

MULTISTAKEHOLDER COLLABORATION IN ENVIRONMENTAL CHALLENGES AT THE LOCAL LEVEL: A STUDY OF NGALAM PETENGAN AS AN INITIATIVE FROM GLOBAL CIVIL SOCIETY

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Abstract

This study aims to investigate the efficacy of global civil society actors' efforts at the local level in fostering multistakeholder collaboration, with a specific focus on Earth Hour Malang through Ngalam Petengan agenda. Additionally, the study examines the diverse participation of stakeholders in Ngalam Petengan aimed at addressing environmental challenges. The results show that government entities, businesses, academia, media, and local communities actively engage and cooperate in advancing environmental protection initiatives through Ngalam Petengan. This cooperative engagement correlates with the Pentahelix model, recognized as a developmental collaborative framework. This study contributes significantly to understanding GCS dynamics at the local level and underscores the essential role of the Pentahelix model in addressing global issues. However, specific geographical locations and local actors are the limits of the study. Future research should focus on the broader scale to explore how multistakeholder collaboration responds to global issues, particularly environmental challenges.

Keywords

Campaigns, green lifestyle, Pentahelix Model, SDGs.

Resumo

Este estudo tem como objetivo analisar a eficácia dos esforços dos atores da sociedade civil global a nível local na promoção da colaboração entre as várias partes interessadas, com um enfoque específico na Hora do Planeta Malang através da agenda Ngalam Petengan. O estudo examina a participação diversificada das partes interessadas em Ngalam Petengan com o



objetivo de enfrentar os desafios ambientais. Os resultados mostram que as entidades governamentais, as empresas, a Academia, os meios de comunicação social e as comunidades locais se envolvem e cooperam ativamente na promoção de iniciativas de proteção ambiental através do Ngalam Petengan. Este envolvimento cooperativo está correlacionado com o modelo Pentahelix, reconhecido como uma estrutura de colaboração para o desenvolvimento. Este estudo contribui significativamente para a compreensão da dinâmica da GCS a nível local e sublinha o papel essencial do modelo Pentahelix na abordagem de questões globais. No entanto, as localizações geográficas específicas e os atores locais são os limites do estudo. A investigação futura deve centrar-se numa escala mais alargada para explorar a forma como a colaboração entre as várias partes interessadas responde a questões globais, em especial aos desafios ambientais.

Palavras-chave

Campanhas, estilo de vida ecológico, Modelo Pentahelix, ODS.

How to cite this article

Rijal, Najamuddin Khairur & Saputro, Lucke Karimah Pamungkas (2024). Multistakeholder Collaboration in Environmental Challenges at the Local Level: A Study Of Ngalam Petengan as an Initiative from Global Civil Society. *Janus.net, e-journal of international relations*. VOL 15, Nº.1, May-October, pp. 266-287. DOI <https://doi.org/10.26619/1647-7251.15.1.15>

Article received on July 12, 2023, and accepted for publication on January 21, 2024.





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Introduction

This study examines multistakeholder collaboration in addressing environmental challenges at the local level initiated by global civil society (GCS) actor. Public awareness about environmental preservation, shared among government entities, private sectors, and society, underscores the importance of safeguarding the environment and ensuring a sustainable future (Lee et al., 2015). This recognition originates from the understanding that various environmental challenges have universal implications, particularly climate change and global warming, necessitating a collective response from all stakeholders. The collective actions are also correlated with efforts to achieve Sustainable Development Goals (SDGs), precisely climate action, life below water, and life on land goals.

The focus of the analysis is on Earth Hour Malang (EHM) through an initiative known as Ngalam Petengan. This is an annual event held regularly, specifically on the last Saturday night of March each year. During Ngalam Petengan, also called the switch-off, participants turn off electrical devices for an hour. The initiative originated in 2007 under Earth Hour auspices and has since been adopted globally by various cities and countries, with 192 nations participating in the 2023 switch-off action.

