



Participatory Communication and Sustainability Development: Case Study of Coal Mining Environment in East Kalimantan, Indonesia

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Abstract

This essay tries to analyze about participatory communication, especially those currently practiced in coal mining communities in Samarinda, East Kalimantan Province, Indonesia. In addition, specific practices to facilitate participatory communication are identified and discussed. This essay is based on the author's research on environmental conflicts in coal mining areas. The conclusion of this essay is that community participatory communication in coal mining industry area is still at a pseudo participatory stage.

Keywords: Participatory; Communication; Sustainable development; Environment; Coal mining

Introduction

The term participatory communication appeared at the World Communication Congress for Development (WCCD) in 2006 in Italy. The importance of participatory communication in realizing sustainable development is also conveyed by Jose Ramos Horta, one of the speakers and Nobel laureates. He is the Prime Minister of Timor Leste who is involved in the forum. As the perpetrators of development then the people involved in doing communication activities (Walker., 2007).

The key message is that the key to making good and sustainable policies is to develop community capacity and improve education. Marta Mauras, Secretary of the United Nations Economic Commission for Latin America and the Caribbean, argue that public issues are related to public policy. An example is a problem in society and a development issue needs a consideration of citizens. In communication activities, described by the Secretary Mauras, the voice of the weakest stakeholders such as rural communities, marginalized and poor. In addition, public institutions must be transparent, open and accountable (WCCD., 2006). In the forum, both informants stressed that participation and development communication is an important element in sustainable development. Some presenters also emphasize participation in development as participatory communication.

To face the challenges of sustainable development, the United Nations established Agencies that deal with communications. These bodies comprise non-governmental and governmental bodies. Some of the UN agencies include Communication Behavior Change, Communication for Development or known as Development Communication, Communication for Social Change, Health Communication, Information, Education and Development, Strategic Communication and Participatory Communication

(www.devcomm-congres.org). Communication will be regarded as a tool for building information flow among actors for social change, grassroots movement and institutional organization. In addition to bottom down communication strategies, local communities require multi-level strategies to achieve empowerment and management of their own resources. Since the first time in dealing with conflicts related to the management of natural resources conducted by participatory approach. The approach is considered to have the power and proven to reduce and even prevent the occurrence of conflict. It is an activity to empower democracy through the integration of local and central perspectives. A case study on "the role of local communities in the management of water and natural resources in coal mining areas" will show that lack participatory communication can influence social relations in democratic issues of local communities.

There is no study that discusses the communication of community participation for sustainable development in coal mining areas in East Kalimantan raises the question: How are community participatory communication in decision-making regard to coal mining environment in Samarinda?

Participation and Communication as Modernization Paradigm

Participatory communication activities can not be separated from the history of the post-World War II period. To understand this concept, modernization theory is a relevant. In Modernization Theory states that the social changes that occur in the Third World by abandoning the colonial tradition. It occurs due to society begins to lead to modernity. The changes in practice and the spread of modern ideas in a new sovereign country could not be separated from the role of communication as its core. It is characterized by differences in social structure. The difference refers to the amount of capital held, the basic secularization in government as well as the change of personality to be modern according to the size of the capitalist. (Jacobson., 2003; Rogers., 1962).

The theory of modernization has long been applied in the life of change for the Third World. This is because in modernization theory can not be separated from the participation of ideas. As a cause of change, communication plays an important role in many areas of change, especially in political organizations. Participation in this case can be done in the form of political participation and through the media and the perpetrators. In modernization theory, Lerner states that if economic institutions are encouraged to change then the most important requirement is social as the key. That is, the desire and encouragement of the social system to change. In particular, the social system will think to be more modern. The process of change is through the exposure of communication messages directly or through the media. The activeness to seek and access the media will foster motivation and psychic mobility. This is known for media participation (Jacobson., 2003)

Participation as a learning process is needed in the arena of democracy. So participation is a concept that is horizontal, equal, the same in the practice of decision-making in the policy to participate in determining the outcome of the decision (Thabchumpon., 2017). Currently, in some developed countries, even in developing countries, began to apply the model of participation as evidence of change towards the modern. However, the practice of participation and communication has not shown a thorough progress. The absence of agreement of the development actors has made this approach not yet integrated. A participatory approach as an active form of communication that promotes dialogue. Guba (1990) suggests a dialogue in this approach because with dialogue there will be empowerment (Freire., 1997, Mefalopulos., 2003). Dialogue puts forward equality, empathy and feedback to cover the shortcomings of development practices so far. Dialogue can prevent conflict in development and this is a normative approach.

