

Pandawara Group's Role As The Actors of The Cleanup Movement For The Dirtiest Beach in Indonesia

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ABSTRACT

This article analyzes how the Pandawara Group, a group consisting of five young people focusing on waste and environmental issues, plays a key role in the cleanup movement of Labuan Beach, the dirtiest beach in Indonesia. Furthermore, the research will delve into how Pandawara Group as a movement actor utilize TikTok, which is one of the biggest social media platforms, to mobilize people in order to participate in the cleanup movement, as well as to navigate how the cleanup movement can impact the current condition of Labuan Beach. This article uses a qualitative method to provide a descriptive analysis of the issue. The findings of this research indicate that the mass mobilization led by Pandawara Group has encouraged approximately 3.700 people including the local communities, environmental activists, authorities, and local government to participate in the cleanup movement. However, the mass mobilization itself has not been successful in maintaining the cleanliness at Labuan Beach. In conclusion, waste management is a problem that requires collaboration between many stakeholders. It is necessary for the stakeholders to cooperate as a way to address waste issues, not only at Labuan Beach but also in other locations.

Keywords: Pandawara Group, Environmental Movement, Labuan Beach

INTRODUCTION

Environmental issues are still one of the biggest concerns in Indonesia. Land conversion, waste management, and other waste problems are still the main problems faced by Indonesia. Beaches that become tourist attractions in various regions in Indonesia are also not free from waste problems. Waste from tourism activities, especially plastic waste, and marine debris have a major impact on the sustainability of nature tourism areas. If not managed properly, the environment around the beach will be polluted and the beach can no longer be utilized both as tourist spot and place to support the economy of the local community.

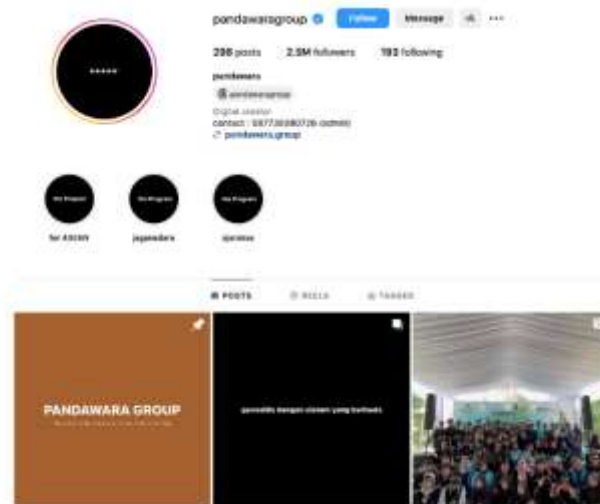
In this era of globalization, mobile devices are not only used to communicate, but also to bridge ideas, people and organizations, countries, and new social movements (Apriyani, 2021). In Indonesia itself, the phenomenon of utilizing social media to gather people for certain social movements has been widely practiced, such as “Gerakan Bali Tolak Reklamasi” to #GejayanMemanggil. This movement is generally based on public concerns voiced in the form of protests on social media by adding certain hashtags, then moving to form a virtual community based on the same interests and goals (Kapriani & Lubis, 2014). This community then acts as a facilitator or booster of the movement until the individuals involved in it experience behavioral changes because of involvement in the social movement both online and offline. Social media is considered an effective platform to raise public awareness of socio-political issues. In addition, social media can attract public participation from various backgrounds. The use of media at this time is also aimed at expressing public opinion and gaining support for the opinions conveyed. Social media as part of technological development is present as a tool to mobilize the society. Similar opinions are also expressed by Shirky (2011) and Lim (2014), where social media is said to have the ability to encourage mass mobilization and mobilize action responses quickly. Along with the rise of internet activity, the number of online social movements has also increased. According to Ergun (2017), the use of social media as a platform to voice social movements is considered effective because it provides more sources of knowledge (without media bias), reduces coordination costs, and increases the speed of information exchange. Social media activities have been shown to influence the form of real movements (Van de Donk, Loader, Nixon & Rucht, 2004). This ability is achieved in several ways, including sharing problem definitions as the basis for collective identity formation, being able to mobilize members, and expanding networks by connecting several different organizations (Galuh, 2016).

Pandawara Group (@pandawaragroup on TikTok) is a group of content creators with content that focuses on environmental cleanup. Active since October 2022 with five members including Agung Permana, Muhammad Ikhsan, Gilang Rahma, Rafly Pasha, and Rifki Sa'dulah, Pandawara Group began to be recognized by the public through dirty river cleanup videos. Through these contents, Pandawara Group managed to gather 8.4 million followers and 175.8 million likes as of June 2024. According to Pandawara Group's official website (pandawara.group), Pandawara Group has a vision to create a healthy environment and a caring society. To realize their vision, Pandawara Group embark on a multifaceted approach. Through grassroots initiatives and collaborative partnership, they clean rivers, restore ecosystems, and respond swiftly to environmental emergencies. Through their contents, Pandawara Group was selected as one of the TikTok Local Heroes at ‘Year on TikTok 2022’. They also successfully brought 3 trophies home from TikTok Awards 2023, which are Creator of the Year, Rising Star of the Year, and Change Makers of the Year. Reported by eduplanindonesia.com, Pandawara

