

“Balada si Rebin”: An Entertaining Movie to Criticize Students’ Littering Habits

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Abstract Littering has become a constant habit in the society, the importance of campaign and education about the garbage hazard and its management should be issued. A twenty-minutes duration of entertaining movie was produced to criticize littering habits of students. The aim of the movie production was to make students as a part of campus community realize and concern with their environment. The movie presents a figure called Rebin, a recycle bin, who observed littering behavior and garbage management in a several place around campus. Several subjects were interviewed randomly in this movie to gather opinions and solutions. The movie does not mean to judge anybody or any institution because this environmental issue is community responsibility.

Key words: littering, recycle bin, entertaining movie

1. Background

The past decades has seen significant changes in Bogor citizen’s lifestyles. How they consume and use goods generating garbage, trash, waste, and litter at almost all stages of people activity. In 2010, Bogor produced approximately 886.6 m³ per day municipal garbage. It was about 159.6 m³ garbage per capita per day [1]. Bogor becomes the second garbage producer in West Java Province.

Litters not only reduces the aesthetic appeal of public places including streets, parks and waterways but has a harmful influence on environment and can impact marine debris to wildlife and human health [2,3,4] and contribute to flooding by blocking draining systems as domestic and municipal wastes and sewage sludge as major pollutant. Maintaining a high standard of cleanliness in public areas is therefore important to protect environmental public health as well as a distinctive feature of a livable city.

As littering has become a constant habit in the society, the importance of campaign and education about the garbage hazard and its management should be issued. This habit is based on public awareness of the cleanliness of their environment, therefore littering should be treated as an important environmental priority. The responsibility to stop littering is communal. People should stop littering, because if it is not prevented, perhaps next generations will then continue to preserve this bad habit.

People’s mindset should be changed. No need to make great things of effort in keeping the environment clean. Keeping the environment clean can actually be done from small things like put plastic garbage into the trash container, reposition the trash that in not the proper place or even clean up the garbage scattered around the trash container. With this act, we can also start in the effort to clean our nearly environment.

Public awareness and campaign about the potential hazard of littering is also very effective using different ways such as posters, signs and large billboards bearing the importance of protecting the environment for us and for future generations. Lately campaign also conduct through documentary films with the theme of environmental hazards. Excess by way of documentary video films are usually taken for example from a real event or site that is completely polluted by piles of garbage. Hence that could make the people who watch the movie more stick in the efforts to create a healthy environment. This paper reports the movie making to support the stop littering campaign start from small scale environment i.e. school or college, due to students are very potential for the purpose of preservation of environment.

2. Objectives

The objectives of this project are:

1. To raise the issue of students' littering habits, to make them realize and concern with this issue, and increase student's awareness about the importance of protecting the environment.
2. To present the idea in an attractive and entertaining movie without judging anybody or any institutions because this environmental issue is community responsibility.

3. Methods

The primary methods of this project were field research and observation as well as data interviews. The project required several steps to complete that were outlined graphically in Fig. 1.

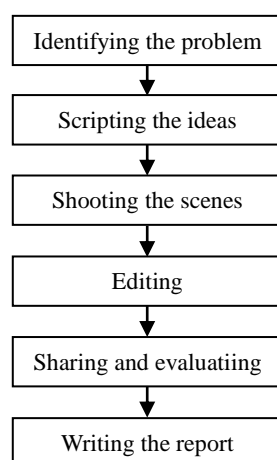


Fig. 1. Outline of the movie making project

Several subjects consist of students and cleaning officers were interviewed randomly to gather opinions about the littering habits and condition of cleanliness around the campus and the possible solutions. The graphic digital data consists of several frames of recording video and still images. Recorded video frames were generated from video camera (Canon DSLR) using continuous recording and stop motion technique. Still images were edited using Photoshop. The recorded video frames and still images were united then to produce cutting film effect. Movie editing and rendering was conduct using iMovie Macintosh with speed effect feature.

4. Result and Discussion

The result of this project is a twenty-minutes duration of entertaining movie to criticize littering habits among the students. The movie presents Rebin, a recycle bin, a fiction feature with a shape of humanize recycle bin. Rebin escorts the viewers to several places around the campus. He shows the condition of the cleanliness around the campus, littering habits of the students and the other common society, and garbage management in garbage shelter.

Rebin interviewed several subject consist of students and cleaning officer in his tour. He interviewed randomly to gather opinions and more solutions for solving the problems about the garbage problems in his near environment. He found that several subjects demand more trash containers to prevent littering habits. This opinion is also supporting the statement that littering generally increased with greater distance from trash container [5].

In this movie, Rebin walked through all corner of the campus area and observed the site of the final disposal for all garbage taken around of the campus. He was very disappointed when he saw garbage management system still use the conventional method by burning process. He was wondering why the garbage not handling with the right way by landfill or recycle.

The movie also tells the viewers how to keep the environment well with little action which will bring society for a better state. Rebin rose up all the possible cases happened around of the campus like he try to reposition the trash container which is not in the proper position and he put in the garbage scattered around the trash container. He tried to motivate that cleaning is productive and honorable act.

This project was targeted to entertain and does not mean to judge anybody or any institution because this environmental issue is community responsibility. The simple movie was produced to inform about the important of keeping environment clean, and show that everybody can save the environment with little action. The movie also asks the viewers to improve the manner and habit to always keeping the environment stay clean. As for the students the importance of caring and aware for the cleanliness of their study environment will make them comfortable to study.

5. Conclusion

An entertaining movie about littering habits of students and garbage problem in campus was made in order to open the people eyes and make them realize and concern about their nearly environment. The movie asks people, especially students, to do a lot of little acts to save the environment. Clean environment absolutely will bring comfortable atmospheres for study.

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