

BIKE TO WORK SOCIALIZATION PROGRAM AS ENVIRONMENTALLY FRIENDLY BEHAVIOR TO THE COMMUNITY TO PREVENT GLOBAL WARMING

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Abstract: *There has been a lot of talk lately about a green culture, because of the scale of the consequences of global warming. One of the facts that we experience as a result of global warming is the increasing temperature of our environment. Global warming is the impact of human activities that are more related to business than environmental protection. Global warming is not only warming, but also has a bad impact that anyone can see and feel. When the earth's temperature continues to increase, it will have adverse effects that are interrelated with one another. Global warming will affect the earth's conditions in an extreme way. To anticipate the worsening global warming, the local government cooperates with the University in Surabaya in an effort to carry out socialization related to efforts to prevent global warming. Many efforts have been made by the State University of Surabaya as a form of preventing global warming. Among the efforts that have been made by UNESA in reducing global warming, including UNESA doing greening in the campus environment this is done as a form of reducing global warming. The urgency of this community service is motivated by the problem of global warming which has not been resolved until now. Through the UNESA LPPM program in this community service scheme. This PKM research team seeks to provide socialization to the community, especially UNESA students to move to protect the surrounding environment, in order to reduce global warming. In addition, the output targets in this Community Service include: Articles of publications, publications of mass media, products.*

Keywords: *community service, global warming, UNESA, Students*

1.Introduction

There has been a lot of talk lately about a green culture, because of the scale of the consequences of global warming today. One of the causes of global warming is the increase in the temperature of our environment. Global warming is the impact of human activities that are more related to business than environmental protection (Wuryandari & Akmaliyah, 2016). In addition, various environmentally friendly transportation methods are being created and developed to reduce the effects of global warming. Currently, the car has developed into a means of transportation that is closely related to the daily life of the Indonesian people. However, a sharp increase in the number of cars in urban areas is associated with lower health rates, poor air quality in cities, an increase in the number of road traffic deaths and increased psychological stress from crowds (Kusuma, 2013).

Physical activity is reduced as more people are in the vehicle. In addition, fossils used as car fuel damage the environment and worsen the health of the population, and global warming is still often discussed in the world community (Mochdarul, 2017). According to expert studies, global warming is closely related to the use of fossil fuel transportation.

In fact, transportation is the most widely used mode of transportation in Indonesia. The various environmental impacts of these transportation activities have prompted the movement to develop a cleaner transportation system known as green transportation. Examples of modern environmentally friendly vehicles such as electric motorcycles and cars. Although motorbikes and cars are generally available as a means of transportation, they are environmentally friendly. However, these environmentally friendly cars and motorcycles are still under development, so there are very few of them.

One of the environmentally friendly means of transportation is bicycle. Because apart from cycling as a healthy activity, we also can develop effective solutions to the problem of congestion – the opportunity to return to using non-motorized vehicles. Global warming is a global problem because it not only affects or survives the Indonesian state, but almost every citizen of this planet feels the effects of global warming. Global warming is one of the main drivers of climate change, or climate change, which causes rising temperatures, increased rainfall, sea level rise, and extreme weather conditions (Massey et al., 2014). In addition to the use of fuels that can be released into the atmosphere, they are a major contributor to VOCs (Volatile Organic Compounds) in the urban atmosphere that cause global warming (Sun et al., 2016). Apart from VOCs, greenhouse gas emissions are also responsible for global warming. Greenhouse gases themselves have negative impacts, one of which is climate change which results in an increase in rainfall above 50 mm/hour thereby increasing the possibility of flooding (Elizbarashvili et al., 2017). Consistent with this, Asumadu et al (2015) from their study in Ghana concluded that apart from education, Ghana's economy and trends also contribute to global warming. Several big cities in Indonesia also have poor air quality which is the main cause of global warming. High urban activity is one of the causes of poor air quality in big cities such as Surabaya.