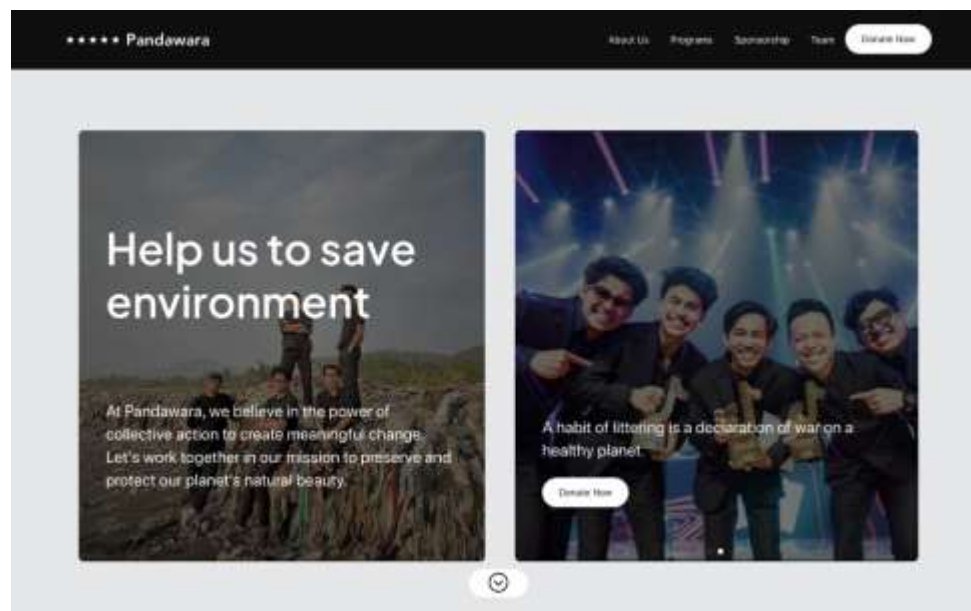
Group has cleaned up 620 tons of waste in 187 places in many areas in Indonesia from 2022. Pandawara Group has also spread its wings by accepting sponsorships and donations for the operation of their activities as well as opening a volunteer community for people who want to participate in cleanup events.



Official TikTok Account of Pandawara Group (@pandawara)



Official Instagram Account of Pandawara Group (@pandawaragroup)



Official Website of Pandawara Group (pandawara.group)

One of the cleanup movements initiated by Pandawara Group is the Labuan Beach cleanup movement in Pandeglang, Banten, which is also the number 1 dirtiest beach in Indonesia. In a TikTok video uploaded by @pandawaragroup on May 21, 2023, Pandawara Group showed the condition of Labuan Beach which was full of waste. They also invited the local community and local government to participate in the beach cleaning process which will be held one day later, on May 22, 2023. On May 24, Pandawara Group uploaded the results of the Labuan Beach cleanup that involved the community and the government. Although the beach could not be completely cleaned immediately, the condition of the beach was much better than before. Both videos went viral and spawned cleanup movements in other parts of Indonesia, such as the cleanup movement in Medan by five teenagers.

By involving volunteers from various backgrounds, Pandawara Group managed to collect hundreds of garbage bags and create a much cleaner beach atmosphere. The cleanup activity organized by Pandawara Group by involving all elements of society is classified as a social movement. The phenomenon of social movements will arise when there are problems that are not handled by the system to disrupt social life (Sari, 2017). Similar to the conditions that occurred at Labuan Beach, Banten. The condition of the beach that has been buried by various types of garbage and other waste, if left unchecked, can cause damage to the marine ecosystem and even threaten human life. Seeing the increasingly alarming pile of garbage, Pandawara Group took the initiative to form a social movement by gathering people who wanted to voluntarily participate in cleaning the beach.

This research uses one aspect of the theory of new social movements, namely resource mobilization theory. The existence of new social movements can be identified by the number of various actors involved in the social movement, such as students, professionals, women, and no longer a portfolio of workers, farmers, or issues to be achieved, such as human rights, democratization, women, environment, and injustice, bringing social movement theory to various disciplinary centers from both academics and change actors (Febriani, in Situmorang,

2013). Social movements that occur among Indonesian people are an interesting phenomenon to be analyzed from the perspective of resource mobilization. Charles Tilly states that social movements are caused by the presence of leaders who mobilize group resources (Sari, 2017).

In the resource mobilization perspective, John D. McCarthy and Mayer N. Zald emphasize the conditions that support the transformation of values into concrete actions. They also highlight the importance of conditions that make it easier for social movement organizations to cooperate and compete (Singh, 2010). McCarthy and Zald explained that to mobilize resources effectively, there are several important aspects that must be considered. First, the support base, which is a group of individuals and organizations that support social movement goals through direct participation or resource contributions, covers various layers of society, including volunteers, donors, and sympathizers. Second, the strategies and approaches used by social movement organizations to achieve their goals. An effective strategy involves careful planning, selection of appropriate methods of action, and adjustment of tactics according to the situation and the response received from the community and stakeholders. Third, the relationship with the wider community, which includes how the organization communicates with the public, builds networks, and forms strategic alliances with other groups. Good relations with the wider community can increase legitimacy and support for social movements, as well as expand the reach and impact of actions taken. All of these aspects need to be mobilized in a structured manner in a social movement, taking into account the interrelationships between social movements and networks of other groups, external support for social movements to achieve success, and the measures used by authorized actors in controlling or conducting social movements (McCarthy and Zald, 2009).

