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TRANSFORMATIVE ECOFEMINISM MOVEMENT IN EMPOWERING INDONESIAN WOMEN

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Abstract

This research has a purpose to analyze Women's Journal Foundation as an organization of women who performs the environmental movement and the empowerment of women (ecofeminism) through the Journal. This research used a critical paradigm, a qualitative approach and phenomenological designs. The research locations were held in Jakarta, Salatiga, and Klaten, and took time for 23 months (August 2013 - June 2015). The result showed that: (1) Women Journal Foundation was founded in 1995 by Gadis Arivia with the goal of advancing gender equality; (2) it initially lied on feminist ideology, a courage to build women's awareness through women journals as the essential movement media; (3) instrument of Women Journal Foundation movement is Friends of Women Journal, performing financial strengthening while providing ecofeminism awareness, and raising ecofeminism in the practical level; and (4) the implications of the movement Women Journal Foundation are the growth of ecofeminism awareness that manifests itself into empowerment of women who care about garbage (Garbage Bank) in Salatiga and natural dye used for batik in Klaten.

Keywords

Transformative Ecofeminism Movement, Empowering, Indonesian Women

1. Introduction

During recent decades, a study on ecofeminism movement has become so much interesting (see Nova Scorviana Herminasari, 2013; Maula Paramitha, 2013; Muh. Arbain

Mahmud, 2012; Ahmad Sururi, 2010; Rita Lestari, 2009; Mujiyono Abdillah, 2001; and Tri Marhaeni Pudji Astuti, 2012). However, this happening phenomenon only receives a few supports from the studies done in organizational movement lying on the character development for women through field of knowledge, information and documentation through a journal. This characteristic will be very attractive to be discussed in the research trend, since in this decentralization era, the women's empowerment and character development should be focussed into the domain of information acquisition, in order to help them adapt with environment/ nature. This was such a new area of this research.

Environmental issues concerning awareness and understanding provide the basis for commitment and meaningful action towards sustainable development of the environment. In line with the growing interest and activity in environmental education, awareness and training, the demand for educational materials and study aids has also increased (Rose Amnah Abd. Rauf, 2015). Second new sphere was, as far as can be traced by the researcher, there was still an absence of depth- research on the topic relating to the women organization with ecofeminism ideology spirit (women movement in nature/ environment), women's empowerment and character development for natural care and preservation. Previous researches only focussed on the study of feminist movement, women advocating, women's political role and others in practical way instead of in methodology way.

However, the limited availability of materials may not meet individual country requirements in terms of local language, and in coverage of the most relevant issues to the country. A widely felt constraint has been the lack of standardization in textbooks and other material on environmental issues and a failure to provide the full information base. While the subject of environment can be interpreted and presented in many ways, and it can be looked at through a scientific or cultural angle, there is a basic need to present facts accurately and discuss issues in a balanced manner (Rose Amnah Abd. Rauf, 2015). Departed from the above background, this research decided to use the title "Transformative Ecofeminism Movement in Empowering Indonesian Women." This research was focussed on Women's Journal Foundation. Several research problems had been successfully composed comprising of: (1) What the reason, Why and how is this Women's Journal Foundation initially founded? (2) What, Why and how is the ideology, spirit and movement media engaged in the activity performed by Women's Journal Foundation?; (3) To which extend is the role of Friends of Women's Journal Research as the instrument of transformative ecofeminism movement?; (4) How is the movement implication contributed by Women's Journal Foundation in women's empowerment and character development within environmental awareness programme?

The above four problem formulations were addressed and analysed by lying on the concept foundation of cultural organizations, transformative ecofeminism movement, and character building as the instrument of women's empowerment, social capital, and civil society.

Organizational culture includes 4 characteristics, they are: (1) common understanding among the group's members; (2) the members' interaction within on group; (3) implicit and explicit in nature; and (4) history and tradition based (Pfister, 2009). There are 6 indicators measured in order to observe the organizational culture, such as: dominant characteristic of the organization, organization leadership, employee management, organization integration, strategic stress point, and KPI of the organization (Cameroon & Quinn, 2006).

Feminism and ecological movements have such close relationship, especially when being faced with capitalist- patriarchy logic. When the domination pattern towards environment and women arise such ecological collapse due to development practice which is gender- blind and non- environmentally friendly (Macey, 2000). A stereotype is harmful when it limits women's or men's capacity to develop their personal abilities, pursue their professional careers and make choices about their lives and life plans. Negative stereotypes hinder people's ability to fulfill their potential by limiting choices and opportunities. Hence, in order to provide a solution for the problem. Multi-level interventions are needed. For example, (i) creating formal agreements, codes and laws to change norms that violate women's human rights, and then implementing them, (ii) adopting multi-level strategies to change norms including supporting women's organizations; and (iii) working with boys and men to transform masculinist values and behavior that harm women's mind and their own (Thankachan & Riaz, 2018).