Earth Hour is a global movement that actively campaigns for environmental awareness and the adoption of sustainable lifestyles. This movement was introduced in 2009 and subsequently gained traction in various regions, including Malang City and Malang Regency, East Java, Indonesia, with the establishment of EHM in 2012. In 2019, EHM was recognized as the Most Active Earth Hour Account based on engagement in Indonesia, underscoring the significance of further examination (Rijal & Anggraheni, 2019).

Ngalam Petengan is one of EHM's annual actions to campaign for the importance of environmental awareness and concern, alongside other regular and conditional actions (Rijal, 2020). In Ngalam Petengan series, EHM engages various stakeholders to collaborate and ensure the success of this initiative. The various actors range from



government actors, business actors, academics, local communities, and the mass media. Therefore, the study aims to examine EHM efforts in fostering multistakeholder collaboration in Ngalam Petengan initiative. The analysis underscores the importance of multistakeholder participation and cooperation in correlating efforts to protect the environmental future with the SDGs agenda, as emphasized by the partnership for the objectives. The investigation contributes academically to the fields of GCS, international-domestic dynamics, multistakeholder cooperation, and research related to SDGs as a global agenda.

Literature Review

The study explored previous research, investigating the local-level strategies of GCS and its role in addressing climate change through community action (Rijal & Anggraheni, 2019). Additionally, other aspects examined comprised the GCS public awareness campaign model (Rijal & Widiatmojo, 2021), the transformation and expansion from local to global (Rijal & Sabila, 2022), and the modalities of GCS at the local level (Rijal & Prasodjo, 2023).

In the context of this investigation, several previous research related to Earth Hour as a GCS initiative and multistakeholder collaboration within SDGs were referenced. Some study on Earth Hour across different levels, from international to local (Fernandez et al., 2017; Kee, 2013; Marciano, 2011; Oleksak & Meier, 2013). Additionally, publications on multistakeholder cooperation and participation in various development agendas were carried out by some scholars (Carayannis et al., 2012; Widowati et al., 2019; Zakaria et al., 2019). The relevance of these publications contributed to the study by enhancing the understanding of the role of EHM as GCS and the implementation of the Pentahelix model across diverse development programs.

Conceptual Framework

This study used the concept of GCS and the Pentahelix model as a conceptual framework. GCS concept was incorporated to contextualize EHM, which functioned as GCS actor at the local level. Conversely, the Pentahelix model was adopted to examine how multistakeholder collaboration in Ngalam Petengan represented an effort to promote environmental awareness.

The concept of GCS was initially explored, comprising stakeholders advocating for the public interest, distinct from both the state (politicians) and the business (economic actors). These stakeholders consisted of community groups that did not intervene in political or economic interests (Powell, 2022). The actors also maintain transnational connections without being constrained by national boundaries (Pallas, 2013). GCS also comprises a social space, organization, movement, or group interconnected across national borders, engaging in activities and networks that transcend local to global dimensions or vice versa.

The characteristics of GCS included voluntariness, non-governmental status, and non-commercial orientation (Helmut et al., 2016). The diversity of GCS comprises a wide



array of entities, such as non-governmental organizations, transnational advocacy networks, support groups, humanitarian foundations, and global social movements, among others. The entities' activities and network relations extended internationally and globally, distinguishing the organizations from civil society stakeholders primarily associated with domestic affairs. In this context, EHM evolved into a GCS actor, operating as a branch of Earth Hour Indonesia in the broader Earth Hour Global network. EHM was dedicated to advocating for universal public interests related to environmental sustainability, positioning the entity outside the domain of state power and business interests, thereby correlating with the third sector (Munck, 2010).