In resource mobilization theory, which refers to the formation of social movements, McCarthy and Zald emphasize that there are five resources that need to be considered so that the existence of social movements can operate effectively. These resources include material resources: tangible resources such as money, gathering places, and physical equipment necessary for the operation of the organization. Examples include supplies for making protest banners and office buildings. Human Resources: the manpower, both volunteers and salaried workers, needed to carry out the organization's activities. Specialized skills, such as medical personnel for health organizations or legal experts for immigration law organizations, are particularly valuable. Socio-organizational resources: resources used to build social networks, such as supporters' email lists that can be used by the organization and shared with other groups that share the same goals. Cultural resources: the knowledge and skills needed to carry out the organization's activities, such as how to lobby, draft a policy paper, or organize a rally. Also includes media products such as informational books or videos. Moral resources: resources that help the organization be seen as legitimate and trustworthy, for example: a celebrity endorsement that can increase public attention and the legitimacy of the organization. Pandawara Group successfully utilized TikTok, which is one of the social media with the most users and most active in Indonesia, to mobilize resources. They succeeded in raising awareness among the public, especially Gen Z, about the current environmental conditions. However, there are still challenges in measuring the long-term impact of these movements and in ensuring the continued participation of the wider community, so further research is needed to explore Pandawara Group's role as an agent of change in mobilizing the masses using TikTok, as well as how the long-term impact of their social movements.

LITERATURE REVIEW

Research related to social movements that utilize social media has been done before. Research on environmental movements by the @KeSEMaT account, for example, proved that access to the @KeSEMaT Twitter account was effective in changing followers' behavior and attitudes towards mangrove preservation. This change in behavior was later able to move followers to engage in offline activities (Kapriani & Lubis, 2014). In addition, research on social media usage and the increase of political activity by Valenzuela in 2013 mentioned that using social media to express opinions and activism can mediate the relationship between overall social media usage and protest behavior. The results of a study titled “Peran Jaringan Komunikasi dalam Gerakan Sosial untuk Pelestarian Lingkungan Hidup” also mention the role of networks in connecting people to exchange information and attitudes related to the importance of environmental protection so that it can encourage the presence of social movements as a concrete step (Hapsari, 2016). Moreover, research on the role of social media in mass protest movements and new democracy in the digital era shows that social media is present as a representation and new democratic space for citizens and is recognized for its great influence in mobilizing the masses (Apriyani, 2021). Furthermore, the findings in a study entitled “Media Sosial sebagai Strategi Gerakan Bali Tolak Reklamasi” which was carried out in 2016 stated that social media succeeded in transforming public issues into a political agenda when it can build anger at the grassroots level through the role of reason and reflection of movement actors, has a strong political commitment, establishes real support with the local groups being defended, and continuously interacts face-to-face in real space (Galuh, 2016).

METHODOLOGY

This research uses qualitative method to examine and explain the strategies applied in the case study that has been selected. This case study is observed carefully and descriptively to understand various aspects related to the topic under study based on the available data. The data collection technique used is library research, which utilizes secondary data from various sources such as articles or research reports that are concrete to the study being discussed. According to Zed (2003), library studies include a series of library data collection activities, reading, recording, and processing research materials. This research also obtained data from social media content such as TikTok and Instagram, as well as interviews conducted by Pandawara in various media.

The data processing process began by collecting all relevant information from these sources. The data collected is then analyzed in depth using the resource mobilization theory introduced by McCarthy and Zald. The existence of resource mobilization theory seeks to understand in depth how marginalized groups unite to build a social movement in overcoming problems circulating in the life of the nation and state (Sari, 2017). This theory assumes that the important factors that allow groups to mobilize are the existence of a stable communication network, the existence of members with solid leadership, and the traditional participation of its members (Febriani, 2017). McCarthy and Zald argue that the development of social movements is considered to be the result of internal and external environmental forces. Internal factors include leadership, resource availability, group size, and level of internal organization. Meanwhile, external factors include the level of repression from society, the number of external sympathizers, and the number and strength of political groups (Febriani in Sukmana, 2016).

Resource mobilization theory is used to explore the social movement process, the factors that influence it, and the internal and external dynamics that play a role in the success or failure of the social movement. This analysis includes identifying the resources mobilized by utilizing social media as the medium used, the strategies applied in managing resources through social media, as well as the obstacles and opportunities that arise during the mobilization process. Thus, this study aims to analyze the role of Pandawara Group as the initiator of the cleanup movement of Labuan Beach, which is the dirtiest beach in Indonesia, provide a comprehensive understanding of how resource mobilization by utilizing social media can occur in the context of the case studied, see the extent to which this movement has an impact on the sustainability of the condition of Labuan Beach.

