

# **The Program Evaluation of the Green Environment Movement Campaign to Support the National Food Security (A Case Study of the Evaluation of Green Environment Program through Hydroponic Plants by Military District Command 0503 West Jakarta)**

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**ABSTRACT :** *This study is entitled the Program Evaluation of the Green Environment Movement Campaign to Support the National Food Security by West Jakarta Military District Command 0503. This environmental campaign through a hydroponic gardening program certainly requires a collaboration and support from the public. Of course an effort to involve public participation is not easy. Therefore, we need a variety of appropriate campaign techniques and approaches, so that campaign messages can be accepted by the public. In previous research the writer has examined the implementation of the program, and in this study the writer is interested in examining how the evaluation process of the campaign. Based on these explanations, the writer was interested in researching and focusing this research on how to evaluate the evaluation of the green environment movement campaign in supporting the national food security through hydroponic plants by the Military District Command 0503 West Jakarta. The method used in this study was a qualitative method with a single case study design. The uniqueness of this Program Evaluation of the Green Environment Movement Campaign to support National Food Security is that the government tries to change people's attitudes and behavior through a movement campaign. This campaign seeks to involve the participation community in the process of managing environmental problems together. Thus, this study analyzed and described the evaluation process of the green environment movement campaign in supporting national food security. Thus this study can provide various recommendations regarding the innovation of communication, regarding how to carry out initial identification in campaign programs such as determining the goals, objectives and targets of a campaign program.*

**Keyword:** *The evaluation campaign, Hydroponic Method, & Environment*

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Date of Submission: 03-08-2019

Date of acceptance: 14-08-2019

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## **I. INTRODUCTION**

The existence of humans certainly affects the existing ecosystems on the earth. The environmental problems that are now increasingly threatening are related to global warming and climate damage. This is as stated by Ronauli at all (127: 2016) that global warming and climate change that continue to deteriorate make countries gather to discuss this issue. The world, in this case the United Nations takes the issue of climate change seriously. On Sunday, November 29 2015 was a gathering day for world leaders in Paris for COP21, the Paris Climate Change Conference in 2015.

The problems related to this environmental issue are increasingly dire, at least various research results show that the condition of the earth is getting damaged and polluted. Then information from the National Geographic Indonesia on its nationalgeographic.co.id page, said that China sits as the largest emitter, more than 10.26 billion tons. India sits in fourth position which emits 2.4 billion tons. Meanwhile, Indonesia produced 2.05 billion tons of emissions, making it the sixth largest emitter producer. Brazil ranks seventh with 1.419 billion tons.

Seeing these conditions, of course Indonesia under the leadership of President Jokowi invited all elements to be actively involved in overcoming environmental problems. In addition, President Jokowi also appreciated the entire department that contributed to protecting the environment. Quoted in kompas.com on Wednesday, August 2, 2017 at least President Jokowi gave four types of awards to individuals, groups, heads of regions and schools that participated in maintaining environmental sustainability. There are four awards given, namely Kalpataru, Adipura, Adiwiyata and Nirwasita Tantra.

In line with the president's instructions, the Indonesian Armed Forces (Indonesian Army) are increasingly active in carrying out various campaign programs and environmental sustainability movements. As the most trusted institution of state institutions, the Indonesian Army also seeks to be present and close to the public through a green program i.e. the presence of aquaponic and hydroponic green gardens, in the middle of a densely populated urban area. In this program, Lieutenant Colonel Inf. Wahyu Yudhayana of 0503/ West Jakarta

said that all Indonesian soldiers must participate in developing plantations and agriculture, which is in line with the orders of Indonesian Army Commander General Gatot Nurmantyo.

The program is part of efforts to preserve the environment and to educate the public so that the Indonesian Army can inspire people to grow crops, so that people can save a minimum of spending on vegetables. It is envisaged that this program is indeed not solely oriented to environmental aspects, but is part of efforts to build public awareness to build national food security. In its implementation, West Jakarta District Military Command 0503 has cooperated with the West Jakarta Office of Agriculture and Animal Husbandry and West Jakarta Marine Fisheries and Food Security. The program will be continued on campaign activities and outreach to schools in the West Jakarta area regarding the ease and importance of making hydroponic and aquaponics gardens in school buildings, flats and community areas that are densely populated and lacking in land.