Regardless to these numerous varieties, arguments and ecofeminism intellectual, all ecofeminists generally believe that human being correlate one to another, and also interact to non- human object, such as nature. But unfortunately only few human realize this relationship, human tend to prioritize their ego and self- importance, therefore human often commit violence to the others and also nature. Consequently, there are so many humankind tragedies and ecology crisis that happen. Today's ecology crisis may be reduced if we care enough to look back and consider the women's role and maximize it. Characterization of Dewi Sri or Sridevi or Goddess of Rice figures as the woman symbol bringing prosperity can be assumed that the preservation of nature can be well- maintained by the touch of women's hands.

According to the several concepts and approaches above, it can be generally explained that moral qualities exist on every individual are usually expressed by the behavioural or action patterns which may be evaluated in any situations. Character building occurs through some phases such as cognitive, affective, conative, and psychomotor elements in the social culture interaction context (in family, education and society) within never ending process.

The instrument of character development can occur sociologically through the empowerment. Empowerment is an endeavour to raise an awareness of and to develop the potency being owned, thus the society is able to achieve their self- independent. Self-actualization and participation.

Within an organization, the existence of social capital holds such crucial role in driving its movement. The insight of scholars in defining social capital may be categorized into two groups. The first group emphasizes on the social network, while the second group emphasized on the embedded traits on the individual within a social interaction.

This first group's argument is represented by these following experts. First, social capital refers to the cooperation network among the society that facilitates the search of solution from the issued being faced (Brehm & Rahn, 1997). The other definition is proposed suggesting that social modal is the web of social relationships that influences individual behaviour and thereby affects economic growth (Pennar, 1997). And social capital as the information, trust, and norms of reciprocity inhering in one's social networks (Woollock, 1998). The fourth argument *Social capital consists of the stock of active connections among people: the trust, mutual understanding and shared values and behaviours that bind the members of human networks and communities and make cooperative action possible* (Coohen & Prusak, 2001).

The first group's outlook emphasizes in the aspect of social relationship network which is inhered by the information ownership, trust, mutual understanding, and shared value and also mutual support. According to this group's outlook, social capital will become much stronger when a community or an organization establishes a cooperation relationship network, either in the internal of community/ organization or in the inter-community/ organization model. The synergic cooperation network acting as social capital will provide abundant advantages for the common life.

The second group's insight is also supported by several experts, who defines social capital as *"the ability of people to work together for common purposes in groups and organizations"* (Fukuyama, 1995). In the other words, Fukuyama also defines that *"Social*

capital can be defined simply as the existence of a certain set of informal values or norms shared among members of a group that permit cooperation among them". Here, Fukuyama formulated the social capital by referring to the informal norms that support the cooperation between the individual and capability emerging from the prevalence of confidence within the society or certain part of society.

From psychology point of view, the argument proposed by the first group is represented by group dynamic theory which sees the social capital a group that has high cohesiveness characteristic. While the second group is represented by trait theorist which considers the emergence of cohesive work unit will be possible when the individual itself has certain personality traits supporting the social interaction.

Aside from the differences among the above two groups in constructing the social capital theory, the similarity among them is that social capital refers to the inherent element determining the establishment of cooperation between among the individuals or groups. These three core elements always exist in the social capital, they are, (1) trust (honesty, reasonability, egalitarian attitude, tolerance and kindness); (2) social networks (participation, reciprocity, solidarity, and cooperation); (3) norms (shared value, norm and sanction, and rules).

Internalization and externalization of the ecofeminism movement done by Women Journal Foundation, is women's and civil society's characteristic reinforcement. Civil Society is a picture of political and ethical society, in which such nation shall have same equality before the law. The discussion on civil society has close correlation with the concept of characteristic development (Nadiroh, 2011). For her, civil society and characteristic are significantly correlated. The creation of civil society must be begun with its human's characteristic development heading to civic intelligence, civic responsibility and civic participation. Moreover, states that one of the traits of strong civil society is the women's increased participation, empowerment and education (Nadiroh, 2008). In line with this insight, ecofeminism movement done through journal media by Women Journal Foundation – Friends of Women's Journal has reinforces women's empowerment, in addition to contributed such healthy climate for the good order of civil society with gender equality and environmental justice.

2. Research Methodology

This research was aimed to find out and provide depth- description over (1) the establishment process of Women's Journal Foundation organization; (2) The ideology spirit and media of the movements performed by Women's Journal Foundation organization; (3)

the role of Friends of Women's Journal as the instrument of transformative ecofeminism movement; (4) the implication of Women's Journal Foundation's movement in empowering and developing women's character who are environmentally conscious.

