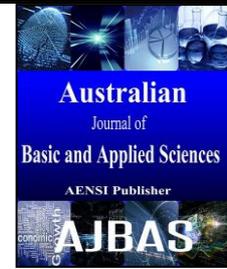




ISSN:1991-8178

Australian Journal of Basic and Applied Sciences

Journal home page: www.ajbasweb.com



Intrapersonal Communication Based On Green living Building Coastal and Rural Environment (Analysis Intrapersonal Communicatioan H. Ali Mansyur A Figure of Environment in Sub Jenu Tuban East Java)

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ARTICLE INFO

Article history:

Received 12 October 2014

Received in revised form 26 December 2014

Accepted 17 January 2015

Available online 28 February 2015

Keywords:

intrapersonal Communication, green living, MCT (Mangrove Center Tuban), Coastal, Rural Environment.

ABSTRACT

Intrapersonal communication of leader H. Ali. Mansyur as figure of inspiration to us all because of his goals for greening the environment Jenu coast and countryside around. Tuban has been realized with the appreciation of many awards to the National. Concern for the damage abraded beach by big waves to replant with casuarinas trees, and other mangrove species. Thus to make the formation of Mangrove Foundation Center Tuban, with the vision and mission that have been described in the background. This study used a qualitative descriptive research, the data collection: observation, interview, and documentation. The research object is intrapersonal communication H. Ali Mansyur on green spirit to improve Jenu Tuban beaches and greenery in a rural environment. Analysis of the data by using data reduction, data display, and conclusion. With the triangulation of data sources to compare the results of depth interviews toward research object by using observation and documentation.

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To Cite This Article: Sri Wahyuningsih., Intrapersonal Communication Based On Green living Building Coastal and Rural Environment (Analysis Intrapersonal Communicatioan H. Ali Mansyur A Figure of Environment in Sub Jenu Tuban East Java). *Aust. J. Basic & Appl. Sci.*, 9(7): 157-159, 2015

INTRODUCTION

Green area which stands on an area of 56 hectares Mangrove Center Tuban (MCT) do not necessarily turn into a cool area that is seen today. Formerly this area was covered by coastal millions of coconut trees. But unfortunately, as a result of the hands of ignorant humans animals named squirrel, which is a type of rodent-eating mammals of the tribe Sciuridae coconuts, pinned down so blindly as game animals. The results squirrels were also becoming increasingly exhausted, until in 1979 there was a terrible outbreak, in which all the palm trees are attacked kwawung so coconut tree until none was left.

A year later, precisely in 1980 exposed coastal sub district Jenu had gotten powerful waves so there was damage to the land of extraordinary great. Power of waves up to land and infrastructure damage at the edges of the highway. Of events that occurred it appeared one of the community leaders who figure to be in the district of Tuban Jenu intrigued and think hard how to restore natural conditions that have been damaged beaches. By struggle initially only "bondo nekad" existing ground capitalize on the coast, the capital of farms and farm without interference aid

local and national governments. He developed coastal land that became the foundation Mangrove Center Tuban. Having a vision is the creation of a society that is based on environmental. Its mission is as follows: 1) increase the welfare of the community through Ecogreen life, 2). grow up community participation in environmental management, 3) the creation of a cadre of school environment through adiwiyata, 4) increase community empowerment through community development activities, 5) establishment of community life practical, economical, powerful and healthy through productive organic village program, 6) embodies area kept up green and clean, 7) environmentally management of the area.

Travelling in the development of the MCT Foundation finally getting the national spotlight with a variety of assistance from the central government as well as private parties, who have the same thinking that green spirit. From the above description is very interested researchers to uncover how intrapersonal communication H. Ali Mansyur character-based green spirit to build Tuban coast to the rural environment.

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Statement of problem. How does Intrapersonal Communication H. Ali Mansyur Based Green living Building Coastal and Rural Environment?

Research Objectives. Knowing intrapersonal communication H. Ali Mansyur Based Green living Building Coastal and Rural Environment.

Methodology:

This study used a descriptive qualitative method. According to (Handayani, 2008) reports the results of a descriptive qualitative study quotations and data as illustrations and to provide support for what is served. The data include interview transcripts, field notes, photographs, records, personal documents, memos, and other official records. Data analysis with all the richness of its meaning as close as possible to the form of a recording or transcript, the intention is to only describe a situation or event.

According to Bogdan and Taylor in (Moeleong, L.J., 2002) is qualitative research is a research procedure that uses descriptive data in the form of written words or answers from the people and observed behavior.

A qualitative approach is an understanding of the research process and is based on a methodology which investigates social phenomena and human problems. In this approach, researchers created a complex picture, studying words, a detailed report of the views of respondents, and conducted a study on the natural situation (Creswell, W., John, 2002).

Locations in this study performed in MCT. Technique of data analysis is data reduction, data display, and conclusion of the data. Which is the object of this study is intrapersonal communication Mr. H. Ali Mansyur as owner of the Mangrove Center Tuban. In this study the method is used in data collection by observation, in depth interviews, and documentation. The data validation was triangulation of data sources.

RESULT AND DISCUSSION

Intrapersonal communication is communication that moved in man in the form of sensation, perception, memory, and thinking (Creswell, W., John, 2002).

Sensation is a sensing tool, which connects the organism with its environment. Elementary or immediate experience, which does not require decomposition of verbal, symbolic, or conceptual, particularly related to sensory activities. Benjamin B. Wolman (1973: 343) in (Rakhmat, J., 2002). In this study sensation contained within H. Ali Mansyur is notice any damage to coconut trees at the beach Jenu attacked kwawong outbreak in 1980 and the coastal damage caused by large waves that damage along the coast of the city of Tuban up along the way Jenu. That was happened in 1997.