Dysfunctional behavior in participation practice is pseudo participation. The other side of the genuine participation is pseudo participation that is the dysfunctional behavior of manager/leader who does not use participative action in practice. Pseudo participative behavior this, if not addressed properly, can bring impact harm to the company/organization and even community (Fig. 1).

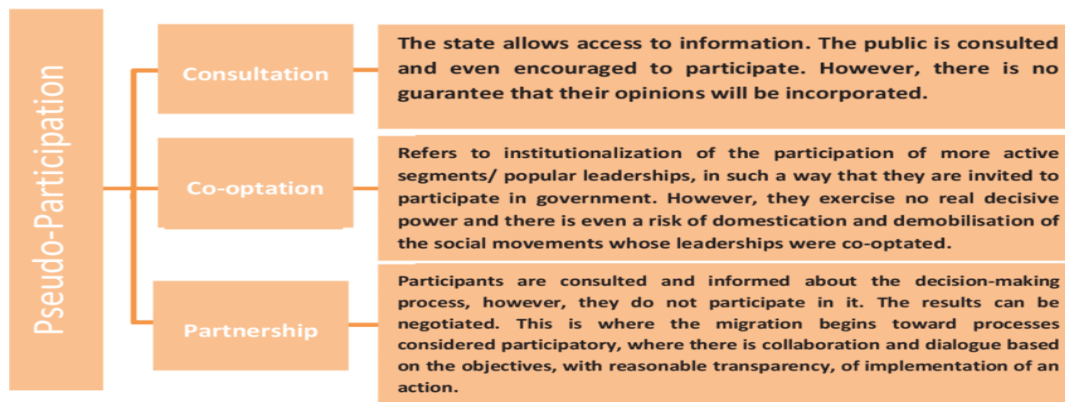


Fig. 1 Ladder of participation": "Pseudo-Participation" level. Source: Adapted from Arnstein (1969), Rudd et. al (2006) and Souza (2000), 2016.

Meanwhile, Walker defines participative communication as a dynamic, interactive, and transformative dialogue process between people, groups and institutions that enable people, individually or collectively, to realize their full potential and engage in their own welfare. (Walker., 2007). Participatory communication as the core communication of the third paradigm (the multiplicity paradigm) of development. This perspective focuses on the public's interest in responding to the problem solving and needs of people in different societies. Participatory communication has been used extensively for more than three decades. However, its implementation has no standard rules and no special media. Each is adapted to the culture of community.

Participatory Communication for Sustainable Development

The paradigm of sustainable development is defined as activities that consider future impacts. It is integrated in the field of social, economic and natural environment. In this case it is a concern for maintaining both social and natural environments in coal mining areas (Dubinski., 2013). The United Nations General Assembly meeting in 2017 in New York City provides an opportunity for the 'World of Development' community to renew its insight into how forests contribute to the Sustainable Development Goals (SDGs). One of the factors that must be faced in achieving sustainable development is how to improve environmental destruction without sacrificing the need for economic development and social justice (see e.g. Harris., 2003).

