

CHAPTER 2

LITERATURE REVIEW

2.1 Theoretical Framework

Surabaya Green and Clean Initiative is a program focusing on waste management program based on society and the competition of this program is held for communities of sub-districts in Surabaya. Surabaya Green and Clean program has a purpose as something shaped among individuals, groups, and others in society and in the wider community as a basis to claim authenticity, originality and singularities, even possession (Hague and Jenkins 2004, p.5), possession of caring environment and a base of community waste management in Kampung Surabayan.

This chapter consists of the explanation about the theory used in this research. This research is analyzed by using the theory of place identity from Cliff Hague and Paul Jenkins's book entitled *Place Identity, Participation and Planning* (Hague and Jenkins 2004). The theory helps the researcher to get the data analysis and better understanding on how the public participation in Surabaya Green and Clean program (re) constructs the identity of kampung Surabayan.

2.1.1 Place and Identity

'Place' in the real life is a basic certain location where we live with activities and communicate with each other (Hague and Jenkins 2004, p.3). According to Hague, about the meaning of 'Place', Place implies some mix of memories, sensual experience, and interpretation (Hague and Jenkins 2004, p.3). The memories are about their environments' condition before and after following the green and clean program and also the experience of the society or people while following the program. Some of the experiences are cleaning up the environment, embellishing the environment, and making the environment better than ever.

Hague and Jenkins give their argument about places. Places are places (and not just spaces) because they have an identity (Hague and Jenkins 2004, p.6). It means that place has space and size uncertainly. Cliff in that book also argues that place identities are formed by meanings, experiences, memories and actions that, while ultimately personal, are substantially filtered through social structures and fostered through socialization (Hague and Jenkins 2004, p.6). Green and Clean program according to the government aims to clean up the trash or increased waste in all regions in Surabaya by creating the competition among citizens. In fact, it is not only about the trash cleaning up or increasing of waste management but also the change of identity and the

meaning of that place after joining the activities of Green and Clean program.

'Identity' is about 'us' and 'them', or more neutral about 'us' and 'the others'; 'We' share common experiences, cultures, tastes, and histories that set us apart from the rest (Hague and Jenkins 2004, p.5).

'Place identity' has essential natural characteristics that identify this place (Hague and Jenkins 2004, p.4). Natural characteristics that belong to some place that quite powerful according what the society with. It indicates that that place is the natural place or original place of Surabaya city.

A narrative usually appears in the form of stories, interpretations, explanations, and perceptions which are owned by the people or society. They are the experiences and memories of someone that happened 'before' as in the past they have been constructed in their minds and 'after' because this process still happens until now. Because the place identity in places has changed their identity through activities which are not only to clean up trash or increase the waste management but also the habit that belongs to the society of places which has changed to be better than before. Furthermore, the meaning of their place given by the society itself has also changed. Moreover, the habits of its society has changed to be better too. Thus, by Green and Clean program, place could replace

the identity and narrative about the previous place that maybe negative or not known by the outsiders.

Hague argues that “past and present realities about the narratives cannot be easily erased in favour of some ersatz new identity, even if those with power wish to do so” (Hague and Jenkins 2004, p.9). This is a process of receiving, selectively reconstructing, and then re-communicating a narrative story that constitutes identity and transforms a space into a place.

2.1.2 Personal Myth

The researcher analyzed the data from the interview which was collected during research which was done refers to the theory of “*life-stories*” by Mc Adams. ‘Life stories’ in Mc Adams also have similar name as ‘*Personal Myth*’. Personal myth is an act of imagination that is a patterned integration of our remembered past, present and anticipated future (Mc Adams 1993, p.12). This model interview ‘life stories’ was able to analyze the data easily because the data collected through life story were collection of stories during the Green and Clean program. But not all the data results of the interview were analyzed by Mc Adams theory because not all the results of interview had ‘life stories’ which could be analyzed with this theory.

