watershed in Sector 7, Baleendah District, Bandung Regency. The next aspect is the result of the actual exchange relationship in the social network of the community in the management of the Citarum watershed in Sector 7. This aspect of the exchange relationship looks at the various reciprocal elements that exist between actors when conducting exchange relations in the management of the Citarum watershed. The results of the study show that the reciprocal elements obtained by the actors in managing the Citarum River basin in Sector 7 include changes in behavior, appreciation, and personal satisfaction gained by actors in social networking. Behavior change arises when the actor has realized the urgency of better watershed management, especially this behavior change arises because of the desire for a more decent life for the next generation. This change in behavior encompasses the changing habits of the actors after the implementation of the Citarum watershed management in Sector 7 through the Harum Citarum Program. This is a result of increasing public knowledge and understanding of river functions. Appreciation emerged as a form of reciprocity for those who have carried out their duties well in the management of the Citarum watershed so far. This form of appreciation is in the form of praise or appreciation materially given to actors. Personal satisfaction emerged as a form of reciprocity carried out by actors who contributed to the management of the Citarum watershed in Sector 7. This personal satisfaction emerged in the form of satisfaction and pleasure in success in reducing pollution and maximizing the management of the Citarum watershed in Sector 7.

In the aspect of network structure, researchers found facts in the field that each actor exchanges with each other with other actors and forms a single network that connects actors with each other. For actors from the community, they tend to have more frequent exchanges with the TNI, although they do not close the exchange with other actors. This is because the TNI will settle for approximately the next 5 years with the community, so that people feel directly related. Meanwhile for the actors from the TNI,

they exchanged with actors from the government, NGOs, volunteers, and of course the community. Then for actors from NGO groups, they have exchanges with the community, the TNI, the government, and also volunteers. In volunteer actors, they conduct exchanges with actors from the TNI, NGOs, and also the community. Finally for government actors, they conduct exchange relations with the TNI, NGOs, and of course the community. D. Conclusions and Suggestions Individual and group actors on community social networks in the management of the Citarum River Basin in Sector 7, Baleendah District, Bandung Regency consist of actors who have professional backgrounds and roles that complement each other, namely: the community, TNI, government, NGOs and also social volunteers. Valuable sources distributed by actors take the form of material, time, mind and energy through socialization, community service, and coordination meetings. The exchange relationship is carried out because of personal awareness or because of work instructions. The reciprocal elements obtained by the actors include changes in behavior, appreciation, and also personal satisfaction. A single network structure among actors is based on common goals and attachments between one actor and another in the form of a mutually beneficial cooperative relationship.

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