This research used critical paradigm, qualitative approach, and phenomenological research design (Denzin and Lincoln, 1994; Newman, 2001). This research was held in the Special Capital Region of Jakarta, Salatiga, and Klaten and took 23 months of research (August 2013- June 2015). The subjects of this research were the Founder of Women's Journal Foundation (one person), Executive Director (one person), Vice Director (one person), the Chief Editor of Journal (one person), Editor Board (two people), Friends of Women's Journal (2 people), and Client being advocated (2 people representing the community).

Data collection was done through 6 phases, namely: (1) documentation and literature; (2) observation; (3) in-depth- interview; (4) focus group discussion (FGD); and (5) life history. Data analysis was getting done through data reduction, data presentation and conclusion making which the interactive model elements (Miles & Huberman, 1992). Meanwhile, the data validity examination or checking in this dissertation was done through data triangulation (Newman, 1994).

3. Research Result and Discussion

3.1 The Establishment of Women's Journal Foundation

Women's Journal Foundation or widely known as Women's Journal publication was initially published in August 1996, as the only one Indonesian feminist journal. The publication of Women's Journal was begun with the idea to address the problem of the difficulty face by the students of University of Indonesia in generating feminist study materials in Indonesian Language. Besides, the knowledge on gender and Indonesian women's status analysis are highly required in order to enhance gender equality.

The existence of Women's Journal has provided wide opportunity for women to write critically and speak out their ideas on better Indonesian. According to Gadis Arivia, "*Writing is our weapon, pen is scratch made by our heart, and journal is our dedication for this nation*". This is in line with the vision and mission of Women's Journal Foundation, which is: empowering and strengthening the Indonesian women's rights through Publication, Research and Education". The purpose of Women's Journal Foundation while carrying out its activities in publication, research and education is to enhance gender equality in Indonesia. The issue being focused on is related to Economic, political, cultural issues and the improvement of critical power of Indonesian Women.

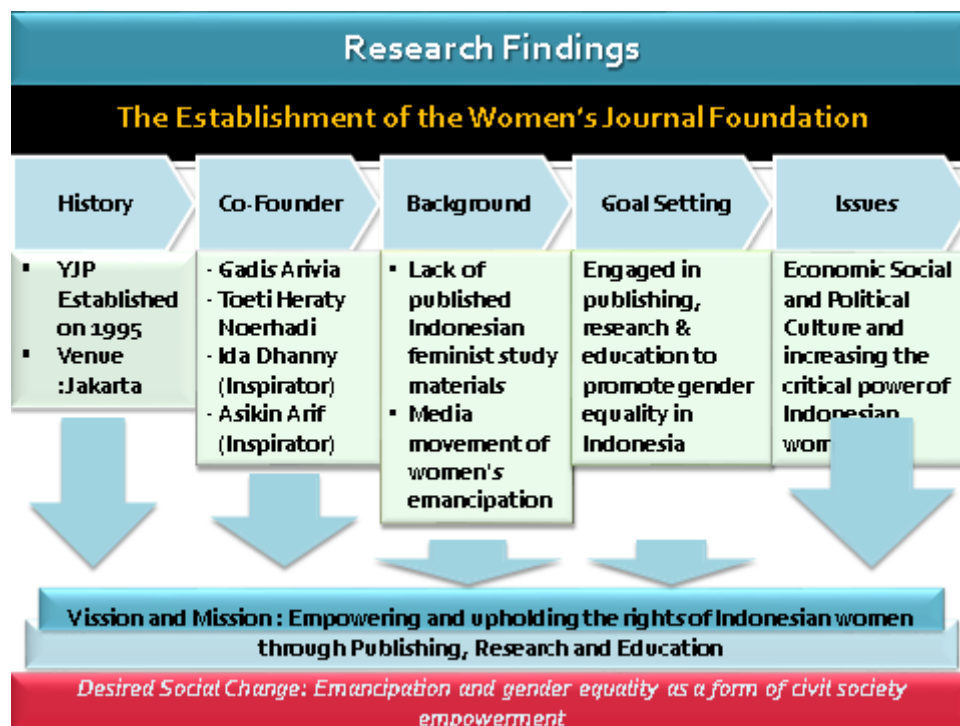


Figure 1: The Process of Establishment of Women's Journal Foundation
(Source: Visualized by the researcher, 2015)

Women's Journal Foundation was founded by Dr. Gadis Arivis, feminism and philosophy lecture in Phylosophy Faculty, University of Indonesia. The establishment of Women's Journal Foundation was supported by Dr. Ida Dhanny, Asikin Arif, MA (the deceased) and Prof. Dr. Toeti Heraty Noerhadi. Prof. Dr. Toety Heraty is one of the first generation who has a thought on feminism and has written many crucial works on women. Her poems and books reflect not only feminism view, but also her passion in art.

