



Analysis of Strategic Planning in Creative Economic Education of The Eco-Green Concept in Plastic Waste Management

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Abstract. The advancement of time, which is progressively fast, surely requires individuals who are savvy and imaginative in making new developments to address each one of their issues. People ignore the negative effects that will have on their environment and the significance of protecting the ecosystem, both of which contribute to the current situation's issues. A person's lack of ecological intelligence is the cause of this. Human interdependence and those who are physically and socially dependent on one another The management of inorganic waste as a supporting medium in the creative economy that can be used as entrepreneurial management is one way in which IPS receives attention and has an important foundation, particularly in the context of eco-green, which is related to environmental preservation. The motivation behind this study is to distinguish techniques for further developing innovative economic training through the eco-green idea of reusing inorganic waste. Data collection techniques include observations, interviews, and documentation studies. Data analysis techniques employ visualization analysis in Nvivo Pro by analyzing the results of field studies, FGDs, and documentation studies. This research method employs a qualitative method with a type of descriptive analysis approach. The consequences of this study can be deciphered as follows: (1) there is vital preparation in imaginative financial schooling with the idea of eco-green in reusing inorganic waste; (2) giving instructive proficiency to understudies and the general population in regards to the significance of the eco-green idea in saving the climate. Therefore, creative economy education may be a strategy for enhancing eco-green thinking and addressing environmental issues.

Keywords: Imaginative Economy Training, Eco-Green, Inorganic Waste Treatment

1 INTRODUCTION

Basically the concept of IPS education is to become good citizenship (good citizen) and to become a society that has social intelligence or social intelligence is part of the

human mind to be able to filter every social life between one human with another. The higher the nature of individualism in each person so will A little disturbed in process socialization One The same other. School Which is institution or instance Which give teaching or education on every students, especially in social science education who provide teaching about intelligence social, Where that intelligence social can happen when each other adapt in a situation.

Based on ecological intelligence in eco-green that treats waste as an item that is considered obsolete and discarded by the owner/user before, but for some people it can still be used if managed with the same procedure true [1]. Inorganic waste, in particular waste that doesn't deteriorate effectively, for example, plastic food bundling holders, paper, plastic toys, drinking jugs and glasses, jars, wood, etc. This waste can be utilized as business squander or other waste offered to be utilized as different items. A portion of the inorganic waste that can be sold are plastic repository wrapping food, bottle and glass used drink, can, glass, and paper. Application approach ecopedagogy in learning expected can give change to intelligence ecological participant educate For repair problem environment through gift knowledge For change attitude And increase Skills about environment. Ecopedagogy is project life Which aim realize ambition ecology new-civilization Which sustainable so that children And person young can make it happen with help para educator And people in surroundings [2].

Environmental issues in various parts of the world are the full attention of activists and environmentalists who are worried about the future of the earth which is experiencing bleak times, due to environmental pollution, forest fires, and global warming. This condition should be used as an extraordinary spirit in self-reflecting critically about environmental conditions that are very concerning. Environmental issues are global issues that require the attention of all parties. Problems and environmental pollution due to the accumulation of waste that cannot be utilized as a potential natural resource, are the cause of increasingly rampant environmental issues in society [3].

Intelligence ecological often also called as education natural (biological proficiency or eco-proficient). Insight This in view of by angle mental or figuring out about How normal help life all creature life. Through learning activities Utilization of Inorganic Waste as Part of Social Intelligence then the implementation of students' social intelligence will be realized in life both in education and society. When students have applied intelligence social, start from management rubbish so in a manner direct will capable utilise matter Which No beneficial become beneficial And can reduce accumulation of garbage in the environment and students will begin to realize its importance guard environment. Because environment clean will give comfort on every creature life and reduce pollution [4].