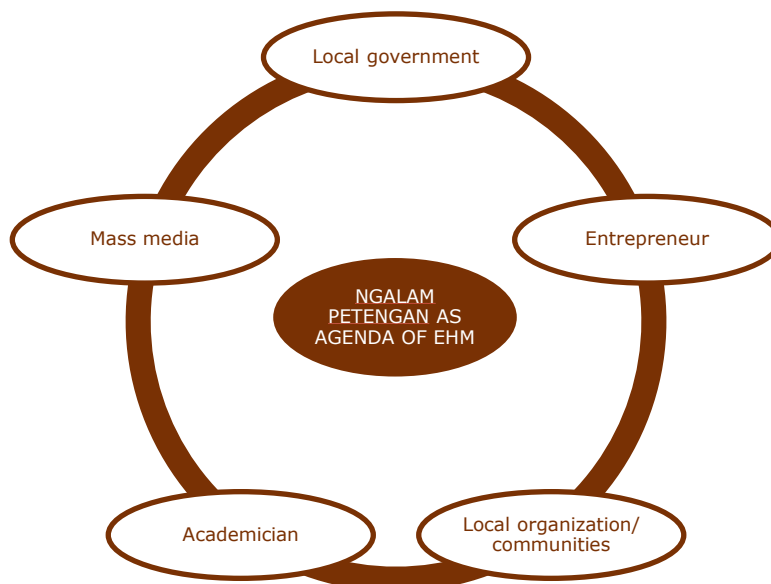
The Pentahelix model was subsequently explored and the term "helix" denoted synergy or cooperation (Hardianto et al., 2019). The term was used to represent the support or participation of various parties in development. Pentahelix also called Quintuplehelix was an extension of the helix model alongside Triplehelix and Quadruplehelix. This model described the organized and continuous collaboration among various stakeholders in the framework of program, policy, or development agenda success (Hermawan & Astuti, 2021). Five important stakeholders contributed actively to Pentahelix model, namely Academician, Business, Community, Government, and Media. Therefore, this model was alternatively called ABCGM or Pentahelix multistakeholder collaboration model (Zakaria et al., 2019).

The quintuplehelix or Pentahelix model served as an innovation framework for addressing environmental challenges through multi-actor synergy. The application of the model in environmental challenges was predicated on the recognition that the problems were dynamic, complex, and transcended national borders. Therefore, the approach to addressing the problems should be flexible and adaptable. The steps taken should correlate with developmental dynamics, with multistakeholder synergy being a crucial element. Environmental challenges were communal concerns, necessitating shared responsibility, participation, and tangible contributions from all parties (Carayannis et al., 2012).

In the context of this study, the Pentahelix model was used to assess the participation of the five elements in environmental stewardship, namely government, business, universities, mass media, and civil society communities. This participation was exemplified through Ngalam Petengan, which EHM initiated as a local GCS entity. Multistakeholder collaboration constituted a critical component in achieving the SDGs agenda and implementing the principles of the 17th SDGs, namely fostering cooperation to attain this global objective with inclusivity. The operationalization of the Pentahelix model referred to in this study is depicted in Figure 1.



Figure 1. Pentahelix model of Ngalam Petengan



Method

This study adopted a descriptive-qualitative approach to describe a situation or phenomenon without exploring causality relationships or inter-variable connections. The data consisted of both primary and secondary sources, where primary data was collected through interviews conducted with EHM activists.

The interviews showed information regarding multistakeholder participation in various EHM activities, particularly during Ngalam Petengan campaign. Additionally, primary data was collected and processed from EHM social media publications. Data collection and processing from social media were facilitated through the NVivo 12 Plus application with the NCapture feature. This allowed for the description of EHM's social media activities and the depiction of the stakeholder network associated with EHM.

Secondary data was sourced from various literature such as books, journals, magazines, online articles, news portals, and other library resources relevant to the study objectives. Various literature was gathered using the Harzing Publish or Perish application. The data analysis method used in this study, including four key components, namely data collection, condensation, display, and conclusions (Miles et al., 2014).