FINDINGS AND DISCUSSIONS

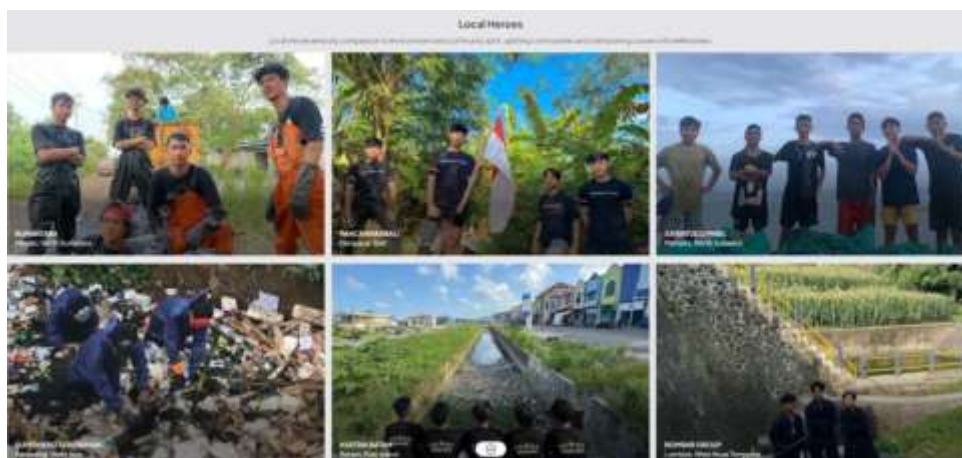
It seems to have become a necessity that in this modern era, social media has become an inherent part of our daily lives. Like water for fish, social media for modern humans seems to have become a primary need. In a country like Costa Rica, for example, the internet has become a basic right that needs to be fulfilled by the state, as stated in the Costa Rican Supreme Court Decision on July 30, 2010 (Freedom House, 2022). The presence of the internet with its social media has made a very rapid change in human life since its initial development in 1969. With the presence of the internet and social media, humans can do things that were never imagined in the past, such as interacting with people who are very far away in real time, accessing the latest information from anywhere in the world, shopping for goods from home, and other activities that were never imagined by humans in the past such as conducting political social movements.

In the past when the internet was not as massive as it is today, social movements could only happen by seizing or utilizing public spaces through in-person interactions. However, this has changed as the internet and its social media have become an inherent part of humanity. Social movements can emerge by utilizing the spaces that exist in social media. In the case of the 2011 Egyptian Revolution, for example, the event that succeeded in making Hosni Mubarak, an Egyptian ruler for 30 years step down from his position, triggered by two accounts on Facebook named "6th of April Youth Movement" and "We are all Khaled Said" (Kade Galuh, 2016). This case shows that the internet and social media in the modern era are not only a place for modern humans to communicate with each other and access information. More than that, the internet and social media have become a tool to mobilize the masses to protest the government (Apriyani, 2021). In addition, modern humans have made the internet and social media a means to respond to natural conditions that are not ideal and form a movement to return an environment to an ideal place. These two things can happen because the internet and social media can mobilize people to take action (Shirky, 2011). Action in this case can be interpreted as a form of civil society disagreement with the government in the form of protests, as well as actions in response to non-ideal environmental conditions.

The movement initiated by activists on social media does not stop at digital spaces, there are several movements with various issues initiated by movement actors that have successfully surfaced and become a movement that is followed by many people. This is important for a movement so that it can become a more inclusive movement and have a real impact on the changes desired by the movement. If the movement only stops at social media, it is feared that the movement cannot have a big enough impact on social change in the real

world and the movement cannot be an inclusive movement, which has an impact on various parties. There is a movement engaged in environmental issues that in practice does not only move in the social media setting, but can be realized in a concrete form, namely the movement to clean Labuan Beach in Banten, which is the dirtiest beach in Indonesia. This movement was initiated by the Pandawara Group using social media as a method to initiate and run the movement.

As discussed in the introduction above, Pandawara Group is a group of five young people who are engaged in environmental management by cleaning dirty environments, generally such as rivers, beaches, and others. As a group of environmental activists who carry out the movement, Pandawara Group can be considered successful in using social media platforms, such as Instagram and TikTok to do things that show the existence of their movement. There is a study conducted by (Shabrina et al., 2023) which examines how TikTok social media is used by Pandawara Group as a medium for their campaign in carrying out the movement. In their study, the researchers explained that Pandawara Group successfully used TikTok and other social media, such as Instagram to campaign for the environmental cleanup movement. By using TikTok and other social media, Pandawara Group does not only create content to get impressions from individuals as people who see the content. More than that, Pandawara Group also educates the audience of its content to be involved in creating an ideal environment (in this case clean) to be a comfortable place for humans to live in. In this case, the form of education carried out by Pandawara Group can be seen from the messages spoken by the narrator in several videos produced by Pandawara Group. In addition, the form of education carried out by Pandawara Group can also be seen from the Ajaraksa program, a Pandawara Group program which is a form of education through socialization about environmental hygiene in several schools (Shabrina et al., 2023). On the other hand, Pandawara Group has successfully used its social media to build networks with the community, government, and environmental activists who are members of an environmental activist group in several regions. This can be seen from their official website, pandawara.group, which features environmental activist groups in several regions in Indonesia.