This environmental campaign through a hydroponic gardening program certainly requires collaboration and support from the public. The campaign as part and instrument of communication is certainly very important to the success of a program. Therefore, the campaign is certainly expected to increase public participation. Of course an effort to involve public participation is not easy. Therefore, we need a variety of appropriate campaign techniques and approaches, so that campaign messages can be accepted by the public. In previous research the writer has examined the implementation of the program, and in this study researcher was interested in examining how the evaluation process of the campaign.

Basically, evaluation is an effort to demonstrate accountability, efforts to increase the knowledge base on how to implement programs, inform programs to the public and help develop institutions, as well as challenge and improvement oriented (Chelimsky, 2006: 42). Referring to this opinion, it can be seen that the evaluation process is an important step to be carried out in a program, including in campaign activities. Through this evaluation phase, it is expected to make significant improvements.

Based on these explanations, the writer was interested in researching and focusing this research on how to evaluate the evaluation of the green environment movement campaign in supporting national food security through hydroponic plants by the West Jakarta District Military Command 0503. Thus, this study analyzed and described the evaluation process of the green environment movement campaign in supporting the national food security. This study can provide various recommendations regarding the innovation of communication, regarding how to carry out initial identification in campaign programs such as determining the goals, objectives and targets of a campaign program.

## **II. LITERATURE REVIEW**

### **2.1 Public Relations Campaign**

Rex Harlow in his book entitled: *A Model for Public Relations Education for Professional Practices* published by the International Public Relations Association (IPRA) 1978, states that:

Public Relations is a typical management function and supports coaching, maintenance of shared paths between organizations and their public, concerning communication, understanding, acceptance and cooperation activities; involving management in dealing with problems, helping management to be able to face public opinion; supporting management in following and utilizing changes effectively; acting as an early warning system in anticipating trends in the use of research and communication techniques, and healthy and ethical communication as the main means (Yuliawati & Irawan, 2016: 211).

Public Relations Campaign (PR campaign) according to Ruslan in a narrow sense aims to increase awareness and knowledge of the target audience to grab attention and foster a positive perception or opinion of an activity of an institution or organization (corporate activities) in order to create a trust and good image of the community through the delivery of messages intensively in a certain period of time that is sustainable. In a more general or broad sense, the Public Relations campaign provides continuous information and understanding and motivates the community towards a particular activity or program through continuous and planned communication processes and techniques to achieve positive publicity and image (Librate, 2014)).

At the implementation stage, of course the campaign needs to be prepared carefully, so that the campaign program can run according to the targets and objectives that have been determined. The following is a model for planning campaign activities.



Figure 1. Campaign Planning and Management Model by Cutlip

## 2.2 Environmental Communication

According to Oepen and Hamacher, 1999; Chox, 2010, environmental communication is a planned and strategic process of communication used by media products to support effective policy making, community participation and project implementation directed at environmental sustainability. This explains that communication environment as a two-way interaction from possible social processes the person concerned to understand certain environmental factors and interdependence. They also respond to problems in a better way by using this method. Environmental communication aims to improve the ability of the community to be able to respond to every appropriate sign of the environment with the welfare of both human civilization and natural biological systems.

According to environmental communication (Robert Cox, 2010) is a pragmatic and constructive media to provide understanding to the public about the environment. It regards the packaging strategy of messages in the media to foster awareness and public participation in environmental management. The main communicator in environmental communication is the government and non-government organizations that have a commitment to environmental management (Herutomo, 2013). Fatonah (2008) argues that environmental communication is one part of known sustainable development communication that has been known since the 1960s is all efforts and ways and techniques for delivering ideas and skills from those who initiated development aimed at the wider community so that people can understand, receive and participate (Herutomo, 2013).

## 2.3 The Concept of Evaluation

Evaluation is the process of evaluating the achievement of goals and disclosure of the performance of the principal to provide feedback for improving the quality of the performance of future school programs or activities. The report is a record of the results of monitoring and evaluating programs in qualitative or quantitative forms based on the results of observations and evaluations carried out using the instruments made. (Triwiyanto, 2015: 68).

Arikunto and Jabar (2009: 18) say that the purpose of the program evaluation is to find out the achievement of program objectives by knowing the implementation of program activities. The objectives of program evaluation such as those provided by Roswati (2008: 66-67) are as follows: 1) answering questions about the follow-up of a program in the future, 2) delaying decision making, 3) shifting responsibility, 4) justifying/program justification, 5) fulfilling accreditation needs, 6) accounting reports for funding, 7) answering at the request of the assignor, information needed, 8) helping staff develop the program, 9) studying the impact/consequences that are not in accordance with the plan, 10) holding improvement efforts for ongoing programs, 11) assessing the benefits of ongoing programs, 12) providing input for new programs. (Munthe, 2015: 7).