Results

Earth Hour and Ngalam Petengan

EHM used Ngalam Petengan to represent the switch-off initiative, comprising the cessation of electrical device usage for an hour on the last Saturday night of March. This action was undertaken as part of the Earth Day commemoration, signifying darkness in Malang (Ngalam in reverse).



The inception of the switch-off initiative occurred in 2005 when World Wildlife Fund (WWF) Australia introduced "*The Big Flicks*," envisioning a moment when all energy consumption on Earth would cease simultaneously. WWF founded in Switzerland on April 29, 1961, served as an international non-governmental organization dedicated to global environmental preservation. By 2006, the Big Flick concept evolved into Earth Hour, with the inaugural switch-off event taking place on March 31, 2007.

The concept gained global traction, with the switch-off event in 2008 including 371 cities across 35 countries (Baktiar, 2014). A decade later, the event comprised 188 countries including millions of individuals. In Indonesia, the initiative was adopted in 2009 and supported by partners in 128 cities. Despite Earth Hour's continuous advocacy efforts and campaigns, the switch-off initiative known as Ngalam Petengan remained the primary agenda annually. This prominence originated from the simultaneous observance across numerous countries, attracting millions of participants globally. During the 2021 switch-off, Earth Hour Global reported participation from 192 countries, including various stakeholders such as government officials, global corporations, international governmental and non-governmental organizations, and the broader community. Similarly, the switch-off initiative received support from partners across 128 cities in Indonesia, propelled by 2,000 young volunteers in 33 regions, and engaged 2 million netizens through digital activation (Rijal & Prasodjo, 2023).

In Indonesia, as stated on the Earth Hour Indonesia website, the switch-off initiative was primarily targeted towards Java and Bali. This preference originated from the concentration of 78% of Indonesian electricity consumption in Java-Bali, which housed 68% of electricity consumers, while other parts received a smaller share. Additionally, approximately 23% of the electricity consumption was focused on DKI Jakarta and Tangerang, with the distribution split among households, businesses/offices, commercial buildings, the industrial sector, public facilities, and social sectors, each accounting for around 30% (Earth Hour Indonesia, 2019).

Based on this data, Earth Hour Indonesia estimated that when 10% of Jakarta residents participated in the switch-off event, it could alleviate the strain on a 300-megawatt power plant. This reduction in electricity usage equated to providing electricity for 900 villages, saving Jakarta approximately 200 million rupiah in electricity costs, and mitigating emissions by around 267 tons of carbon dioxide. The emissions reduction was equivalent to the absorption capacity of 267 trees aged 20 years and provided oxygen for a minimum of 534 individuals (Earth Hour Indonesia, 2019).

Based on this assumption, the switch-off initiative signified that energy-saving practices contributed to reducing carbon dioxide emissions and other harmful gases while facilitating oxygen production. The definite aim of the initiative was to mitigate global warming and climate change threats, with energy conservation closely connected to various environmental challenges.

In the context of Malang, Ngalam Petengan's action addressed various environmental problems. By conserving electricity and fostering environmentally friendly practices, it aimed to make a positive contribution to environmental conservation efforts.



