# Communication Patterns in Global Partnerships for Environmental Empowerment: The Case of Teras Community, Southeast Sulawesi

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**Abstract.** The global partnership carried out by Teras Community and partners is a key element in the effort to protect the environment. Currently, Southeast Sulawesi is facing environmental threats due to the entry of mines impacting all sectors, issues with palm oil and sugarcane plantations, as well as a food crisis caused by land conversion in several districts, and climate change. Therefore, communication patterns in this context are used to analyze the effectiveness of communication in environmental protection efforts, mobilize various stakeholders to participate, and ensure that relevant messages reach a wider audience. The method used in this research is a qualitative approach with a case study method. Data is collected through observations, interviews, and documentation within Teras Community and partners. The results of this study indicate that Global Partnership Communication in environmental empowerment, conducted by Teras Community and partners, employs a chain communication pattern, in which communication flows from top to bottom and vice versa. Additionally, cross-channel communication refers to the use of multiple communication channels to transmit messages from one person to another within the organization.

**Keywords:** Chain Communication Patterns, Global Partnership, Environmental Empowerment.

## 1    Introduction

Indonesia, as one of the countries blessed with abundant natural resources and incredible biodiversity, faces significant challenges in preserving its environmental sustainability. Environmental degradation in Indonesia has become a critical issue that garners national and international attention. According to a journal authored by Arifin Maruf in 2021 [1], this problem encompasses various forms of degradation, destruction, and pollution caused by human activities, which not only threaten the continuity of natural ecosystems but also the well-being of communities highly dependent on natural resources.

According to Arifin Maruf in 2021, the environmental issues in Indonesia are caused by several factors, which include: (1) Deforestation, forest clearance for agriculture, timber harvesting, mining, and infrastructure development contributes significantly to environmental degradation in Indonesia, (2) Illegal logging, Illegal logging activities, driven by the demand for timber and wood products, result in deforestation, habitat destruction, and loss of biodiversity, (3) Land conversion, converting natural land into industrial, agricultural, and urban uses leads to ecosystem destruction, loss of biodiversity, and soil degradation, (4) Mining activities, unregulated and unsustainable mining practices, particularly in coal, gold, and other minerals, cause environmental damage through deforestation, soil erosion, water pollution, and habitat destruction, (5) Pollution, industrial activities, improper waste management, and fossil fuel use contribute to air, water, and soil pollution, which has detrimental effects on the environment and human health, (6) Overfishing and destructive fishing practices, such as the use of dynamite and cyanide, deplete fish populations, disrupt marine ecosystems, and threaten the livelihoods of coastal communities, (7)Climate change: Indonesia is vulnerable to the impacts of climate change, including rising sea levels, increased frequency of extreme weather events, and changes in rainfall patterns. These changes have adverse effects on ecosystems, agriculture, and coastal regions.

This is also happening in Southeast Sulawesi. According to the global partner of Teras Community in the Advancing Land-Based Investment Governance (ALIGN) program, Indonesia has recently faced international pressures regarding the environment. It has been impacted by investments in both the social lives of communities and the environment. In Southeast Sulawesi, environmental threats are evident, starting with the entry of mines affecting all sectors, issues related to palm and sugarcane plantations, and a food crisis resulting from land conversion in several districts and climate change.

Since this is a global issue, the Sustainable Development Goals (SDGs) recognize the importance of partnerships between governments, the private sector, civil society, academics, and international organizations in empowering an environment. The Teras Community, which is a non-governmental organization aimed at advancing the lives of its community and the broader community of Southeast Sulawesi through education, economic empowerment, and conservation in the sustainable management of Southeast Sulawesi's natural resources, is one of the organizations engaged in this global partnership. Solutions to environmental problems cannot be effectively achieved by a single country or entity alone.

Global partnerships, involving countries, international organizations, multinational corporations, NGOs, and individuals, are key elements in efforts to protect the environment, often stemming from diverse backgrounds. Therefore, effective communication in these partnerships is crucial for designing and implementing effective actions, coupled with the developments in information technology and social media that have changed the way we communicate and interact globally. This has opened new opportunities and challenges in managing global partnerships for the environment.

Therefore, the researcher is interested in conducting research related to communication patterns in this context to analyze the effectiveness of communication in environmental protection efforts, mobilize various stakeholders to participate, and ensure that relevant messages can reach a wider audience. Furthermore, they aim to analyze the role of technology in facilitating collaboration and disseminating information about environmental issues.