Environmental activist group like the Pandawara Group in some regions in Indonesia.

Not only education and networking, some of Pandawara Group's content on both TikTok and Instagram also invites viewers to get directly involved in the environmental cleanup movement initiated by Pandawara Group. Some of the environmental cleanup movements that have been initiated by Pandawara Group and succeeded in inviting viewers of their content to be directly involved include the movement to clean up the most dirty beach in Indonesia, Labuan Beach in Banten, the movement to clean up the second dirtiest beach in Indonesia, Sukaraja Beach in Lampung, the movement to clean up the third dirtiest beach in Indonesia, Kesenden Beach in Cirebon, and the movement to clean up the fourth dirtiest beach in Indonesia, Cibuntut Beach in Sukabumi. In practice, the four movements initiated by Pandawara Group have their own uniqueness. In this case, the researcher is interested in analyzing resource mobilization in the movement to clean up Labuan Beach in Banten, considering that this beach is the dirtiest beach in Indonesia.

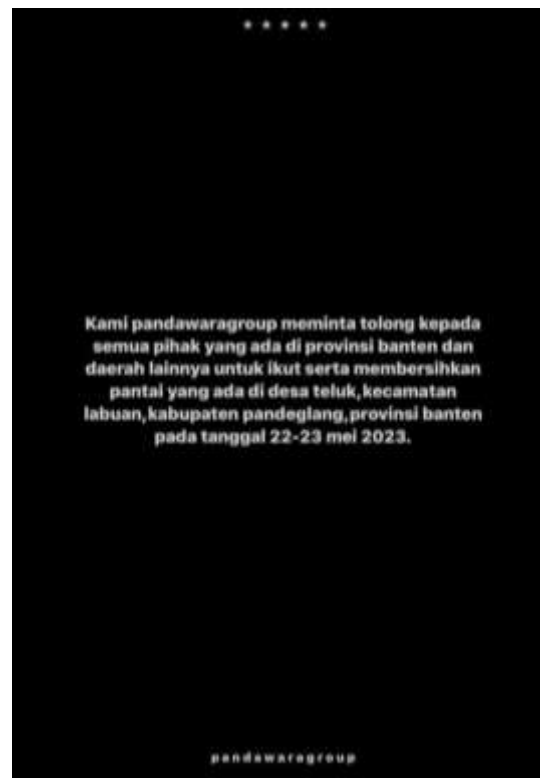
The initiation of the movement to clean Labuan Beach, Banten initially emerged from a video post on TikTok @pandawara uploaded on May 5, 2023. The video explained about a beach in Banten which was dubbed the number one worst and dirtiest beach in Indonesia. The video uploaded by the @pandawara account shows the condition of Labuan beach which looks very dirty, even the beach sand cannot be seen due to the condition of the beach which is completely covered by trash.



A glimpse of Pandawara Group's video at Labuan Beach, the dirtiest beach in Indonesia.

In the closing part of the video uploaded by Pandawara Group, there is a message that they are trying to convey, namely a message of invitation to all parties in Banten Province and other areas to participate in the cleanup movement at Labuan Beach, Banten on May 22-23, 2023. This message of invitation is also conveyed by Pandawara Group in the caption in their video post which says: "We are waiting for all of you tomorrow morning at Labuan Beach, Teluk Village, Labuan District, Pandeglang Regency, Banten Province. Let's reduce the trash there as much as we can!"

Not only utilizing TikTok as a medium to campaign for the movement, Pandawara Group maximized the movement's campaign through uploads on Pandawara Group's official Instagram account (@pandawaragroup) by uploading video uploads that had previously been uploaded on their official TikTok page on May 21, 2023.



Pandawara Group's post on their official Instagram, inviting locals to participate in the cleanup movement at Labuan Beach.

The campaign carried out by Pandawara Group attracted high attention from social media users who saw Pandawara Group's content containing the condition of the dirtiest beaches in Indonesia and the call for cleaning movements, both on Instagram and TikTok. On Instagram, as of June 4, 2024, the number of Instagram users who liked the content amounted to more than 473 thousand people and there were also more than 11,600 comments on their Instagram posts. On the other hand, on TikTok, there were more than 3.1 million users who liked the content and more than 32 thousand TikTok users commented on this post. There were

many responses from Instagram and TikTok users who saw Pandawara Group's content and commented on the post. There are people who are surprised that there is a beach in such bad condition that Pandawara Group has named it the number one worst and dirtiest beach in Indonesia. Such a response is a natural thing for netizens to say considering that the idea of a beach in the minds of social media users depicts a beach as a place to relax with its beautiful sand, as well as waves that calm the mind. However, this condition turns 180° when looking at the objective conditions of Labuan Beach, Banten. In addition, it is quite common to find comments supporting the movement initiated by Pandawara Group.