One of the important points of the 17 points of SDGs is Affordable and Clean Energy. The Government of Indonesia has issued Government Regulation number of 79/2014 on National Energy Policy that saves the role of new and renewable energy by 2025 of at least 23% and by 2050 around 31% throughout the economy is able to be met. As a country rich in natural resources, both biological and non biological resources, so with the mandate of the Constitution of the Unitary State of the Republic of Indonesia (UUD NKRI) 1945, the natural resources must be managed and utilized for the welfare of all Indonesian people. Society is an important part in realizing the concept of sustainable development. This was stated in the United Nations Conference held in Rio de Janeiro in 1992 (United Nations., 1993). Houghton (1999, p. 64 in Yosef Jabareen, 2008) suggests that, 'the social dimension is important because unfair society is unlikely to be sustainable in the environment or the economy in the long run' (Servaes., 2004; Patchanee., 2004).

I argue that communication is the link between government, community and civil society. In this case, with communication as a medium to create dialogue space, discussion, and participation, communication can contribute in creating sustainable development. With the space created, the

determination and supervision of government policies for development can be controlled by the community itself.

Here is the process of diffusion innovation through the process of communication. (Servaes; Malikhao., 2005). With the result that finally, planning and decision-making to ensure sustainability development imply integration of the three pillars social, ecological and economic (Hedelina., 2017). Based on the definition of sustainable development can be seen that the relevance and intervention of communication becomes very important to solve problems quickly, in accordance with the development of changes in community behavior that so quickly happened.

Analysis

Case Study: the Way of Participatory Communication Among Coal Mining Community

Mining activity is a global industry and often the location of activity is located in remote areas. The site is underdeveloped and has a sensitive ecological area which means encompassing indigenous territories and often residing in remote, ecologically sensitive and less developed areas covering many customary areas and territories (An Atlas., 2016). Mining business activities are at high risk and have an impact on the physical and social environment. In addition, coal mining activities resulted in speed damage to forest resources (Greenpeace., 2016; Hendar., 2014; Kartika., 2014; Kartodihardjo & Supriono., 2000) and loss biodiversity and tropical rainforest ecosystems, loss of number water sources, more frequent drought and natural disasters (Fitryarini, Juwita & Purwaningsih., 2015; Koran Kaltim., 2014; VOA Indonesia., 2013; Widyanto., 2015).

It is a reason that underlies the importance for sustainable mining that there are a balance between economic, social and environmental. In the Law of the Republic of Indonesia No. 4 of 2009 on Mineral and Coal Mining, continuous mining activities intend to activities beginning with exploration, exploitation, processing and post mining activities ([www. goldenenergymines.com](http://www.goldenenergymines.com)).Indonesia is one of the largest coal producing countries in the world are also a country rich in other natural resources. As an archipelagic country, Indonesia is also rich in fisheries and natural gas. Developed countries such as the United States, Russia, China and India actually save the wealth of coal as a reserve. Ironically a developing country by selling natural resources (World Energy Statistics Review., 2017). The three coal producing regions in Indonesia are South Sumatra Province, South Kalimantan and East Kalimantan. Coal mining in Indonesia has been going on for more than 40 years, since the issuance of Law No.11 of 1967 on Mining Principles which was subsequently replaced by the Minerals and Coal Mining Act in 2009. This law has become the basis for the exploitation of mineral resources and coal on a large scale to pursue economic growth.

As a result, the coal industry generates enormous social and economic benefits for Indonesia. However, these activities are not only beneficial both socially and economically, but also have a negative impact, especially environmental damage in the mine-producing areas. One of the coal producing regions is Samarinda city. Samarinda city located in the equator with a flat topography and hilly conditions between 10-200 meters above sea level. With an area of 718 KM², Samarinda is adjacent to Kutai Kartanegara regency in the west, east, south and north, which is the second largest coal producer in East Kalimantan. In the early 2000s, the development of coal production increased in Samarinda City so that Samarinda was also known as mining city because almost 38,814 ha (54%) of 71,823 ha total area of Samarinda city is coal mining area.

Every year, the local government through the Ministry of Mining and Energy of East Kalimantan holds joint meetings with the company, Heads of Sub-districts and staff from the villages, opinion leaders, religious leaders to participate in the coal mining company's policy before conducting exploration activities. The government as the main speaker made ceremonial presentations, plans and discussions

related to the expectations and mining activities. Besides that, activity is discussed around four topics: pollution, job opportunities, compensation, and facility assistance.