## 2      Research Method

This research employs a qualitative approach to interpret interpretive and phenomenological basic views (Sarantokos in [2]). Based on the research objectives, this study utilizes a case study method. A case study is an in-depth and comprehensive research method used to understand a particular case or phenomenon within a broader context. This method involves a thorough investigation of one or several cases considered representative of more general cases, specifically focusing on the Teras Community in partnership with global allies for environmental empowerment. Data collection utilizes observation techniques within the global partnership of the Teras community in Southeast Sulawesi, in-depth interviews with relevant parties, and analysis of partnership agreements, environmental policies, annual reports, or other communication materials that can provide insights into the communication patterns used. Additionally, it includes a Focus Group Discussion (FGD) and a literature review. The data analysis method used is Huberman and Miles' qualitative data analysis, involving data reduction, data presentation, and conclusion.

## 3      Results and Discussion

The communication pattern in the global partnership for environmental empowerment within Teras Community uses a chain communication pattern, quoting Joseph A. Devito [3]. The chain communication pattern involves the flow of information, messages, or coordination from one party to another in a sequential or hierarchical order, similar to a chain. Leaders utilize this pattern to coordinate tasks, share information, and build relationships with various stakeholders. Teras Community and the global consortium CCSI, IIED, and Namati in the Advancing Land-Based Investment Governance (ALIGN) program are facilitators to connect various stakeholders in environmental empowerment efforts. Additionally, the Teras Community also plays a role as an implementer in the program.

In the chain communication pattern, the flow of information begins with the global consortium CCSI, IIED, and Teras Community, who explain the purpose and objectives of their partnership. These goals aim to assist in addressing community issues by providing education about international policies that impact local communities through local organizations. This information is then conveyed to representatives from the Southeast Sulawesi government, and local and national non-governmental organizations participating in the Focus Group Discussion. The messages obtained from the FGD are subsequently relayed to other members of each institution or

organization. This demonstrates that the involved parties have a clear hierarchy in disseminating this information, facilitating effective communication. In the global partnership within Teras Community, there is a hierarchical structure in which information and decisions flow from the top to the bottom and vice versa.

The environmental issues raised in these multi-stakeholder dialogues originate from each member of every participating stakeholder. For example, the Center for Human Rights Studies and Advocacy addresses mining and palm oil plantation issues, and the Morowali Nature Lovers raise concerns related to plantations, mining, land disputes, and waste problems. The Advocacy Network for Natural Resource Management brings up core plasma partnership conflict issues, the Community Design focuses on the potential of water resources in coastal and small island areas, and Sagori discusses plantation and mining, mining permits, and food crisis issues. The Indonesian Environmental Forum highlights issues related to the environmental impact of energy transition and labor in mining areas, and the Participatory Mapping Working Network addresses overlapping mining permits with forest areas and unfair palm oil partnership schemes in North Konawe. As a result, each party in the chain plays a specific role in carrying out environmental empowerment efforts regarding the identified environmental issues. This, of course, helps in determining the right direction for communication.

Furthermore, Teras Community and partners determine the appropriate communication media. The chosen communication media must be able to reach all parties involved and be easily accessible. This is carried out by Teras Community and its partners in promoting both upcoming and completed programs. Teras Community and partners engage in environmental campaigns where crucial messages focus on environmental protection, public education, and awareness of environmental issues. These messages are conveyed from campaign supporters to the wider community through various communication channels, including social media, newspapers, online media, and community organizations.

This indicates that in the chain communication pattern, maintaining open communication between facilitators and partners is crucial. This helps in avoiding misunderstandings and strengthening the relationships among the involved parties. Open communication in the global partnership within the Teras Community for environmental empowerment plays a significant role in promoting transparency, participation, and effective information exchange among various stakeholders. This is achieved through open meetings or forums involving various stakeholders, including the media, the publication of reports and data, public awareness campaigns, as well as training and capacity building.

## 4      Conclusion

The Global Partnership Communication for environmental empowerment is implemented by Teras Community and partners using a chain communication pattern. In this pattern, the direction of communication occurs both from top to bottom and from bottom to top. Information is conveyed sequentially, starting with the presentation of

the objectives of the Advancing Land-Based Investment Governance (ALIGN) program by the global consortium CCSI and IIED to the involved stakeholders. Simultaneously, stakeholders communicate environmental issues to the global consortium CCSI and IIED. The individuals in intermediary positions have a leadership role compared to other members. Furthermore, in this global partnership, cross-channel communication is utilized, referring to the use of multiple communication channels to transmit messages from one person to another within the organization. This promotes open rather than closed communication, facilitating campaign promotion for upcoming and completed programs and promoting transparency, participation, and effective information exchange among various stakeholders. This is achieved through open meetings or forums involving various stakeholders, including the media, publication of reports and data, public awareness campaigns, as well as training and capacity building.

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