Intelligence ecological regarding with understanding And awareness critical participants educate in understand environment his life. Intelligence ecological is part from objective main education Which must become indicator development self participant educate as creature multidimensional Which own attachment with natural. It means that participant educate as part from natural, always demanded For guard And conserve natural environment his life. Ecological education in the concept of eco-green aims to hone ecological sensibility and raise awareness of the existence of the environment as part of an ecosystem that influences human life. In and through ecological education,

everyone is led to habituation to an ecological life mentality that is always aware that its existence can only be meaningful if it exists together with other creations.

a. Creative Economy Education

. Consumption activity is one of the activities that cannot be separated from human life because consumption is the main activity carried out by humans to fulfill their needs. Likewise, to meet their needs, students carry out consumption activities, namely by becoming one of the consumers in the school environment. Snacks in the form of food and drinks are the main consumption of students at school. Food and drink are basic needs for students. School -age children need optimal nutrition for their physical and mental growth and development [5].

In general, economics based on economic opinion is an investigation of how individuals and society simply decide, regardless of the utilization of cash, utilizing restricted assets yet which can be utilized in different ways to create different kinds of labor and products and for different individuals also local gatherings [6]. Then the economy is also said to be a science that explains the ways of producing, distributing, sharing and using goods and services in society so that the material needs of society can be fulfilled as well as possible. Economic activity in society is to regulate the affairs of wealth both concerning ownership, development and distribution [7].

As an effort to improve the community's economic system through creative economic products as community agricultural products that can be managed and can grow the selling value of the results. Increasing the community's economic system is stable so that it can minimize the impact on the community's economy. Through creative economy products, it provides job opportunities, business opportunities, and fosters the development of business capabilities [8], as well as provides greater opportunities to control the use of natural resources in certain areas as one of the assets for business activities for creative economy products [9].

b. Eco-Green Management Concept

. The eco-green concept fosters awareness and environmentally friendly behavior, because most of them still focus on the realm of knowledge, not yet on aspects of attitude and skills to actually carry out environmentally friendly behavior . Basically eco-green as environmentally friendly behavior. Eco-green as a user or user of goods that always considers the consequences of the manufacture and use of goods on the preservation of the surrounding environment [10]. Where as a matter of fact the learning model expects understudies to all the more likely figure out their environmental factors as a wellspring of learning through an ecological issue.

Basically eco-green as part of ecological intelligence with regard to understudies' comprehension and basic mindfulness in grasping their living climate. Biological insight is important for the principal objective of instruction which should be a sign of self- advancement of understudies as multi-layered creatures who have a connection to nature. This implies that understudies as a feature of nature are constantly expected to safeguard and protect the common habitat wherein they live. It is suitable that biological knowledge stresses the development of information about natural issues that are applied

in genuine terms to act to conquer ecological issues that happen [11]. Eco green is a rational consumer behavior that is able to refuse to share the offers of global capitalists and free market economic systems, through the packaging of information technology and advertisements in various media. Eco green is the activity of buyers who have an eagerness to pay higher for harmless to the ecosystem items to set out more prominent open doors for organizations and legislatures to deliver harmless to the ecosystem items. Essentially eco green as a client or client of merchandise who generally thinks about the outcomes of the production and utilization of merchandise on the conservation of the general climate[12].

2 Methods

The research approach uses quantitative with the type of research method Quasi Experimental Design, and the research design uses a Nonequivalent Control Group Design. So that the research objectives This For know analysis of creative economic education strategies in inorganic waste management participant educate JUNIOR HIGH SCHOOL. Draft Which used is use (quasi experiment) use pretest posttest nonequivalent controlgroup designs [13] . Study This own variable free form approach ecopedagogy , whereas aspect intelligence ecological competence ecological own position as variable bound Which own sub variable form aspect knowledge related ecology. Before do analysis For test hypothesis, will done especially formerly two test form normality And test homogeneity Which used as condition before he did test hypothesis or test precondition. Test precondition normality Which done is use test normality Shapiro-Wilk Which later will determine analysis data distributed normal or No. Test homogeneity function For look for know is data Which tested own variance data Which homogeneous or No done with use levene's test for equality of variences. Analysis data with use paired Samples T-Test own level significance 5%.