Perception is the experience of objects, events or relationships obtained by inferring information and interpret messages. Or giving meaning to sensory

stimuli. Interpret the meaning of sensory information not only involve sensation, but also attention, expectations, motivation, and memory (Desiderato, 1976: 129) in (Rakhmat, J., 2002). This perception is determined by personal factors and situational factors. Perception within H. Ali Mansyur that captures the presence of damage is on the coast is a terrible incident fatal to the preservation of the natural environment precisely along the coast to the town of Tuban Jenu.

Memory is a very structured system, which causes the organism is capable of recording facts about the world and uses his knowledge to guide behavior. Memory through three processes: recording, storage, and calling [5]. With the occurrence of the events seen in H. Ali Mansyur sensation at the time, was burned into his memory in the hearts and minds eventually have to move her act early without any interference from the local government. In the memory that he was bothered when the goal is not conveyed that promote greening around the coast Jenu. Which in turn will think hard.

Thinking is a process that affects the human interpretation of the stimuli. Think that there are two kinds of autistic thinking is daydreaming, dreaming, thinking and thinking wisful realistic to reason that thinking in order to adjust to the real world. In this analysis, researchers used a type of realistic thinking on what is thought by H. Ali Mansyur.

Concerned by the deteriorating state of the moving conscience H. Ali Mansyur as a native of the village of Jenu for rehabilitating the current damage. Starting from 1.2 acres of land on the waterfront that he had, H. Ali Mansyur tried to replant the land with some mangrove trees. The lack of knowledge about the environment could create confusion H. Ali, where the mangrove trees in get? Finally, thanks to his efforts that he get a mangrove tree seedlings from Ujung Kulon Pangkah, Gresik. (Interviewed H. Ali Mansyur, 20 Sept 2014). 1.2 Land that he began working on his own, he planted the tree himself. He's got a lot of satire from some quarters, especially the neighbors around her home, "Well, the land has severely damaged, would it be planted to grow? What nonsense is Mr. Ali ". Dogs barking the caravan passed, the rigors of reproach and scorn that hit for H. Ali as a new challenge that his efforts to fruition. Time passed, the tree that he planted to began flourish. Not only mangrove, more than it has grown to a spruce tree as hard as shrimp with a variety of its variety. H. Ali even to the extent of land shortage. So, buy land right and left side to continue to expand on its intentions in greening Jenu beach. At that time the land was purchased for \$ 4 million per hectare or 400 dollars per meters. Stretch of sandy beach in 1997 severely damaged it has changed drastically into a mini forest green and beautiful. Then in 1998 when the financial crisis took place mangrove forests fostered H. Ali Mansyur

eventually get help from the government in the form of 50,000 seeds for 3,300 perbatang.

The rapid development of mangrove forests to provoke the envy of H.Ali's neighbors in the village. Jenu. In 2000 appeared the new farmers who also co-developed the mangrove. Approximately there are 12 farmers' groups that Jenu, Sugihwaras, Kaliuntu, Wadung, Mentoso, Temaji, Sucorejo, Tambakboyo, Kinanti, Gadon, Bancar Cross. Then formed a new community is a community that is aware of and concerned about the environment. This community later was given the name "Forum Komunikasi Peduli Lingkungan Pesisir Pantai". (Interviewed to H.Ali Mansyur, 20 Sept 2014). To meet the increasing demand for seedlings would require no small amount of capital. Here H. Ali Mansyur has its own tricks. He was to cross-subsidize with his results and livestock farms are scattered throughout the region of Tuban. During the fulfillment of seedlings can be done independently, abstinence for a H. Ali Mansyur to ask. It was only when the seed application in very large scale he will hold private firms to dilute their CSR.

According to Ali H. Mansyur, now that he is being intensively perform casuarina breeding program. Millions of seedlings were prepared. With casuarina is also the MCT has made greening coastal regions in nearly all of Tuban. With hoping soon the entire coast of Tuban will be filled with pine green sea. Why chosen casuarina planted as a vanguard that is closer to the water? Learning on the experience of 2008, the awesomeness of the ocean waves in Java that lasted for more than a month has been throwing 105 acres of land in the coastal mangrove Tuban. Almost all the beach time was severely damaged mangrove conservation land and the sea water swept away, while the sea remains solid spruce stands and only very few were damaged. So take a lesson from these events is massive MCT casuarina cultivate a plant that serves counteract coastal erosion. (Interviewed Ali H. Mansyur, 20 Sept 2014).

Summary:

Intrapersonal communication H.Ali a community leader Mansyur begins with sensation, perception, memory and thinking this will ultimately fruitless goal of revegetating existing coastal districts throughout the city of Tuban Jenu after suffering heavy damage due to the large wave of Tuban beach. Struggle for coastal greening was initially alone, then a lot of relief coming from the government and private companies in the form of donations and funds to seed development of mangrove plant. It is developed by forming farmer groups that exist around Tuban ie 12 groups of farmers. Eventually formed the "Communication Forum Coastal Environmental Care" has a vision of Tuban beach is clean, beautiful, and beautiful to the public welfare. Similarly, the mission of which is aligned with the vision. Of the spirit with local farmer groups

eventually formed the foundation Tuban Mangrove Center on August 15, 2005 according to the date of his birth. It is very inspiring researchers, readers and lovers of the environment, in order to keep loving and keep the environment green with the green spirit kept up.

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