3.2 Ideology, Spirit and Media of the Women's Journal Foundation Movement

The ideology brought by Women's Journal Foundation is based on the ideology of feminism, with the motto of "For Enlightenment and Equality." Dewi Candraningrum states that within this feminism ideology covers all ecofeminism, political feminism, feminism philosophy, body philosophy, reproduction health, economy, culture, and religion (Interview, 22nd June, 2014). Feminism movement considers the environmental damage is directly proportional with the issue of women exploitation, therefore the feminist group deem that in order to save nature, women must be engaged. Women's status must be lifted up to work together to save environment. This is the essential of ecofeminism.

Meantime, the spirit of Women's Journal Foundation movement is lied on the writing, information and documentation have been previously collected from various researches on feminism and its branches. Such as ecofeminism, political feminism, feminism philosophy, body philosophy, reproduction health and etc. A writing or article becomes the basis of

knowledge and awareness of the society (male and female) towards the essential mean of gender equality and fairness. The articles being mentioned in Women’s Journal must meet the feminism ideology criteria being delivered in its point of view and methodology.

Ideology, Spirit, and Media Movement of YJP Organization

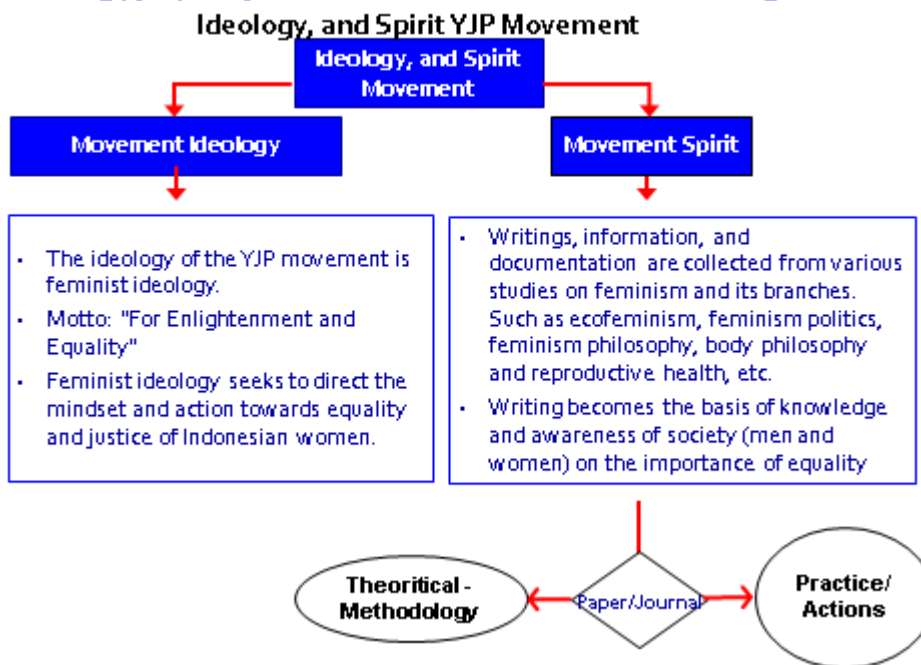


Figure 2: *The Ideology and Spirit of YJP Movement*
(Source: Visualized by the Researcher, 2015)

The media of Women’s Journal Foundation, Main Movement is the articles published in Women’s Journal. Since 1996 to 2014, Women’s Journal had been being published for 84 times, and provided an opportunity for women to be able to write in critical way and speak out their ideas on better Indonesia. Since 2010, it has begun to be published for 4 times in a year (formerly, was published according to the programme being held). It raises a topic on economy and development, politic, law and human rights, culture, social movement, technology, media, education, religion and ecofeminism (Kementerian Pendidikan Nasional, 2010).

Ecofeminism topic emerged in the reformation era, in line with the growth of MDGs spirit on environmental preservation that needs women’s engagement. Reformation moment and MDGs programmes arouse the courage of feminist group to rise the development and environmental fairness issues for women. Started from this ecofeminism issue, ecological awareness and equality then began to rise up. This ecofeminism issue was published 2 times, namely on the 21st edition in 2002 with the title “Women and Ecology” and the 80th edition in 2014 with the title “Women’s Body and Ecology”.