Sampling technique or Judgmental Sampling, namely with certain considerations. Research information assortment methods utilizing tests distinguished through pretest and posttest and non-test through perception, meetings and documentation review. Information approval investigation strategies use legitimacy test, ordinariness test, homogeneity test, theory test and standardized gain test.

3 Results and discussion

The first research results obtained were the results of instrument trials that had been tried out in advance to classes that had received interaction material between rooms, namely class VIII D and VIII G, instrument trials were needed in order to find out which item number was good and good to serve as an instrument research (pre-test and post-test), which were analyzed by validity, reliability, discriminatory power and level of difficulty. The questions given are in the form of a multiple choice objective test with 4 choices (a, b, c, and d) totaling 40 questions. After the data was collected, the validity,

reliability, discriminating power and level of difficulty testing was carried out, the results were 20 valid questions and 20 questions were used for the pre-test and post-test which were explained in the previous chapter. Then the instruments were given to the experimental class and the control class. After the instrument data has been collected and assessed, it is then calculated using certain statistical tests to find out the final result. In this examination action, from the two classes that were utilized as exploration pretests, all understudies followed the growing experience as far as possible and had finished the post-test given. In this way, the all out number taking part in research exercises is 58 understudies.

Based on the results of research that has been carried out by researchers relating to the effect of implementing ecopedagogy-based learning on increasing ecopedagogical behavior of students, so that it can be identified and interpreted through the table below:

Table 1. Increasing the Ecological Intelligence of Students

Gain Score	Sig. (2-tailed)
Pre-test - Post-test	0.000

"Paired Samples Test" output table above, it is known that the value of Sig. (2-tailed) is $0.000 < 0.05$ then H_0 is rejected and H_a is accepted. So it can be concluded that there is an average difference between the learning outcomes of the Pre-test and Post-test, which means that the analysis in creative economics learning increases students' understanding of eco green.

Table 2. Average Pretest, Posttest and Gain Score

Mark	Average	
	Experiment	Control
Pre-test	52.07	50,17
Post-test	78,10	54,48
Gain Score	26.03	4,31

Based on table 2, it can be seen that the two research classes have differences in terms of obtaining the average value. A better score increase occurred in the experimental class which obtained an average score of 26.03 with an average pretest value of 52.07 and an average posttest value of 78.10, while the control class had a gain score (mean) reaching 4.31 in the pretest value and the mean posttest value 54.48. This shows that there is a difference in the increase in grades in the class that is given treatment using analysis in creative economic learning in increasing understanding of eco green in students with classes that are not given treatment or as is. The instrument used in measuring the knowledge aspect in ecological competence is measured using a knowledge test.

Based on this, the next step is to identify the analysis in creative economic learning towards understanding eco green, for measuring aspects of knowledge in ecological intelligence before being treated in research, students are first given a pretest and after treatment students are given a posttest. The pretest is given to students with the aim of

seeing the students' initial abilities before learning is carried out using analysis in creative economic learning in increasing students' understanding of eco green, while the posttest is carried out to see whether analysis in creative economics learning increases students' understanding of eco green as an environmentally friendly and effective learning effort as well as efficiency in analyzing and identifying regarding increasing eco-green-based understanding of students in learning based on creative economy education. Based on the interpretation of the results of the analysis presented in Figure 1 below

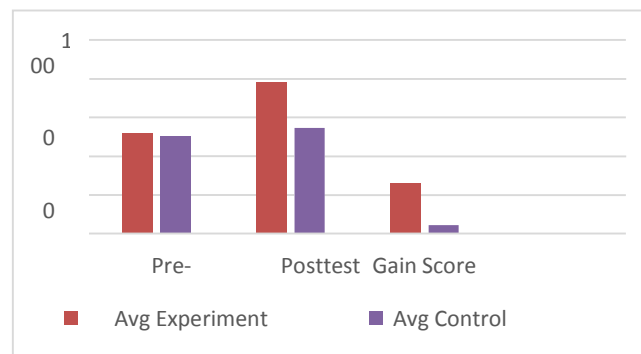


Fig. 1. Average Pretest, Posttest and Gain Score

Based on these graphs it can be interpreted that the management of materials available in the surrounding environment. A community economic system that has a significant ratio in creative economy products, through creative economic product innovation, so that people are able to recover their economic conditions. So that it has increased, but before it was managed the increase was relatively low, after the process of managing creative economy products. Ecological intelligence because both are integrated and integrated in which it studies the relationship between humans and the environment. And to foster ecological intelligence in students, this can be done by bringing students' experiences into the classroom and this experience is packaged and integrated into creative economy learning material.