## III. METHODOLOGY

The method that used in this study is qualitative method with a single case study design. A single case study has three rationalizations i.e. firstly, when the case states an important case in testing a well-prepared theory, secondly cases present an extreme or unique case and thirdly it is a case of disclosure (Irawan, 2018: 117). The uniqueness of the Campaign Evaluation of the Green Environment Movement in Supporting National Food Security is that the government tries to change people's attitudes and behavior through a campaign movement. This campaign seeks to involve the community participation in the process of managing environmental problems together. In this study the writer tried to observe, understand and analyze the implementation of the program.

Data in qualitative research are generally in the form of descriptions, narratives, data, images or statements obtained from research subjects, both directly and indirectly in the planning of campaigns carried out by West Jakarta District Military Command 0503. Lufland and Lofland, the main data sources in qualitative research are words, and actions, the rest are additional data such as documents and others. In this regard, in this section the data types are divided into words and actions, written data sources, photographs and statistics (Moleong, 2013: 157). Then the selected resource person is the member of Dandim 0503 West Jakarta, Sergeant Rasyidi.

Primary data is directly collected by researchers (or their officers) from their first source (Sumadi, 2004: 39). Primary data used in data collection in this study using observation and interview methods. The writer conducted interviews with relevant speakers and are related to campaign planning carried out by West Jakarta Military District Command 0503. In addition, the writer also collected data through field observations.

Secondary data is data obtained from offices, books, (literature) or other parties that provide data that is closely related to the object and purpose of the study (Tika, 2006: 64). The data taken is data that contains information about the planning of the campaign carried out by Military District Command 0503 West Jakarta, they are from websites, books, documents, photos and so on.

Qualitative research recognizes several commonly used data collection methods. Some of these methods, including interviews, observation, study documentation, and focus group discussions. The data collection methods used in this study are as follows: 1) Interview. The interview is a conversation with a specific intention by two parties i.e. the interviewer as the applicant/ questioner and the interviewee as the answer giver of the question. The interviewees were members of the West Jakarta Dandim 0503, Sertu Rasyidi. 2) Documentary study. Documentation study is one of the data collection techniques used in social research methodologies to trace historical data. The researcher conducted a documentation study by collecting documents such as letters, reports, photos, pictures, clips, diaries, and other documents.

Basically, the qualitative data analysis is carried out together with the data collection process. Data analysis techniques according to Miles and Huberman include three activities which are simultaneously: data reduction, data presentation, and conclusion (verification) (Irawan, 2018: 118). Then the data analysis techniques chosen in this study are as follows: 1) Data reduction. Field data obtained through the results of observations and interviews in the form of field notes and recordings are certainly quite large in number and difficult for researchers to understand, so data reduction is carried out. 2) Presentation of Data (Display data). To make it easier to read the data obtained, and then the data that has been reduced is then presented (displayed) in the form of a thorough description of each aspect under study by being equipped with tables/ charts, relationships between categories. 3) Take conclusions and verification. Verification is interpreting or interpreting the data that has been compiled. Based on these interpretations, the researcher can arrange into a conclusion, where this conclusion is the result of research that can answer the research questions that have been formulated previously.

To determine the validity of the data, the writer conducted triangulation techniques. It is a technique of checking data that uses something else outside the research data for checking or comparison purposes. Denzin distinguishes four types of triangulation as examination techniques that utilize the use of resources, methods, investigators and theory (Moleong, 2013: 330). The triangulation technique used in this study is source triangulation. Through source triangulation, the writer compared and checked back on the degree of trust in information obtained by: (1) comparing observational data with interview data (2) comparing the consistency of the answers of the sources by comparing what the public speakers say for example, with what is said personally (3) comparing a person's perspective, with other people in his work team (Yuliawati & Irawan, 2018: 29).

This study was conducted at the Military District Command 0503 West Jakarta Headquarters located at S. Parman Street No. 3, RT.3/ RW.8, Tomang, Grogol Petamburan, West Jakarta 11440.

#### **IV. DISCUSSION**

Based on Data Cemetery Department of Jakarta, the number of green open space in Jakarta reached 3.3131. These green open space are in the form of city parks, environmental parks, interactive parks and also the green pathway. Central Jakarta is the region with the most space, which is 913 spaces. Although the number has spread widely throughout the Jakarta area, the area of green open spaces in Jakarta is only 9.98% of the total area. This number is still far from 30% that must be owned by Jakarta. So far, the process of land acquisition and purchase of land is still blocked (<https://databoks.katadata.co.id>).