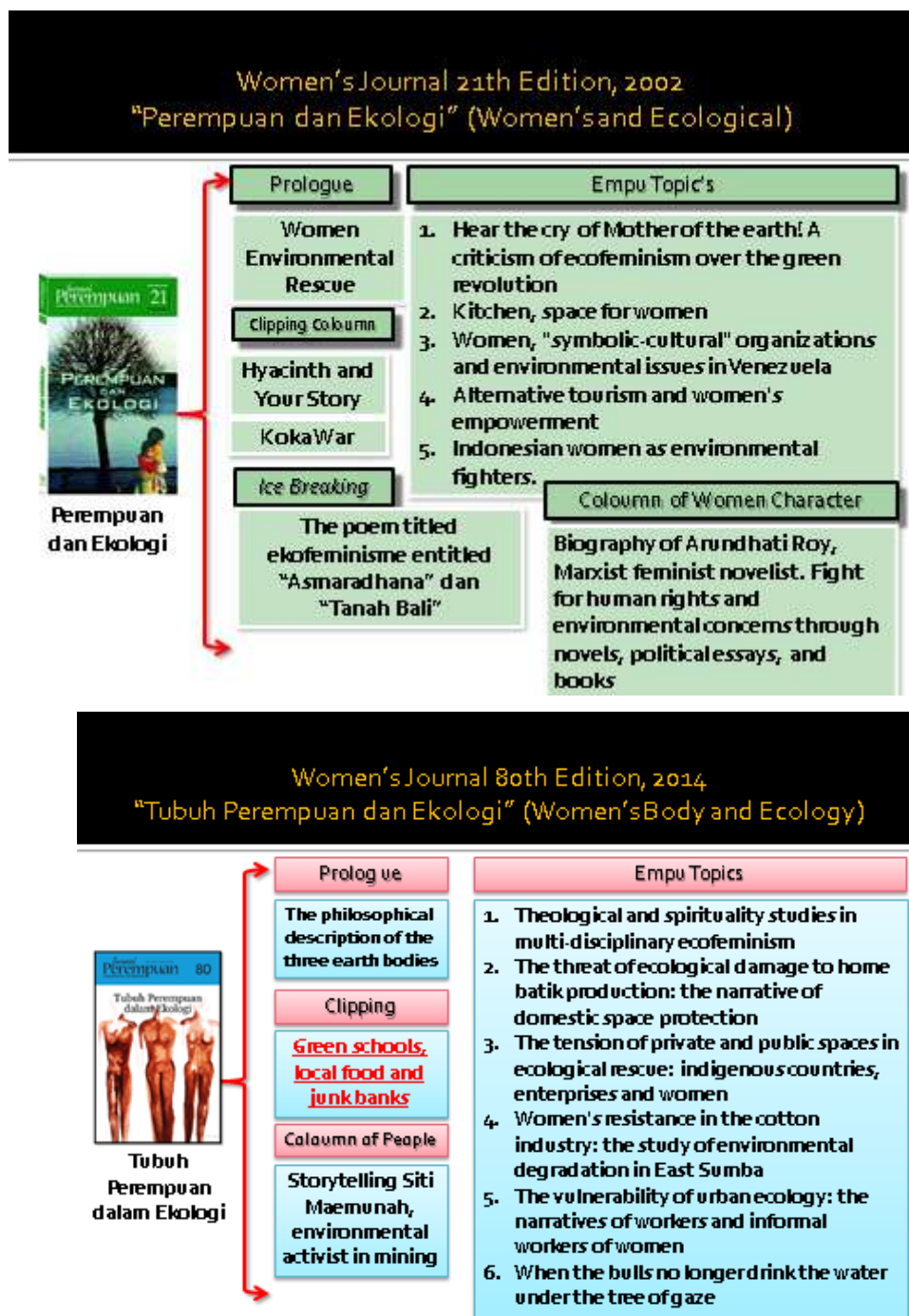


Figure 3: Women's Journal 21st Edition and 80th Edition with Ecofeminism Topic
(Source: Visualized by the researcher 2015)

In addition to the publication of Women's Journal, the other media of Women's Journal Foundation were through radio broadcasting, documentary movie, and book publication. In addition, training and advocacy towards the institution and vast societies were also done to whom in the needs. The media of Women's Journal Foundation (YJP) is summarized in Table 1.

Table 1: *The Media of Women's Journal Foundation Movements*

Movement Media	Target Group	Intensity
• Women's Journal	Friends of Women's Journal, All societies (researcher, gender observer)	Scheduled
• <i>Indonesian Feminist Journal</i>	Reader/ observer of gender issue in overseas	
• Radio Broadcasting	All society	Not anymore produced since 2010
• Documentary Film	Friends of Women's Journal	
• Book Publication	All societies	Based on demand and cooperation programme
	Formal/ Non-formal institution/ organization	
• Training and Advocacy	Formal government/ institution Social institution/ informal institution	According to the issues occur in the society

Source: Generated from Field Data, 2015.