High temperature is a characteristic of air conditions in the Surabaya area which creates an urban microclimate. Global warming is not only global warming, but a negative impact that can be seen and felt by everyone. As the Earth's temperature continues to rise, this will have a negative, interrelated effect. Global warming will have a major impact on the state of the planet. Some environmental experts are starting to look for ways to reduce the increasing impact of global warming. The shift from using cars to walking or cycling is one of the efforts to reduce global warming. The shift in the use of lodging vehicles has begun to be socialized by various actors, both in local governments and in business and education centers in big cities such as Surabaya (Navianti & Widjajati, 2012).

In addition, the existence of universities has an impact on global warming by contributing to greenhouse gas emissions from student, faculty, and non-faculty activities. According to Lee et al (2015), universities and colleges emit about 23% of the country's total greenhouse gas emissions. To anticipate the escalation of global warming, the local government cooperates with a university in Surabaya to establish a relationship related to global warming efforts. Surabaya State University has been working hard to combat global warming. UNESCO's efforts to reduce global warming, such as greening the campus environment, are

manifested in the form of reducing global warming. In addition, UNESA has established the Green Research Institute as a forum for fostering academics with a natural nuance as a research institution. You are free to learn. UNESA also has an environmental movement centered around the UNESA Tongue and Ketintang campuses. Global warming is an issue that has not been addressed through UNESA's public works programs.

2.Solution and target

The PKM team helps reduce global warming by providing public services to students on the UNESA campus and preventing global warming through environmentally friendly actions in the community. Global warming. This is very important to be done by PKM, because students are the next generation of the nation who hope to improve the environment so that the world has hope and solutions to global warming problems. The relevance of this public project is determined by the hitherto unresolved problem of global warming. Through the UNESA LPPM program in this public works plan. This PKM research team is dedicated to educating the public, especially UNESA students, on migration to help protect the environment in order to reduce global warming. This PKM is also one of the UNESA LPPM programs as one of the universities that plays an active role in the success of the global warming reduction program. As a campus whose spirit of UNESCO is one step ahead, UNESA will continue to participate in efforts to reduce global warming as a form of UNESCO's support for the future-oriented government of Indonesia. Community service decisions are motivated by increasing global warming, which is a common problem. Surabaya State University (UNESA) is certainly one of the state universities in East Java that contributes to greenhouse gas emissions. Through the UNESA LPPM public works program. UNESA also supports the success of the global warming reduction program through the PKM activity. The PKM team is committed to socializing environmentally friendly behavior to the public, especially students, to combat global warming. Where UNESA students are trained to behave in a sustainable manner in the environment.

3.Method

The methods/steps/procedures of the activities to be carried out in this community service are described in Chart 1 below:



Asking for commitment is essential in moving people from intention to action. The foot-in-the-door strategy, which requires a small initial commitment, has proven successful in encouraging new and occasional cyclists to “try it”. The first stage is a campaign that encourages participants to implement a fun 10-minute cycling experience (Adityo, 2017). This 10 minute time is "commitment" time to a new behavior. Cycling promotion events, targeted at novice cyclists were used as an initial strategy to attract continued engagement in cycling (Furth et al, 2018)

The educating scheme is carried out with a bike to work program which plays an important role in helping new cyclists "get started" and "stay motivated". Education is also carried out with mass cycling events, often fun, community-based promotional activities, known to attract new and novice cyclists and get them interested in cycling and the cycling community. Mass cycling events have the potential to “try out” new behaviors in a safe, non-competitive, controlled, and enjoyable environment (Hendarso & Soraida, 2019; Linden et al, 2020). Greater commitment could encourage “new recruits” to the cyclist program to reduce car use as much as possible and use bicycles instead.

It encourages collaboration, builds trust, generates excitement, and catalyzes future action. Bike-to-work social media campaigns provide a valuable platform for tracking and sustaining behavior change, by creating a new database of participants for future targeted interventions, including hints and reminders (Mcmanus & Smith, 2005). This facilitating stage is to provide simple incentives to encourage early involvement in cycling programs, for example providing proper bicycle parking facilities and cycling paths on campus (Piatkowski et al, 2015).