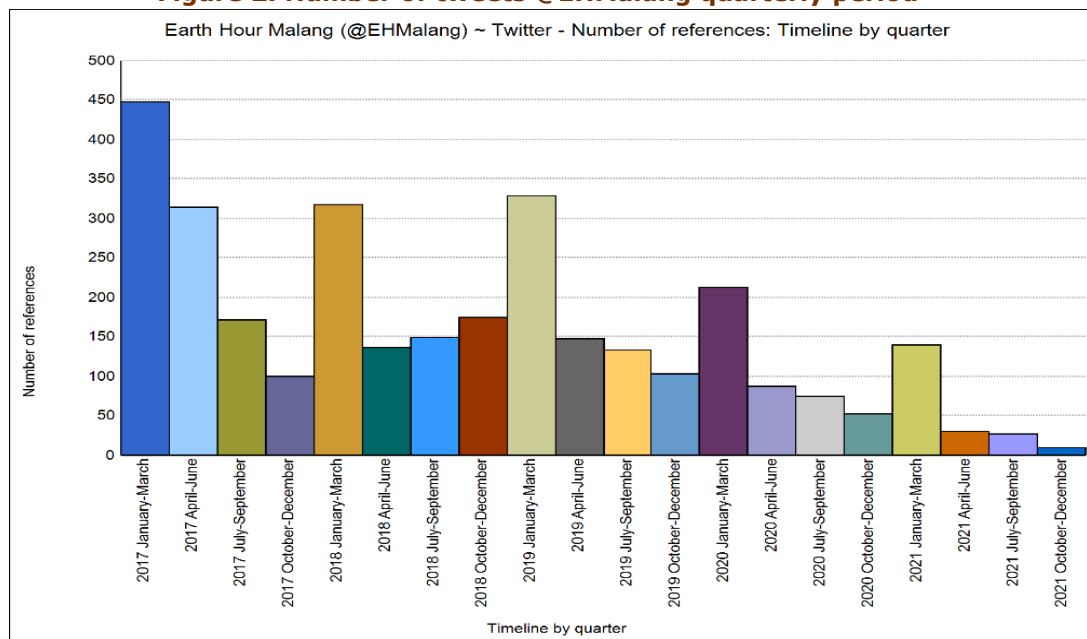
The Existence of Ngalam Petengan Annually

Ngalam Petengan was organized by EHM community starting in 2012. However, the examination of Ngalam Petengan's documentation via EHM publications showed that @earthhourmalang on Instagram started in 2015, and @EHMalang on Twitter began in 2017. The EHM blog at <http://earthhourmalang.blogspot.com/> was also initiated in 2015, and the YouTube channel EHM was established in 2016. The primary sources of social media data for this study predominantly came from Twitter and Instagram EHM accounts, with other publication platforms serving as supplementary data sources.

The analysis results on Twitter using the NCapture feature on the NVivo12Plus software showed that tweets from the @EHMalang account experienced a consistent increase between January and March annually. During January-March of 2017-2021, EHM Twitter uploads consistently showed increased engagement and intensity, as depicted in Figures 2 and 3.

Figures 2 and 3 showed that consistently, during the January-March period annually, the @EHMalang account exhibited higher activity on Twitter compared to other periods. This was attributed to the culmination of the Earth Hour Day agenda known as Ngalam Petengan. Consequently, starting in January, EHM initiated outreach and campaigns to disseminate information, attract public support, and stimulate social media engagement. EHM adopted direct efforts through various actions, such as park campaigns, cafe promotions, school initiatives, and indirect strategies using social media tools.

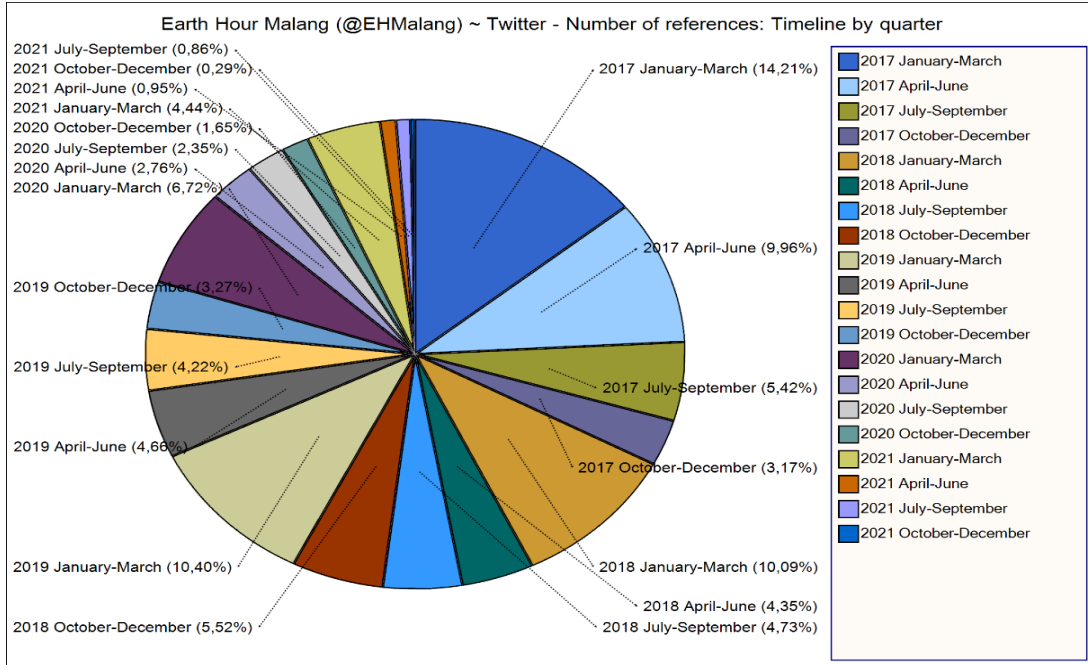
Figure 2. Number of tweets @EHMalang quarterly period