Referring to that stage, Military District Command 0503 West Jakarta has previously conducted the study by studying the conditions and situation in West Jakarta, as well as aligning them with the instruction of the Indonesian Army is General Gatot Nurmantyo that soldiers in West Jakarta must participate to develop agriculture in West Jakarta. Based on the study, a green environment movement campaign was initiated in supporting the national food security through farming activities with hydroponic techniques as a campaign for greening the environment and mobilizing the spirit of the national food security.



To overcome this condition, Military District Command 0503 West Jakarta together with the community can spread the spirit of farming with this hydroponic technique, especially in the West Jakarta region. Therefore, this environmental campaign hopes to change the old paradigm that farming and greening can only be done if you have adequate green open spaces. But basically, there are many ways that people can do to create green open spaces by cultivating crops that are space-saving but easy to do, which is one of them by farming through hydroponic techniques.

Moreover, the steps of West Jakarta Military District Command 0503 which have been explained above are parts of the strategy to study the situation and conditions before conducting campaign activities as part of the problem identification phase. When the facts are then revealed, then the campaign program is prepared. According to Ostergaard, a design of a campaign program for social change that is not supported by scientific findings is not feasible. Therefore, a campaign program should always start from identifying the problem clearly. In the identification phase of the problem, a cause and effect relationship will be found with the facts (Tyas, et al 2017: 59-61).

The stages of implementing a campaign program of green environmental movement in supporting the national food security through farming activities with hydroponic techniques that have been arranged on target. Determination of audiences through identification of audiences aims to let us know who must know the campaign activities and care about the issues raised in the campaign. The target segmentation of the campaign was carried out by Military District Command 0503 West Jakarta, which was targeting all Bintara of Village Advisor (BABINSA) in the West Jakarta region. BABINSA then conducts socialization and guidance to the community in their respective regions.

After getting to know the audience and the situation, the next step is to arrange the message, which is to determine the theme and material. Many things are related to the content of the message, starting from the supporting material, message visualization, negative message content, emotional approach, fear approach, creativity, humor, and reference group approach (Venus, 2009: 71). Since the campaign message is very important, Military District Command 0503 West Jakarta formulates a message so that the objectives to be conveyed are well received. The campaign message promoted is an environment-based the food security movement.

To strengthen the campaign message, Military District Command 0503 West Jakarta added an element of message visualization by establishing a Sustainable Food House in a number of flats in West Jakarta. In addition to providing a demonstration of how hydroponic techniques are managed in a sustainable food house, BABINSA also intensely socializes this program by providing explanations supported by media such as banners to explain the stages and steps in implementing hydroponic techniques in their respective environments. The existence of a Sustainable Food House illustrates how easy it is to plant the hydroponic technique, and provides an illustration of how to plant well and correctly in the community. The message approach through visualization becomes a more effective message processing strategy to cause behavioral changes and motivation to do farming activities with hydroponic techniques.

Sertu Rasyidi explained that the message to be conveyed to the community was through a campaign of green environmental movements in supporting the national food security through farming activities using hydroponic techniques, namely the importance of people's creativity in utilizing non-extensive gardens as a means of planting hydroponic techniques. The lack of land is not an excuse for us not being able to manage the green environment and at the same time can be used for daily needs. The results to be achieved are a change in a greener, cleaner and healthier environment, then the emergence of public awareness to help the government in helping the national food security.

Military District Command 0503 West Jakarta in delivering and spreading the message of the campaign was also supported by the community, one of which was students who uploaded farming activities with hydroponic techniques to social media and youtube, so that many people came to this location. After the publication of this activity, various media slowly and surely reported the campaign for the green environment movement program in supporting the national food security through the activities of farming with this hydroponic technique. The writer sees that Military District Command 0503 West Jakarta needs to package the message better, and spread it by using a variety of media that are more varied and supported by public figures from both the Indonesian Army and the general public, so that messages motivate and attract audiences to hear and comply with appropriate invitations the message you want to convey. This is as stated by Venus (2012) generally, the main factors that must be considered in selecting campaigners are the suitability of the character with the object of the campaign, the media used, and the credibility in question in the public view. Campaign objects are generally used as the basis for the first consideration in assigning campaign message delivery (Tyas, et al 2017: 59-61).