Response to this content was not only from Instagram and TikTok users who saw Pandawara Group's content. In this case, the local government also responded to what happened in its region. The Regent of Pandeglang, Irna Narulita in the coverage (Kompas, 2023) appreciated and also thanked Pandawara Group and the participants of the Labuan Beach cleanup movement. Local government support can also be seen when the Regent of Pandeglang directly participated with his staff in the movement to clean up Labuan Beach. There is something interesting about the case that occurred in the locus that the researcher studied and the beach cleaning movement in other locations. If we look at the response of the Pandeglang Regent, Irna Narulita tends to support and take sides (to those involved in the beach cleaning movement) in the movement. On the other hand, this is not the case with the movement to clean up the fourth dirtiest beach in Indonesia, Cibuntun Beach, Sukabumi, which received a rejection response from the local village government. The local village head considered that this movement did not involve the government and the surrounding community, and therefore the Sangrawayang Village Head refused Pandawara Group to carry out the movement to clean Cibuntun Beach (BBC Indonesia, 2023).

Movement to clean Labuan Beach was originally planned to last for two days, on May 22-23, 2023, just a day after Pandawara Group's content describing the poor condition of Labuan Beach in Banten. However, given the still very dirty condition of the beach, the movement was extended to five days and managed to collect approximately 200 tons of waste from this movement (Kompas, 2023). The success in collecting this large amount of waste was since various elements in the community were involved in the movement to clean up Labuan Beach. All aspects that constitute resources in this movement are things that can be further analyzed using the five concepts in the resource mobilization theory proposed by McCarthy and Zald.

Mobilizing Movement Resources in the Labuan Beach Cleanup Movement

The theory of resource mobilization as one part of the New Social Movement (NSM) is an important development in social movement studies. Before social movement studies recognized what NSM was, there was a common form of movement carried out by marginalized community groups, namely the Old Social Movement form. This form of movement in its practical order was criticized because it was considered too centralized (not inclusive), neglect of resources, and tended to be hierarchical which often had an impact on the co-opting of the movement by the elite group of the movement which made the movement run in place or even die. This has led some thinkers who focus on social movement studies such as

McCarthy and Zald to develop a new theory in social movements. McCarthy and Zald consider that the success of a movement also needs to consider the resources that need to be mobilized by the movement itself. It was explained at the beginning that there are several resources that need to be mobilized by the movement so that the movement can achieve its success. Some of these resources include material resources, human resources, social-organizational resources, cultural resources, and moral resources.

Material Resource Mobilization

In a movement, material resources can be seen in forms such as money, equipment, and physical locations needed for a movement to run (ThoughtCo, 2020). In relation to the Labuan Beach cleanup movement initiated by Pandawara Group, the mobilization of material resources can be seen from the provision of trash bags and sacks to collect garbage and there is also support from the Banten Provincial Government for 3 excavators as a form of support for the Labuan beach cleanup movement (AntaraBanten, 2023). The mobilization of material resources needed in this movement produced significant results for the cleanliness of Labuan Beach. This is proven by the collection of a total of 1,200 bags of garbage in just half a day (Kompas.com, 2023). There are several sources that state that within a few days of this movement running, the total weight of the collected garbage has been as much as 200 to 360 tons of garbage. In this case, the success of the Labuan Beach cleanup movement was achieved when Pandawara Group did not act alone. Their success in mobilizing resources obtained from other groups involved in this movement has made the movement quite successful in changing the condition of Labuan Beach, which was initially so dirty that it covered the shore.

Human Resource Mobilization

Human resources in the movement are no less important in a movement, especially the Labuan Beach cleanup movement. Without the presence of humans as movement actors who participate in this, the movement will not succeed in achieving its goals. However, the movement actors involved also need to be mobilized so that the goals of the movement can be achieved. In relation to the Labuan Beach Cleanup Movement, Pandawara Group managed to gather various groups to get involved in the movement. Using Instagram and TikTok as social media to campaign for the movement, Pandawara Group managed to involve several elements, such as the local government, students, environmental activists, officials, and local residents. Resource mobilization in practice requires movement actors to participate heavily in a movement. The human resource mobilization carried out by Pandawara Group eventually succeeded in collecting 200-360 tons of waste that had previously accumulated on Labuan Beach. This success can also be realized because human resource mobilization has also succeeded in utilizing material resources that have helped the movement to clean up Labuan Beach.

Social-Organizational Resources

McCarthy and Zald state that socio-organizational resources are the capital to mobilize movements through social networks and organizations. Socio-organizational resources are divided into 3 general forms which are infrastructure, social networks, and organizations. These

three forms intersect with each other, and even tend to be seen as stages to achieve a larger movement. First, Infrastructure, often analogized—in the context of public goods—as roads, internet, services, and facilities that aim to help with daily needs, in short, infrastructure is non-ownership. Infrastructure in organizations can be seen as facilities that need to be provided to achieve certain goals.

In the context of the beach cleanup movement, Pandawara Group maximizes infrastructure resources by utilizing available facilities and tools, such as earth forks, garbage bags, gloves and excavators to facilitate cleaning. In addition, they also use trucks as a means of transportation to transport and mobilize garbage bags as well as other cleaning tools. Proper and adequate infrastructure will affect the quality of activities more effectively and efficiently.

