



**“BREATHE CLEAN, LIVE GREEN” MOVEMENT:
A COMMUNITY ENVIRONMENTAL EDUCATION PROGRAM
IN PULO GADUNG DISTRICT**

FINAL PROJECT BY SOCIAL WORK
Submitted as one of the requirements to obtain
Sarjana Sosial

By:

Given River Wowiling - 016202000043

Jacinda Angie Torondek - 016202000174

Renasya Mokodompit - 016202000097

FACULTY OF HUMANITIES
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VALIDITY SHEET

1. Title of Activity : “Breathe Clean, Live Green”
2. Field of Activity : Environmental Education Program
3. Field of Knowledge : Social Science
4. Advisor : Muhammad Sigit Andhi Rahman, Ph.D.
 - a. Phone Number Advisor : +62 812-1098-4008
 - b. Email Advisor : andhi.rahman@president.ac.id
5. Member of Academic
 - a. Name : Jacinda Angie Torondek
Position : Project Officer
Student ID : 016202000174
 - b. Name : Given River Wowiling
Position : Public Relations Officer
Student ID : 016202000043
 - c. Name : Renasya Mokodompit
Position : Administration and Food and Beverages Division
Student ID : 016202000097
6. Period of Time : ± 2 months
(September 7, 2023 - November 10, 2023)

Turnitin Result

Final Project Report

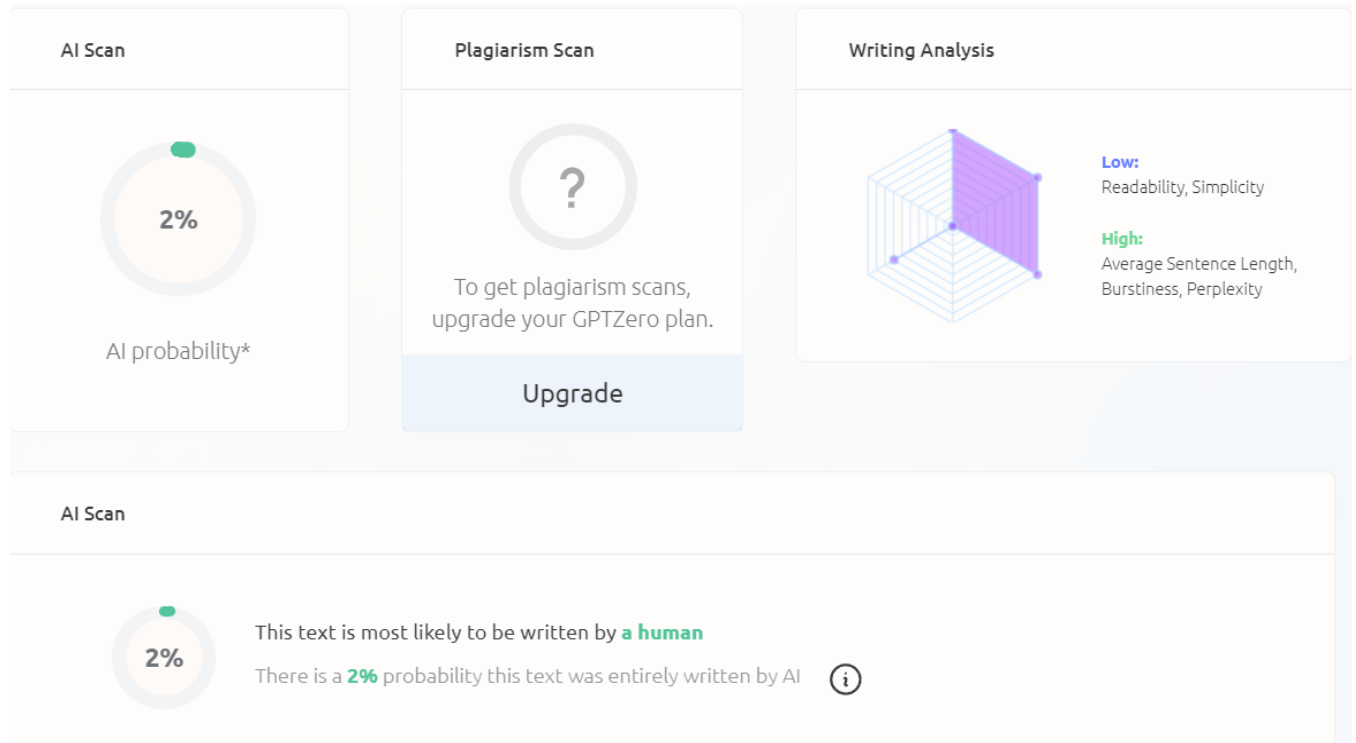
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GPTZero Result



ABSTRACT

Title: “Breathe Clean, Live Green” Movement: A Community Environmental Education Program in Pulo Gadung District”

This social project aims to address the critical issue of air pollution, a leading cause of death in Indonesia, claiming 123,000 lives annually. Focusing on East Jakarta, particularly the Pulo Gadung District, the movement engages the community, particularly elementary school students, through an environmental education program. Our main objective is to raise public awareness about the consequences of air pollution. We are aware that we can't make an instant impact to enhance the air quality in Jakarta. Thus, the execution of this social project serves as a preventive measure against the future adverse effects of air pollution. Utilizing the Theory of Change in our project helps us understand why the problem exists, outlining how our strategies will address it, and supporting our belief in their effectiveness through an analysis of evidence and past experiences. This project is initiated with field observation and implementing qualitative research methods to have deeper understanding of the issue and more information of the needs of the community. To address this, interactive seminars have been implemented, providing insights into air pollution concerns and offering practical steps to minimize them. Following that, we conducted a survey and found out that most participants are ready to do their part in reducing air pollution. Not only having a better understanding of air pollution but also inclined to embrace environmentally friendly behaviors, which was one of our main goals for this project.

Key words: Air Pollution, SDGs, Awareness, Pulo Gadung

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