Regarding to publication through electronic, printed and online media, it should be recognized that Military District Command 0503 West Jakarta is still in the process of being developed. So far Military District Command has not created a website, social media, or youtube channel that is specifically used as a media for publication and communication from this campaign activity. In the future it is necessary to develop

communication media that can reach all audiences, especially those in the West Jakarta region. The existence of online media is certainly an opportunity for Military District Command to be able to use it as a publication media, considering that the characteristics of online media tend to be easier, cheaper, and currently being dominated by all levels of society. This is very relevant, considering that West Jakarta residents are relatively easy to access the internet. In addition, in the context of this message, Military District Command has not had time to test the message that will be delivered to the public. In the future it is hoped that this process will be carried out by inviting and involving universities in West Jakarta, so that the Campaign program can run according to the set targets.

The campaign activities are always carried out within a certain period of time. According to Gregory (2000), there are two main interrelated factors that must be observed when considering time scales (Tyas, et al 2017: 59-61). In the green environmental movement campaign program in supporting the national food security through farming activities with hydroponic techniques, so far it is still running until undetermined time. Basically, this program will be carried out in a sustainable manner, where Military District Command 0503 West Jakarta assisted by BABINSA will continue to campaign for this program until each of the target areas of BABINSA implements this program. Of course practically, this program is also supported by various stakeholders such as the West Jakarta Office of Agriculture and Animal Husbandry and the Service Office Maritime Fisheries and Food Security in West Jakarta, and schools in West Jakarta. In the future, Military District Command 0503 West Jakarta will involve more other relevant stakeholders.

To ensure that the campaign program went smoothly, Military District Command 0503 West Jakarta Lt. Col. Inf. Wahyu Yudhayana sent its members to take part in a week of basic agricultural training in Bogor. These sent members were prepared to become communicators in the campaign. After returning to training, the Dandim ordered the construction of hydroponic land at Military District Command Headquarters and all Koramil in West Jakarta. In the future, of course not only Military District Command members 0503 West Jakarta is engaged in campaigning for this program, but is supported also by the relevant SKPD which has the competence in the field of farming through hydroponics techniques. With the many parties involved in this program, it is expected to accelerate the expansion and dissemination of this campaign program in the West Jakarta region.

Recalling the green environment movement campaign in supporting the national food security through farming activities with this hydroponic technique is dominated by practical activities, the things that must be considered are the appropriateness of equipment (props). So far the props used are the Sustainable Food House which is equipped with a banner that informs the stages and steps in implementing hydroponic techniques. Channels or communication media is an important thing to note, according to Schramm (1973) that the channel is any intermediary that allows messages to recipients (Venus, 2009: 84). Therefore this channel or media needs to be considered and selected based on the characteristics of the audience and the message from the campaign. The thing that needs to be developed by Military District Command 0503 West Jakarta is to add a variety of campaign media, so that the audience can be reached larger. In addition to creating its own media campaign, Military District Command 0503 should strengthen media relations activities as part of policies and tactics in gaining publicity from the media.

The final stage in implementing this campaign was closed by evaluating the effectiveness of the programs that had been implemented. As a planned and programmed activity, all actions in the campaign must be monitored so that various potential problems and constraints can be dealt appropriately. Therefore, it must be understood that campaign actions are not rigid and partial actions (Venus, 2009: 205). So, the green environment movement campaign program in supporting the national food security through farming activities with hydroponic techniques always gets an evaluation. This stage is the final component of the campaign management process series. The form of campaign management evaluation conducted by Military District Command 0503 West Jakarta is by surveying and interviewing the community involved in the program. Evaluation steps through regular meetings every two weeks with BABINSA in West Jakarta in a month. The various obstacles encountered by BABINSA at the time of the campaign were outlined and analyzed as well as finding solutions, and various problems during the practice of hydroponic techniques carried out by the community.

The last stage in campaign management is the campaign evaluation stage. This stage is the final step that must be done in a campaign. The campaign evaluation is a systematic effort to assess various aspects related to the implementation process and the achievement of campaign objectives. Briefly, the assessment of the implementation process of campaign design can be done by analyzing campaign diaries containing various data and facts as a result of the monitoring process, field observations and interviews conducted to get feedback (Tyas, et al 2017: 59-61).

The evaluation process conducted by Military District Command 0503 West Jakarta was intended to see how many people had begun to carry out this campaign program of green environmental movement in their respective homes. Evaluation activities are carried out on every Friday, is there a weekly evaluation for the Danramil (Koramil Commander), to see what has been done and what things are lacking, especially the Babinsa. It is around 2 weeks or every month evaluation, I have a forum to gather with Babinsa in West Jakarta every month.

