

Video Art as Environmental Communication Media for The Problem of Plastic Waste in Solo City

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ABSTRACT

Garbage is a big problem in the city of Solo. It can be seen in the *Putri Cempo* Landfill (TPA), which is the place where the final processing of waste from all areas of Surakarta City takes place. The waste management activities of the *Putri Cempo* harm the safety and comfort aspects of the environment as well as location and accessibility but also become an opportunity in the economic part. To campaign for Solo as a city that supports and cares about environmentally friendly issues, what art actors can do is disseminate the crisis that occurs through various media so that the public more easily understands it. One of the most effective ways to attract people today is through a video. They are supported by music that can foster empathy for the audience. Research methods, creation, and presentation are based on research and experimentation. The process of creating works consists of several stages, including the exploration stage, experimental experiment stage, improvisation stage, forming step, and finishing stage.



INTRODUCTION

Solo has a waste problem that can cause serious environmental problems. The amount of municipal waste can be seen in the approximately 270 tons of waste every day at the Putri Cempo Landfill (TPA). In 2020, it is estimated that one resident of Solo City disposes of an average of 0.5 kg of garbage per day.

Most of the waste that is disposed of is plastic waste. This garbage can be a serious threat. According to the United Nations Environment Programme, between 22 percent and 43 percent of the plastic used worldwide is thrown into the trash. Thousands of hectares of land are used for landfills where most of it is plastic waste. The negative impact of plastic waste not only damages human health and kills animals, but also systematically damages the environment.

Plastic as a product that is versatile, flexible, light, strong, and cheap has caused the whole world to be eager to produce a variety of products made from plastic in bulk. Plastic is gradually replacing other raw materials that humans often use, especially for packaging. Without realizing it, the basic character of plastic which is durable and not easily decomposed by nature, and also the use of plastic products that are not environmentally friendly in large quantities cause serious environmental problems.

To campaign the city of Solo as a supportive and caring city towards environmentally friendly issues, in line with the image of the development of the City of Solo from the perspective of supply-side, the city government sets a culture-oriented vision (future Solo was Solo in the past) towards an eco-cultural city. FSRD with GreenLab stub take roles as stated in the rules of the Solo City government to provide Strengthening community involvement through communication, information, and education, So Efforts what artists can do is spread the crisis that occurs through various media to make it easier for the public to understand. One of the best ways An effective way to attract millennials today is through a video that is packaged attractively and supported by music that can foster a sense of empathy for the audience. Therefore, this study aims to make a video art in the form of a campaign to raise awareness among the whole community to be more concerned about plastic waste in the surrounding environment.

METHODOLOGY

The form of the research is qualitative. his research is a research with a qualitative approach in the form of creative work with several stages: 1) Conducting research; 2) Insight of research results to develop creative concepts and strategies; 3) Designing video scripts/video scenarios; 4) Creating video storyboards; 5) Production of shooting video art; 6) Video editing and finalization process; 7) Showing video art on social media such as YouTube, Instagram, Facebook, etc.

This study offers the idea of a presentation based on research and experimentation by prioritizing the strengths of three main pillars: individual artists/designers, institutions, and creative communities. The meeting of the three main pillars is expected to bring up creative solutions in responding to environmental issues and encourage the environmental movement as a practice of knowledge, resistance, or a mirror to look back at the relationship between humans and nature (19).

RESULT

Before starting the video recording, the first step we have done is to conduct research such as a literature review and observing the location to map the situation and strategy related to recording Putri Cempo Landfill. The second, To develop creative concepts/brainstorming: We discussed the story of the video, we discussed every idea from the team, and make a selection to include in the video art. Third, We create the storyboards based on the discussion before, distributed the job desk for every person on the team, make a schedule and prepare the attributes to record the video. Fifth, we made a production of shooting started in May til August 2022. Starting with recording footage with a dancer who dancing while interacting with people and the footage behind him. The footage we recorded is in Putri Cempo Landfill, Car Free Day (CFD), Flyover in Purwosari station, and Bromo Mojogedang forest. Then continue recording an interview with people who working in Putri cempo Landfill such as the community around it (scavengers, garbage collectors, restaurant owners, local residents), the head of Putri Cempo TPA, Surakarta Rural Technology Development Institute (LPTP), The Department of the Environment (DLH) of Surakarta City. While recording the visual of the video, the music for the video and voice-over for narration are also being recorded. After that, the video editing process is to make a selection for the important scene, and cut other parts that were not relevant. Then for finalization, we combined the video and the sound and turn it into a music video. The last process is publishing the video art on social media such as youtube and Instagram, then also in the exhibition in the Faculty of Art and Design in Sebelas Maret University as an anniversary ceremony.

The important thing we found in this research is paradoxical the function of Putri Cempo Landfill which harm our environment, but at the same time, it becomes the livelihood for some people. Many people around and outside this area get a source of income from the waste that is here, such as collecting garbage that can still be sold and as fodder for their livestock. On the other hand, Several efforts have also been made by the government to reduce waste in Putri Cempo Landfill, such as using it as a source of waste-powered power plants which have just been initiated recently. According to LPTP activists, even though it can be the solution to the problem in Putri Cempo, at the same time it also still leaves problems, such as burning smoke from the waste processing which will eventually contribute a lot of carbon dioxide to the atmosphere.



CONCLUSION

This video art has several steps to realize such as 1) Conducting research; 2) developing creative concepts and strategies; 3) Designing video scripts/video scenarios; 4) Creating video storyboards; 5) Production of shooting video art; 6) Video editing and finalization process; 7) Showing video art on social media. Every step has difficulty to do, but consistency and good teamwork help this video to run well. In this research, we found a paradoxical reality in the life of people around Putri Cempo, while they harm by the Putri Cempo Landfill they also get benefit from it. from this research we also see that many people still do not understand the urgency of global warming and climate change issues, therefore, we hope by combining research and art through this music video, many people will understand our environmental problems, especially the young generations.