3.3 Role of the Friends of Women's Journal as the Instrument of Transformative Ecofeminism Movement

Women training and advocacy done by Women's Journal Foundation were supported by the existence of Friends of Women's Journal. It became the movement instrument/ driven done by Women's Journal Foundation. Since its existence during 1996- 2014, the member of that had reached 569 people. The increased member distribution occurred with different frequency in each month, with the average 47 members per month

Women's Journal Foundation members came from the professional, academics, organizational and public society groups.

Table 2: *Total and Percentage of Women's Journal Foundation on Each Group, 2014*

Group	2012		2013		2014	
	Total	%	Total	%	Total	%
Professional	67	57,26	286	61,24	243	42,78
Academics	29	24,79	119	25,48	189	33,27
Public	11	9,40	22	4,71	54	9,51
Organization	10	8,55	40	8,57	83	14,61
Total	117	100	467	100	569	100

These 569 members of Women's Journal Foundation built their organizational strength/ consolidation trough:

1. Construction of Women's Journal Foundation House (Initially established in Salatiga, and had reached 47 members
2. Women's Journal Foundation development programme, such as the programme of College Ambassador of the Friends of Women's Journal. College Ambassador will represent feminism knowledge house of WJF, as comprehend the history and products of

feminism knowledge, and has sensitivity towards inequality and gender unfairness practices in the college area.

3. 1000 Women’s Journal Foundation Movement programme in Indonesia.
4. Women’s Journal Foundation Gathering. This programme had been organized for the last 3 months in order to strengthen the solidity among of that.

Women Journal Foundation, network is concentrated in the Special Capital Region of Jakarta (42%), West Java (13%), Central Java (10%), East Java (8%), Special Region of Jogjakarta (6%), Banten (5%), and others (16%). Meantime, the most effective communication medias in Women’s Journal Foundation network are Twitter and Facebook of “Jurnal Perempuan”. In the end of December 2014, total followers on Twitter @jurnalperempuan reached 14,748 followers with total post that reached 6,388 posts on timeline. For facebook account, it has FB account, FB fan page for Women’s Journal. In the late of 2014, total FB Group members had reached 5,760 and total FB page members were 2,860 members.

As Women’s Journal Foundation instrument/ driver, Friends of Women’s Journal has such strategic roles, as the basis of Women’s Journal Foundation strength and independency. It should be able to generate budget resource, human resource, equipment resource and network resource. Here, FJP must step in. All JP friends are the supporters of JP who not only provide donation, but also have useful network in order to fight for feminism ideology for gender equality and justice.

In this context, it is undoubtedly that Women’s Journal Foundation has strategic role which must always be enhanced, developed, and strengthened. Here is the summary Friend’s of Women’s Journal roles as the instrument/ driver of Women Journal Foundation movement

Table 3: *Friends of Women Journal roles as the Instrument/ Driver of Women Journal Foundation Movement*

No	Form	Example
1	Women Journal Foundation Financial Strengthening	a. "Friend's of Women Journal-donation movement" care about the awareness and change of women's destiny through the of Women's Journal b. Within the last 3 years (2012 - 2014), total donation of Friend's of Women Journal donation had reach IDR 808.870.145,-
2	Provide Ecofeminism Awareness	a. Focus Group Discussion, Workshop, Seminar, and Educational Symposium on gender equality- justice and environment

		b. Adoption of gender equality and justice issued from Women’s Journal articles into Class Schedule Unit (such as what had been done by UKSW Salatiga) . They enclosed ecofeminism issue into Course. Gender and Development Study
		c. Ecofeminism issue intervention into real action through the empowerment and advocacy
3	Lift-up the Ecofeminism in the Practical Level	a. Women’s empowerment movement who care about waste by creating Garbage Bank, at Tegalrejo Village, Argomulyo District, Salatiga City. It was initiated by Ina Hunga
		b. Local wisdom preservation and women movements through home- made batik industrial movement by using natural dye, in Klaten. It was initiated by Ina Hunga and Sarwidi
		c. Ecofeminism issue intervention into real action through the empowerment and advocacy

Source: Processed from Field Data, 2015

3.4 The Implication of Women’s Journal Foundation Movement in Empowering and Developing Women’s Characteristics who Care About Garbage

Two journals published by Women’s Journal Foundation, namely the 21st Edition and 80th Edition had raised the ecofeminism issues which became the driver of women’s awareness to perform environmental preservation movement and empowerment. The empirical experience in waste management through the establishment of Garbage Bank at Tegalrejo Village, Argomulyo District, Salatiga City, and the use of natural dye material in the making process of handmade batik at Jarum Village, Bayat District, Klaten Regency had become the transformational evidence from such article into the real action.