Then, the researcher identified the data transcript with the '*self-narrative*' (*Narrative tone, nuclear episode, theme, imagery, ideological setting, and imagoes*). McAdams argues states that narrative tone speaks to the author's underlying faith in the possibilities of human intention and behavior (Mc Adams 1993, p. 47). Narrative tone is divided two tones, *Optimism* and *Pessimism*. The optimistic tone a person or an informant has is none other but a result of the nice and happy events that he experienced in his life, which make this person also happy. On the other hand, if he only experienced sad or unfortunate events, then he would fall into the category of those who possess the pessimistic tone which reflects sadness and disappointment over his life. In some cases, there is also the mixed tone a person may have in relation to the course and the story of his life.

The narrative tone a person has is always influenced by the events or past encounters that he/ she went through in his/ her life; and this includes high point events upon which lies optimistic tone, low point events upon which lies pessimistic tone, and also the turning point which is a mix of both optimistic and pessimistic tone. All of these tones emerge as the effect of the stories a person has come to experience throughout his life. Those things occurred through the past episodes of someone which depict their subjective memories about certain incidents happened in their life which is called as *Nuclear episodes* (Mc Adams 1993, p. 296-299).

Story theme is a recurrent pattern of human intention (McAdams 1993, p.67). Power and love are two greatest themes of myth (agency/ autonomy and communion/ affiliation). According McAdams, themes are the goal-directed sequences that characters pursue in narrative and a theme exists in the story (McAdams 1996 -1993, p.308; p.27). There are two main themes that are *Agency* and *Communion*. Agency motifs divides into several motifs are strength/ impact, status/ recognition, autonomy/ independence, competence/ accomplishment; and Communion motifs are love/ friendship, dialogue/ sharing, care/ support, unity/ togetherness.

Imagery according Mc Adams is the appropriate images from the culture to suit their immediate personal wishes and desires (McAdams 1993, p.55).

Ideological setting is states that there would appear to be two principal ways to comprehend and categorize ideological settings, it is to focus on content (McAdams 1993, p. 87). The ideology that is important for a person to have is the ideology that upholds the values of truth. According Mc Adams, ideological settings probably our beliefs about religion and spirituality, morality and ethics, politics and even aesthetics in our life (McAdams 1993, p.82).

Imagoes is personify aspects of who you believe you are now, who you were, who you might be in the future, who you wish you were, or who you fear you might become (McAdams 1993, p.127). Our ideas of

who we really are, of our own identities, reflect the aspects which we desire to be present within our lives as a sign of the idealism that we build.

2.2 Review of Related Studies

The previous studies that have been found related to this topic about 'Green and Clean program' were written by Manurung (2011) and Setyorini (2012) from Airlangga University in Surabaya, Indonesia. The first study is a thesis by Manurung (2011) about "*The influence of the level communication on the effectiveness implementation green and clean program*". His thesis definitely discusses about how big the influence of communication towards the affectivity of implementation on the Green and Clean program in Surabaya is. His result of the study mainly focuses on the respond of the society while joining the Surabaya Green and Clean program. Furthermore, his finding of the society's response during joining the Surabaya Green and Clean program is good and can give big influence for the society or the people who participate in this program specifically for their environment.

In addition to the related studies, there is another thesis from Setyorini (2012) entitled "*the response of the people about Green and clean program (Studi Deskriptif Perilaku Hidup Bersih Sehat (PHBS) Implementation of the green and clean program (Green and Clean)*

Society in Jambangan sub-district Surabaya". Her thesis discusses about the response of the society towards the Surabaya Green and Clean program. Her point of view is based on the demography and socio – economic, the lifestyle of the society, and the society's knowledge about Green and Clean program. In her thesis, the researcher discovers about the society's knowledge about the environment which have an effect for lifestyle of the society about caring their environment.

Actually, from both previous studies and the explanation of the two studies, the similarity which may close or similar with this research is the sample of the programs used by the researcher (Green and Clean Programs). Even so, it also has different focus, result, and aim. Thus, with that reason, the researcher would like to discuss about the topic. The researcher thought that Green and Clean program is possible to be researched by focusing on and making different point of view with the issue of human perception (humanities perception) about their environment followed by Green and Clean Program in which this research can probably be continued later, especially in Culture Studies. It is because the subjects in this research are humans who live in the society and have a story about places where they dwell or stay before and after joining Green and Clean program.

CHAPTER III

METHOD OF THE STUDY