Second, social networks and organizations. In the end, these two forms become inseparable discussions. In the context of resource mobilization theory, social-organizational resources focus on the development of NGOs (Non-Governmental Organization) to build relationships in building a massive movement through social networks. Therefore, one important thing that needs to be considered is the organization. In the sense of purpose, direction of movement, core values, and fundamental values that make the organization established.

Pandawara Group is a well-structured group, allowing for efficient coordination and well-planned activities. A clear organizational structure facilitates the division of tasks and responsibilities and ensures that every aspect of the cleaning activities is well managed. With effective leadership and good management, Pandawara Group can carry out cleaning activities in a coordinated and sustainable manner.

The beach cleanup movement carried out by Pandawara Group involves all elements of society. To attract the masses, Pandawara Group utilizes social networks to gather volunteers by collaborating with various NGOs, community groups, and local governments to participate. By doing so, Pandawara Group is able to expand the reach of their movement, create synergy between various parties, and ensure that the common goal of keeping beaches clean and sustainable is achieved.

Today, movement actors use the social-organizational resources of social media to "scale up" movements by building organizational networks and coalitions, mobilizing human and other resources, and amplifying alternative narratives (Carney 2016; Mundt et al. 2018). In the modern context, the development of social media has become an important tool for movement actors to expand the reach of their movements. By leveraging social media, they can build organizational networks and coalitions, mobilize human resources, and spread alternative narratives. This shows how social-organizational resources continue to evolve to adapt to technological developments and contemporary social dynamics.

Pandawara Group builds a strong network through social media, local communities, and collaboration with other organizations. Information and invitations to participate in these activities are disseminated through these networks, thus reaching more people and increasing community participation. One of the social media platforms that Pandawara Group

significantly utilizes is TikTok. Through TikTok, they can reach a wider and more diverse audience with interesting and informative content about the beach cleanup.

TikTok, with its dynamic and viral short video format, enabled Pandawara Group to disseminate their message quickly and widely. The videos showing the cleanup activities, the condition of the beach before and after the cleanup, and the call to participate in the movement became very popular. TikTok's algorithm that supports the spread of viral content helped increase the visibility of the movement, so more people were inspired and motivated to join.

Cultural Resources

Cultural resources are defined as universally recognized insights or specialized knowledge for performing certain activities. McCarthy and Zald see culture as an artifact and a product of conceptual tools. One of them is the technical knowledge to organize a discussion event, a protest or demonstration event, a press conference, create a meeting, form an organization, start a movement or festival, and use technological tools that develop along with the times. Tactically, the knowledge to carry out these activities is negotiation, lobbying techniques, organizational templates, target market estimates, and accessing other resources. In practice, these resources are widely available in the community, but they are not evenly distributed. In the sense that this knowledge is easy to access and obtain, but in the end it is only among certain people, for example people who are organizers, event organizers, and so on.

In other words, not every member of a society or social group has specific competencies or knowledge that can be valuable to a social movement or SMO. Cultural resources are more accessible and available for use independently of the favorable judgment of those outside the movement or SMO. Cultural resources include movement—or issue—relevant productions such as music, literature, magazines or newspapers, documentaries, or podcasts. Such cultural products facilitate the recruitment and socialization of new adherents and help movements maintain their readiness and capacity for collective action.

Pandawara Group uses cultural resources in the aspect of insights and specialized knowledge that are universally recognized, to carry out beach clean-up activities. In this case, they utilized technical knowledge on how to organize events, hold meetings, and use modern technology to maximize the impact of their movement. Pandawara Group utilizes this knowledge to organize beach clean-ups that involve many participants and gain public attention. They are able to organize engaging events and use social media and other technological tools to spread information and get more people involved. In addition, cultural resources in the form of relevant media production, such as content on social media, are very important to Pandawara Group. These cultural products not only help them in recruiting and socializing new adherents but also maintain their readiness and capacity for collective action. By producing and sharing engaging and informative content, they can inspire more people to join their movement and raise awareness about the importance of keeping beaches clean.

Moral Resources

Moral resources can be interpreted as a form of morality support given by outsiders to the goals or movements that are built. In practice, the impact of such support is increased legitimacy for the organization, generating trust, and gaining sympathetic support. Even celebrity endorsement is one of the steps that can attract massive public attention, such as increased media coverage, opening doors for policy makers and resource providers.

In the end, morale is seen as a resource to increase the integrity and legitimacy of the organization to the public. Reality and facts are the toughest test for NGOs in their path towards movement consistency. Social movements need to hold on to their moral resources. This can affect the various steps that will be taken in the future.

Pandawara Group has successfully utilized moral resources to build a social movement in beach cleanup activities. Moral support from various external parties, including the community, community leaders, local government and even celebrities, has given stronger legitimacy to the movement. With sympathetic support, especially from celebrities, public attention to the movement has increased significantly, as seen from the increase in media coverage. This support also opens up opportunities for Pandawara Group to collaborate with policy makers and other resource providers.