4.Result and discussion

Global warming is the impact of human activities which is more related to business than environmental protection. Global warming will have a major impact on the state of the planet. The State University of Surabaya carried out socialization efforts as a form of preventing global warming in preparation for intensifying global warming. UNESA's efforts to reduce global warming by greening the campus environment is one form of reducing global warming. Various attempts have been made to use bicycles instead of motorbikes or cars. In addition to reducing global warming, cycling has many benefits, including stamina is achieved by understanding the use of a healthy lifestyle, including eating, resting, and exercising. The recommended exercise to maintain health is aerobic exercise such as cycling. Cycling has many benefits, including its ability to strengthen the body's cartilage, improve overall circulation, speed up metabolism, and boost immunity. To stay healthy, Surabaya State University students use bicycles for these needs and support global warming that is happening now. This is especially true when viral sharing is one of them, a viral trend. Since it was first discovered, the cycling trend has not lost its fan base. Many students understand that cycling is a sport with a universal reputation, and the different prices of eco-friendly bikes make bikes mid-range for their audience.



Figure 1. Bike to Work Aktivitas Activities

If even the poorest economies can enjoy cheap bicycles as a means of daily transportation, it will not be a hindrance. Educating students about the role and importance of bicycle use is a strategic way to reduce the impact of global awareness of air pollution from cars that fill every nook and cranny of the city with smog every day. The UNESA campus is one of the campuses that introduces Eco Green, not only in terms of reforestation and waste sorting, but also its reputation. The number of parks and shade trees on the UNESA campus encourages UNESA to

prepare buildings where UNESA residents can carry out activities including mobility. Students enjoy UNESA facilities and the added value of cycling. From home, dormitory or dormitory, most students on campus use cars all the time, including traveling from one campus to another who always use motorbikes. If this trivial thing is not identified, it will contribute to air pollution. This outreach can help students understand that an important, albeit small, role in reducing air pollution plays an important role in cosmic impacts.

Changes in student behavior to combat global warming must be educated from an early age, starting from the smallest. If it is not studied early, it will create consumption patterns and become a destroyer of the space ecosystem. This socialization not only provides in-depth insight into the critical role of students as agents of change in reducing global warming, but also produces tangible evidence and coherence that can be applied in everyday life, both on campus and at home. It can be moved from one building to another, adapting it to the campus in a small form that can be used for walking or using a pedal bike. The purpose of this type of small behavior change is to change the behavior and habits of students who are usually uncomfortable in mobility by using means of transportation. Behavioral changes that seek to protect the universe from global warming by providing means of support. One of the campus's efforts to combat global warming is to offer pedal bikes to students who need mobility in their daily lives. We offer bicycles in several strategic locations to teach some students how to respect and care for the environment. The result of the achievement of this public project is the installation of sinks in various places in public facilities throughout the campus. Video shoots and press releases were also held. Garbage baskets have been installed at several points which are used by academics at the State University of Surabaya as equipment to maintain medical protocols in the post-sports university environment. We also prepare scientific articles for posting and uploading videos to YouTube. It is hoped that this PKM activity can help improve student achievement and reduce parental anxiety, as well as teach them to stay healthy in the community.

5. Conclusion

To anticipate the worsening global warming, the local government cooperates with the University in Surabaya in an effort to carry out socialization related to efforts to prevent global warming. Many efforts have been made by the State University of Surabaya as a form of preventing global warming. Among the efforts that have been made by UNESA in reducing global warming, including UNESA doing greenery in the campus environment this is done as a form of reducing global warming. The urgency of community service is motivated by the problem of global warming which has not yet been resolved. Through the UNESA LPPM program in this community service scheme. This PKM research team seeks to provide socialization to the community, especially UNESA students to move to protect the surrounding environment, in order to reduce global warming.

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