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The Greening Movement In Villages As An Investment For The Future Environment

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Abstract. Efforts for reforestation in the village are a crucial measure to safeguard the environment and enhance the well-being of the community. The Betungan Village RT 30 RW 05 is currently facing an environmental issue, specifically the insufficient number of trees, which leads to increased temperatures in the area, making it uncomfortable. This situation encourages the implementation of greening actions as a way to invest in the environment for the future. This article aims to explain the implementation and benefits of the greening initiative in Betungan Village, RT 30 RW 05, in supporting sustainable environmental development. The method used is a descriptive qualitative approach that involves observing in the field, documenting activities, and directly engaging the community in the tree planting process. The results of this activity indicate that greening efforts have positive effects on the environment, such as improved temperature comfort, increased green space, and heightened public awareness of the importance of preserving nature. In addition to benefiting the environment, this activity also enhances community involvement in supporting environmental programs in the village. The cultivation of green plants and crops that can produce is considered to have the potential for long-term benefits, both environmentally and economically. Therefore, the greening efforts in Betungan Village, RT 30 RW 05, serve not only as a response to the current environmental issues but also act as a sustainable investment for the quality of the environment and the well-being of future generations over the long term.

Keywords: *Village Greening, Sustainable Environment, Community Participation, Tree Planting, Environmental Investment*

INTRODUCTION

The community of Betungan Village RT 30 RW 05 consists predominantly of residents working in the informal sector and living in densely populated areas with limited green space. The lack of trees around residential areas has contributed to increased temperatures, declining air quality, and reduced water absorption capacity. These conditions are further exacerbated by limited environmental awareness among some community members.

Previous community service initiatives have addressed environmental issues through activities such as tree planting, waste management, and environmental education. Studies by Sari and Nugroho (2020) and the Ministry of Environment and Forestry (2019) emphasize that community-based greening initiatives play a significant role in improving environmental quality and maintaining ecosystem balance. However, many of these efforts remain short-term and lack sustainability.

Greening activities are often treated as symbolic actions without adequate long-term planning or maintenance. In contrast, the FAO (2018) highlights that well-managed greening

programs can generate environmental, social, and economic benefits. Therefore, this community service activity aims to implement a sustainable greening initiative in Betungan Village RT 30 RW 05 through community participation, appropriate plant selection, and continuous maintenance as a long-term environmental investment.

RESEARCH METHODS

Field observation was conducted to obtain an accurate overview of the environmental and social conditions in Betungan Village, RT 30 RW 05 through direct on-site observation. The observation focused on physical environmental aspects, including tree density, area cleanliness, availability of green open spaces, and potential locations for greening activities. Social aspects were also examined, particularly community behavior related to environmental cleanliness, waste management, and levels of environmental awareness.

All observations were systematically documented through field notes and photographic records as supporting data. This method aimed to objectively identify existing environmental problems and local potential, serving as the basis for designing a context-appropriate and community-based greening program.

In addition, semi-structured interviews were conducted to gain deeper insights into residents' perceptions, experiences, and awareness of environmental conservation. Key informants included the neighborhood head, community leaders, and selected residents. Interview questions addressed environmental conditions before and after greening efforts, challenges in maintaining environmental sustainability, and community expectations for long-term greening programs. The interview data were analyzed descriptively and used to complement the field observation results and strengthen the formulation of effective community service strategies.

RESULTS AND DISCUSSION

Based on direct monitoring conducted in Betungan Village, RT 30 RW 05, the environmental conditions prior to the implementation of the greening program revealed a noticeable lack of tree cover, particularly around residential areas and along local roads. This limited vegetation coverage contributed to several environmental issues, including increased ambient temperatures, reduced air quality, and a decreased capacity of the soil to absorb rainwater effectively. These conditions potentially heightened the risk of surface runoff and local flooding during periods of heavy rainfall. Furthermore, observations indicated that a portion of the community had not yet fully developed an awareness of the importance of sustainable environmental management practices.

The greening program was implemented through the planting of various beneficial plant species, including shade-providing trees and productive plants, with the active involvement of local residents. The results of this activity demonstrated a tangible increase in green vegetation within the RT 30 RW 05 area. In addition to the physical improvement of the environment, an initial growth in community awareness regarding environmental stewardship was observed. This was reflected in residents' enthusiasm and participation, not only during the planting process but also in discussions related to plant maintenance and long-term care. Community engagement played a crucial role in fostering a sense of collective responsibility toward the newly planted vegetation.

Moreover, interview results with the neighborhood head (RT leader) and several residents indicated a shift in community perception. Residents began to recognize that greening initiatives do not merely enhance the aesthetic quality of the environment but also significantly contribute to environmental comfort, public health, and long-term environmental sustainability. These findings suggest that practical, community-based environmental activities can serve as effective entry points for strengthening ecological awareness at the local level.



Figure 1. Planting Coconut Trees



Figure 2. Planting Sweet Corn

The findings show that the greening movement is an effective solution to environmental issues in Betungan Village, RT 30 RW 05. Increased vegetation in residential areas helps reduce ambient temperatures, improve air quality, and enhance soil water absorption, in line with Sari and Nugroho (2020), who highlight the positive impact of community-based greening on environmental quality and ecological awareness.

Community participation proved to be a key factor in the program's success, as active resident involvement supported implementation and fostered a sense of ownership and responsibility toward the environment. This engagement is essential for program sustainability, particularly in addressing common challenges related to post-planting maintenance.

Despite these positive outcomes, challenges remain, including limited green spaces and uneven knowledge of plant maintenance among residents. These findings emphasize the need for follow-up actions through simple environmental education and continuous assistance to ensure long-term sustainability. As noted by FAO (2018), well-managed greening initiatives provide environmental, social, and economic benefits. Overall, the greening activities not only improved physical environmental conditions but also strengthened community awareness and collective responsibility for environmental conservation, supporting sustainable development and long-term resilience.

CONCLUSION

Community service activities through reforestation efforts in Betungan Village RT 30 RW 05 have yielded positive results for the environment and community awareness. From observations and interviews, it can be concluded that the main problems, namely the lack of trees and poor environmental quality, have begun to be addressed through the planting of shade trees and other plants, with the active participation of the community. Reforestation has a positive impact not only in improving environmental quality, such as lowering temperatures and beautifying the area, but also in increasing residents' understanding that reforestation is a long-term investment for environmental sustainability and the welfare of future generations. Community participation is an important factor in the success of this activity because it builds a sense of shared responsibility for protecting and caring for the environment.

Based on the results of the activities, here are some recommendations. For the community, it is hoped that they will continue to care for the plants that have been planted so that the benefits of reforestation can be felt in a sustainable manner. For the village government and neighborhood association (RT/RW) administrators, it is advisable to support the continuity of the reforestation program by providing supporting facilities and conducting regular training related to environmental management. For Future Community Service Activities, there needs to be a follow-up program in the form of environmental education and periodic monitoring of plant growth so that reforestation truly functions as a long-term investment for the environment. With continuous follow-up, it is hoped that Betungan Village RT 30 RW 05 can become a greener, healthier, and more comfortable environment for all residents.

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