On the example of the experience in managing Garbage Bank at Tegalrejo, Salatiga, Ina Hunga- FJP Salatiga branch, had been succeed in encouraging the society awareness, on the important of environmental awareness through an integrated waste management or “Garbage Bank”. Through the establishment of this Garbage Bank, also followed by the existence of Home Creative, Home of Marketing, and Information, Composs Home, and Organic Agriculture demonstration plot and others. It can be the very first start for the development of sustainable waste management model which is based on the society as oriented on the increase of economic capacity, social- culture, and environmental preservation, as well as women’s empowerment- ecofeminism ideology crystallization.

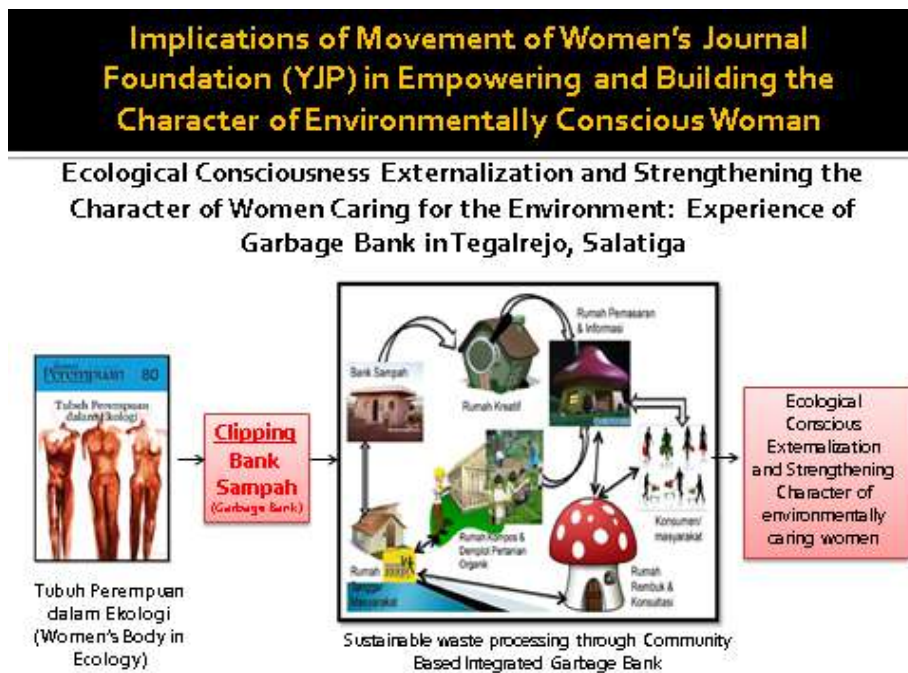


Figure 4: *The Externalization of Ecological Awareness and Women's Characteristics Strengthening who care about garbage: An Experience at Garbage Bank, Tegalrejo, Salatiga*

The benefits derived from the establishment of the Garbage Bank is to increase the knowledge and skills to maintain the environment that is generally done by women through various activities. First, sorting and saving garbage, reducing and replacing, and processing waste into a product that is worth selling. Second, environmental education from an early age on children through garbage sorting and saving money by not leaving the attention to their growth and development. Third, employment opportunities for the community through the business of Garbage Bank and waste management. Fourth, increasing family income from waste that is processed and deposited in the Garbage Bank. Fifth, assisting to create a cleaner and healthier environment. The last benefit (Sixth) is a venue to interact socially and economically to participate in preserving the environment.

Meanwhile, on the example of industrial experience of "Batik Rumahan Pewarna Alam" at Jarum Village, Bayat District, Klaten, Sarwidi and Ina Hunga, Friends of Women's Journal, Central Java managed to arouse awareness of citizens about the importance of environmental conservation through the use of natural dyes in batik industry business. Once again, here ecofeminism consciousness manifested in daily practices.