In the meeting, the participants listened to the exposure of government and company. At the first day sessions focused mainly on coal mine activity plans, the conditions during which the operation took place interests, and ideas to overcome obstacles. Discussions offer their ideas in response for various questions. Participants are instructed to write down the question they find meaningful and relevant. The meeting discussed about social environmental issues, pollution, economy and community expectations related to mining activities. Participatory communication activities in meetings that usually not one time, has occurred especially as a dialogue between stakeholders and officials of the Mining and Energy Agency. Dialogue and information have been done in small groups, especially the village leaders. Action and reflection will develop the power needed to analyze and formulate strategies and this happens in the cycle of dialogue, then modify based on our life experience but local community involvement is limited to brainstorming ideas or opinions only.

Rethinking Communication Participatory: Is It Pseudo Participatory Communication?

This essay presents participatory communication as an approach for local community participation. Communication is very important in determining environmental policies through participation. Field of environmental communication has focused on community participation, international development communities have promoted participatory communication. This essay shows that the convergence between approaches is possible and applicable. The field of environmental communication is part of communication of sustainable development has many similarities and deserves the attention of scientists and the second practitioner.

It can be said that participatory approaches really need local community input from start to finish, but this is not case in this case. Ideas for this coal mining project appears to come from outside the operational area: the mine exploration plan coal in the community as a well-designed top down project. It is due to the project starts from the chief decision-maker sitting in the chair government offices. In addition, the power of its implications and policies is based on input from the people with whom they are involved. It can be seen from the participants invited in the meeting consisting of the characters without reaching the grassroots. In addition, the dialogue that occurs more in one direction (one way communication) instead of two way (two way communication). Local community has no space (public space) to provide feedback.

A common mistake for organizations in implementing participatory communication is that they are created by policy makers. Local community should be empowered to design and implement a peer review system may make a difference between members. This system should be emphasized and should not be 'diverted' (misused) by policy makers. The condition eventually leads to pseudo-participation. Pseudo participation is a perspective to management where leaders show the impression of openness but think hard to keep decision-making in their own hands. This is due to the use of direct communication and low participation of subordinates (Oxford Reference., 2017). Social status and influence in community can also be inhibited participatory communication effectively, which ultimately leads to pseudo-participation. Individuals who occupy positions in a higher society, have more dominant personality, or having a higher social status will have an excessive influence on the process of determining the policy and goal setting.

Conversely, individuals with less dominant personality or are at a lower level in the community of felt possibilities threatened, intimidated, or incapable of being confronted with a group of more powerful communities. Consequently, less dominant individuals will considers the preparation of a participatory coal mining project plan a 'game' in which they are forced to portray subordinates who must agree with the boss's opinion. It is a beginning of social conflict.

Conclusion

In view of the above, after analyzing the cases and forms of activities related to participatory communication for sustainable development among communities in the Coal Mining area "Case Study in Samarinda, East Kalimantan Province, Indonesia," it can be concluded that:

1. Every environmental development communication expert will fight for the cause of community participation in more development or less in the same way that they would fight for democracy or freedom speech as a human right. But few understood the implications of even those directly involved in projects in which they were assigned operationalize the concept and apply it in real-life situations.
2. There are already some basic features of participatory communication held by governments, corporations and local communities in the early stages of the project. The features, i.e dialogue, driven endogenously and process oriented. They can be considered as a basis for participatory communication despite the participatory pseudo category. At this stage, the occurrence of diffusion of innovation is very weak because at the end of communication is deadlocked without any feedback. It is not only understood at the theoretical level but also operated practically. This study shows that participatory communication can be an important element in engaging local stakeholders to play a role in the development process, although only partially implemented. Dialogue is another element considered by informant to be central.
3. The dominant position of bureaucracy as a pioneer of development in Third World countries in the socio-economic context gets justified. Characteristics of Third World countries that are equated with poverty are strong factors for weak participatory communication.

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