As a result, morale as a resource has strengthened Pandawara Group's integrity and legitimacy in the eyes of the public. Consistency and commitment to the movement's goals are important tests that the group must face. By upholding moral resources, Pandawara Group can ensure that their steps forward remain on the right track and with the support of a public that increasingly believes in their goals and mission.

Beach condition after cleaning by Pandawara

In 2023, residents and Pandawara Group cleaned up one of the dirtiest beaches in Indonesia, Labuan Beach in Pandeglang Regency, Banten Province. In that cleanup movement, Pandawara Group and the community cleaned up the piles of trash scattered along the coast of Labuan Beach. However, the condition of Labuan Beach after being cleaned did not improve. Despite mass cleaning, the beach, which was once dubbed as the dirtiest party in Indonesia, was again filled with trash (Nazmudin & Purba, 2024).

Seeing this phenomenon, many people have expressed concern and questioned why the accumulation of trash continues to occur. The Minister of Tourism and Creative Economy (Menparekraf), Sandiaga Uno, was also concerned about the latest condition of Labuan Beach. He said that there are several factors behind the cleanliness of the beach from the aspect of weather and the daily habits of residents (CNN, 2024). In addition, Sandiaga Uno appreciated Pandawa Group's efforts to clean Labuan Beach. However, he emphasized to the local government to do their duties and functions in protecting the environment properly without waiting for the initiation of the Pandawara movement.

When analyzed from socio-organizational resources, cultural resources, and moral resources, the Pandawara Group movement shows interesting dynamics in the context of resource mobilization. Pandawara Group utilizes its socio-organizational resources effectively. They built a strong social network with the local community and involved various groups in the cleanup action at Labuan Beach. The infrastructure used, such as public facilities and cleaning tools, supported the implementation of this activity. However, the main challenge lies in the sustainability of this endeavor as after the activity is over, the garbage piles up again. This shows the need for a more permanent and systematic infrastructure in managing waste from the local government.

On the other hand, from a cultural resource perspective, Pandawara Group uses specialized knowledge and skills to organize beach cleanup events. They also utilize social media to promote these activities and attract wider participation. Music, literature, documentaries and other content relevant to the environmental movement are used to recruit and educate the community. However, the distribution of this knowledge may still be uneven, so more effort is needed to spread information and raise awareness among the wider community.

Moral resources play an important role in this movement. Moral support from the community and public figures such as Menparekraf Sandiaga Uno provides legitimacy and increases trust in Pandawara Group's movement. Appreciation given by public figures can attract media attention and encourage wider participation. However, to maintain the integrity and consistency of the movement, it is necessary to maintain the morality and trust of all parties involved.

The Labuan Beach cleanup movement by Pandawara Group is a clear example of how social-organizational, cultural, and moral resource mobilization can be implemented to achieve environmental goals. However, challenges remain, especially in terms of sustainability and long-term behavior change. Pandawara Group's efforts must be supported by a more assertive government policy and active participation from all levels of society to maintain beach cleanliness in a sustainable manner. Thus, this movement can become more inclusive and effective in creating permanent positive change.

CONCLUSION

The research concluded that Pandawara Group has successfully utilized social media, especially TikTok, as an effective tool in mobilizing resources to support environmental social movements, especially in cleaning beaches and the surrounding environment in Indonesia by utilizing various resources such as material, human, social-organizational, cultural, and moral. Pandawara Group is able to mobilize people from all walks of life to participate in cleanup actions. Through a structured and collaborative strategy, they not only raised public awareness on environmental issues but also managed to inspire similar movements in other regions. Despite this, the main challenge faced is ensuring the sustainability and long-term impact of the movement. However, this research confirms that by continuing to utilize social media and building strong partnerships Pandawara Group has great potential to continue to be an agent of

change in environmental conservation in Indonesia. This is because the Labuan Beach cleanup movement initiated by Pandawara Group shows how social media can be an effective tool for resource mobilization and community participation in social movements. By utilizing platforms such as TikTok and Instagram, Pandawara Group managed to gather various material, human, social-organizational, cultural, and moral resources. It was through the support of various elements of society, government, and organizations that the movement successfully achieved the goal of cleaning up the heavily polluted beach, demonstrating the importance of synergy between technology, social awareness, and real action in creating significant environmental change. This success also confirms that modern social movements can overcome traditional barriers through inclusive strategies and effective use of resources.

In terms of material resources, donations of equipment and funding from the wider community and several organizations enabled the implementation of planned and efficient activities. Human resources were obtained through volunteers from various walks of life who enthusiastically joined the action demonstrating the spirit of cooperation and concern for the environment. Socio-organizational support was strengthened through cooperation with local communities and government agencies that helped in coordination and provision of logistics and technical support. Culturally, the movement succeeded in building collective awareness about the importance of keeping the environment clean, especially the beach, and instilling the values of environmental care to the wider community. The morality of the movement is also driven by the altruistic spirit of its members who voluntarily give their time and energy for a noble cause. Pandawara Group's movement not only succeeded in cleaning up polluted beaches but also inspired the community to be more concerned and active in protecting the environment.

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