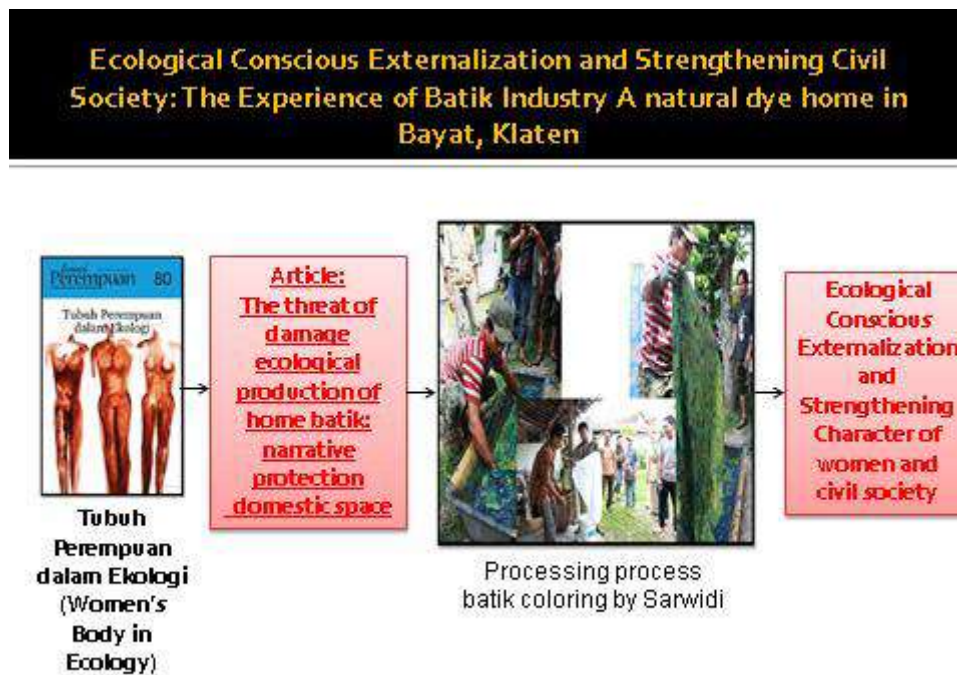


Figure 5: *The Externalization of Ecological Consciousness and strengthening of civil society: An industrial experience at “Batik Rumahan Pewarna Alami” in Bayat, Klaten*

Sarwidi’s relationship with the Women’s Journal was begun since Ina Hunga participated in fostering batik business owned by Sarwidi through the Center for Research and Study of Gender institution. Ina Hunga as one of the member of Friends of Women’s Journal, then invites Sarwidi to be Friend’s of Women Journal in order to obtain information about women empowerment.

Sarwidi initiated women community on batik maker to develop batik business by utilizing natural dyes. Thanks to the development and empowerment of women conducted by the batik community initiated by Sarwidi and Friend’s of Women Journal, the development of natural batik at Jarum village, Bayat, Klaten had become widely recognized and popular. Almost the entire population, including the younger generation produced batik in their homes, especially since it had been named as batik tourism village in 2013.

4. Conclusions and Recommendations

The awareness of feminist women against the exploitation of nature makes them rise to play a role in the saving of the environment so as to create an eco-friendly, and women-friendly life. The key to that is involving and empathy for women in their role in the environment (Tri Marhaeni Pudji Astuti, 2012). One that led to the rise of the Women’s Journal Foundation was founded in 1995 with the purpose to enhance gender equality in Indonesia, cause by the current environmental crisis stems from the misperception of human

beings against themselves, nature, and the whole ecosystem (Ahmad Sururi, 2010). The existence of sex and sex differences makes injustice to one particular gender, especially women. This phenomenon causes feminists to struggle to achieve gender justice, for their people (Rita Lestari, 2009).

In essence humans are environmental beings (homo-ecologus). This means that humans always see the environment in every action and behavior. Various creatures given the ability to think, people try to always understand what happens to nature. Environmental conditions always affect the action, so on the basis of it, some way is used to realize this aim (Mujiyono Abdillah, 2001). Women Journal Foundation is supported by 6 movement medias, such as Women's Journal, Indonesian Feminist Journal, Radio Broadcasting, Documenter Film, Book Publication, Training and Advocacy.

Meantime, the instrument/ driver of Women's Journal Foundation movement is Friends of Women Journal. Women Journal Foundation from time to time seeks to transform transformative ecofeminism movement through main movement media, namely Women's Journal.

Two journal editions, such as the 21st edition in 2002 and the 80th edition in 2014 have become the inspiration of the growth of ecofeminism awareness that manifested in Women's Empowerment who care about garbage bank in Salatiga and natural dye for Batik. This is the essential of transformative movement, from just an article into such real action.

Theoretical recommendation in this disertation research results in three important things, such as:

- a) Theoretically, this research has successfully proof that ecofeminism knowledge is able to realize the environmental awareness movement.
- b) Knowledge movement initated by (Women's Journal) Women's Journal Foundation has implied in the social change (the realization of social order which is aware n the gender equality and environmental awareness.
- c) As the ultimate result, this movement has contribute on the women's characteristic development and civic society strengthening

The Practical recommendations have been resulted will cover these following things:

- a) Expand the movement area, because the results shows that the movement of knowledge conducted by Women's Journal Foundation is still concentrated in Jakarta and Java Island.
- b) Re- optimize radio, documentaries, and books as a media of Women's Journal Foundation movement, in addition to journals.

Strengthen the Women's Journal Foundation solidarity and network through additional Friends of Women Journal house, due to the presence Friends of Women Journal house in Salatiga can make a positive contribution.

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