Entering the 21st century, the hottest environmental issue is climate change due to the increasing concentration of carbon in the air, which is called global warming. One of the causes of global warming is deforestation. New economic developments are developing fast, the concept is a government program that is expected to be able to have understanding, awareness, and integrate environmental values in all school members so as to shape behavior and patterns of environmentally friendly school management to preserve the environment [14]. Through learning activities Utilization of Inorganic Waste as Part of Social Intelligence then the implementation of students' social intelligence will be realized in life both in education and society. When students have applied intelligence social, start from management rubbish so in a manner direct will capable utilise matter Which No beneficial become beneficial And can reduce accumulation of

garbage in the environment and students will begin to realize its importance guard environment. Because environment clean will give comfort on every creature life and reduce pollution [15].

Eco green is a sustainable movement that aspires to the creation of designs from the planning, implementation and use of environmentally friendly materials as well as effective and efficient use of energy and resources. Green consumerism makes manufacturers of various kinds of products start to switch to using materials that do not damage the environment or in other terms environmentally friendly materials. The materials referred to are not only product raw materials, but also other materials such as product packaging, labeling, packing cartons, and so on. The concept of product marketing that uses materials that do not damage the environment is now known as green marketing [16]. Understanding of the environment is information stored in memory about the environment around consumers. Consumers who respect nature and the environment will tend to develop positive attitudes towards products and activities that are consistent with these values. Consumer knowledge and attitudes towards the environment are predictors of consumer willingness to buy green products.

Consumer awareness comes from their knowledge of the importance of creating a healthy environment which is the basis for improving the quality of human life. Improving the quality of life can be controlled by individual consumers by making changes in choosing and consuming certain goods that are friendly to the environment. Efforts to preserve the environment through schools, so that education has a focus on making citizens aware of the rights and obligations of citizens towards the environment, this includes all discourse related to the environment [17]. Concern for the environment should not only be a discourse on socialization but rather on how concern for the environment with all its benefits and conveniences is demonstrated through various concrete actions or efforts that are easily carried out and accepted by the public as broad consumers.

The development of the concept of green marketing or similar concepts such as sustainable marketing, environmental marketing, or ecological marketing. These efforts can be started by identifying and inventorying definitions and concepts that have developed, synthesizing various existing conceptual frameworks, and ultimately adapting these results to the context of the creative economy [18]. The term green marketing to refer to the strategies to promote products by employing environmental claims either about their attributes or about the systems, policies and processes of the firms that manufacture or sell them [19], based on that eco green or environmental marketing is a strategy promotions to gain benefits based on claims of environmentally friendly products. intelligence social in utilization rubbish inorganic become beneficial that is applied at school through exists program learning Crafts and as part of the creative economy [20]. Thus the results of the analysis regarding the eco green context in the creative economy concept have a significant role in efforts to manage inorganic waste.

4 Conclusions

Based on the results of the research, it can be concluded that the analysis of the creative economy concept in the context of eco green as an effort to implement students' social intelligence will be realized in everyday life. both in education and society. When students have applied intelligence social, start from management rubbish so in a manner direct will capable utilise matter Which No beneficial become beneficial And can reduce accumulation of garbage in the environment and students will begin to realize its importance guard environment. Through creative economic product innovation, so that people are able to restore their economic conditions. So that it has increased, but before it was managed the increase was relatively low, after the process of managing creative economy products. Ecological intelligence because both are integrated and integrated in which it studies the relationship between humans and the environment. So that Eco green is a consumer activity that has a willingness to pay higher for environmentally friendly products so as to create greater opportunities for companies and governments to produce environmentally friendly products.

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