One of the things that need to be developed in this evaluation process is the need to add a more complete and comprehensive evaluation method. One of the evaluation activities that need to be done is by surveying and interviewing people directly by an independent team. In the survey and interview, it needs to be measured and known how the changes in knowledge, attitudes, and practice of the community in the campaign program of green environmental movement in supporting the national food security through farming activities using hydroponic techniques.

Basically the evaluation of the implementation of this campaign can be used as a parameter of the success or failure of the campaign activities both in the short and long term. Through these evaluation activities, we can find out where the weaknesses of this campaign program are located, whether it is located in the campaign communicator, campaign message, campaign media, or campaign method. According to Frank Jefkins (2004: 129), the evaluation results can be divided into two i.e. qualitative and quantitative results. The first is qualitative results. In general the results of a public relations activity are qualitative. That is, these results cannot be measured statistically, but are measured through real experience and comparison.

Referring to Frank Jefkins' evaluation concept, Military District Command 0503 West Jakarta so far can be identified as still evaluating qualitatively, which only looks at the extent to which campaign messages arrive and can be accepted by the target audience as limited as interviews and observations. Thus Military District Command 0503 West Jakarta is only limited to seeing qualitatively related to people understands of their messages and behavior and actions in the campaign activities. To find out the effectiveness of this campaign program, we recommend that Military District Command 0503 West Jakarta also conduct quantitative measurements by conducting a survey.

The evaluation activities are very important to do, according to Gregory, an English campaign expert, which mentions five main reasons, they are 1) evaluation can focus efforts on things that are priority to achieve goals, 2) evaluation shows the effectiveness of campaign implementers, 3) ensuring cost efficiency, where all the activities of the campaign are audited so that the funds used are wasted, 4) Realistic, clear and directed. Here various irrelevant things will be quickly identified and immediately removed, 5) Helping accountability in carrying out campaigns (Siahaan, 2011: 235).

Through this evaluation activity, Military District Command 0503 West Jakarta can restore the focus on the objectives of this campaign, they are 1) to create a green environment, and as a movement to improve the national food security movement in urban environments, 2) this evaluation can see whether the campaign program has been effective or not yet, 3) ensure that all budgets used in the campaign are allocated efficiently, 4) campaign programs are more realistic, clear and directed. If there are activities that are not relevant in campaign activities, they will be immediately eliminated, 5) Helping accountability in the implementation of the campaign, where the campaign implementers can be accounted for and transparent to be known by all executors and the public.

## **V. CONCLUSION**

Based on the results of the study, the writer can conclude the following matters: 1) Evaluation activities are carried out once a week on Friday. The evaluation was carried out for Danramil (Koramil Commander), to see what had been done and what things were lacking. In addition, a two-week evaluation is carried out for the Bintara of Village Advisors (BABINSA) in West Jakarta through a special forum. This is intended to evaluate various program implementations in the field, as well as to see and improve various technical obstacles to the implementation of this campaign program. 2) The evaluation method carried out by Military District Command 0503 West Jakarta so far can be identified as evaluating qualitatively, which only looks at the extent to which campaign messages arrive and can be accepted by the target audience only by interviews and observations. Thus Military District Command 0503 West Jakarta is only limited to seeing qualitatively related to people understands of their messages and behavior and actions in the campaign activities. 3) The evaluation process carried out by Military District Command 0503 West Jakarta was intended to see how many people had begun to carry out campaign programs for this green environment in their homes and neighborhoods.

Based on the results of the study, the writer suggested that Military District Command 0503 West Jakarta should carry out the following things: 1) One of the things that need to be developed in this evaluation process is the need to add a more complete and comprehensive evaluation method. The evaluation method should not only be with an evaluation approach in qualitative form i.e. surveying and interviewing people directly by an independent team, but it is recommended also to conduct evaluations and surveys with a quantitative approach so that the results are more measurable. 2) The evaluation process is suggested to involve academics working in universities in the West Jakarta area, so that the evaluation results can be measured academically. In addition, with the involvement of these academics, it is expected to improve the quality of the campaign program. 3) It is recommended that Military District Command 0503 West Jakarta add campaign media, in the form of outdoor media such as banners, posters in the community where the campaign is held, and create special social media to publish the campaign so that it can attract many parties, especially the millennial generation.

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Yuliawati" The Program Evaluation of the Green Environment Movement Campaign to Support the National Food Security" *International Journal of Humanities and Social Science Invention (IJHSSI)*, vol. 08, no. 8, 2019, pp.79-86