Source: Processed by the author, 2021



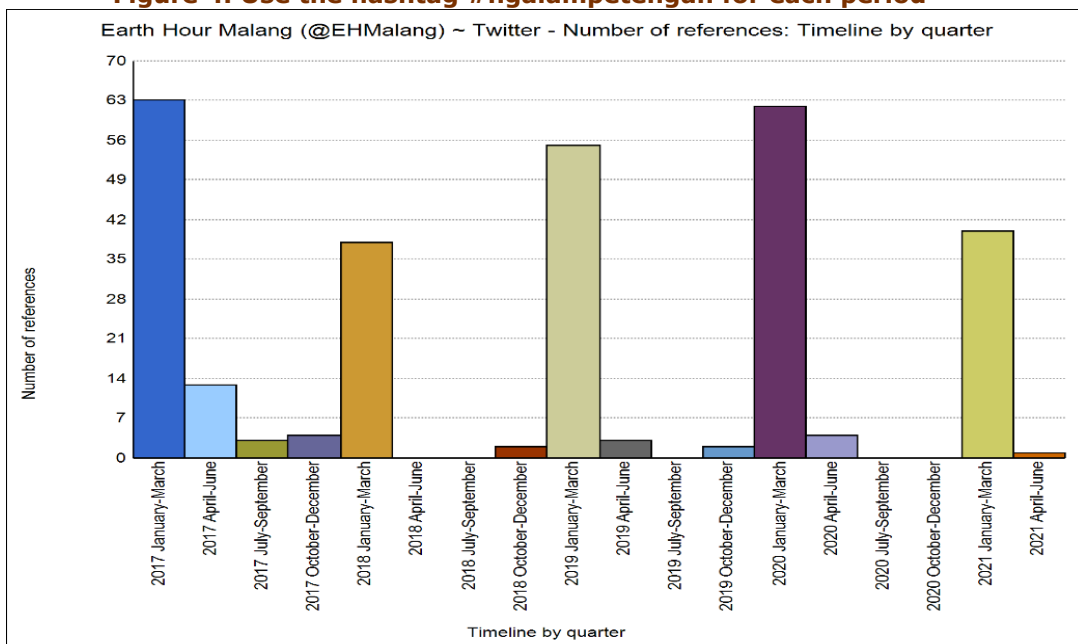
Figure 3. Percentage of total tweets @EHMalang quarterly period



Source: Processed by the author, 2021

The results affirmed the analysis concerning @EHMalang Twitter account activity regarding the hashtag #ngalampetengan. As depicted in Figure 4, the hashtag #ngalampetengan was most frequently used during the January-March period annually. However, the hashtag was continually used in posts after the January-March period when discussing past or upcoming Ngalam Petengan events.

Figure 4. Use the hashtag #ngalampetengan for each period

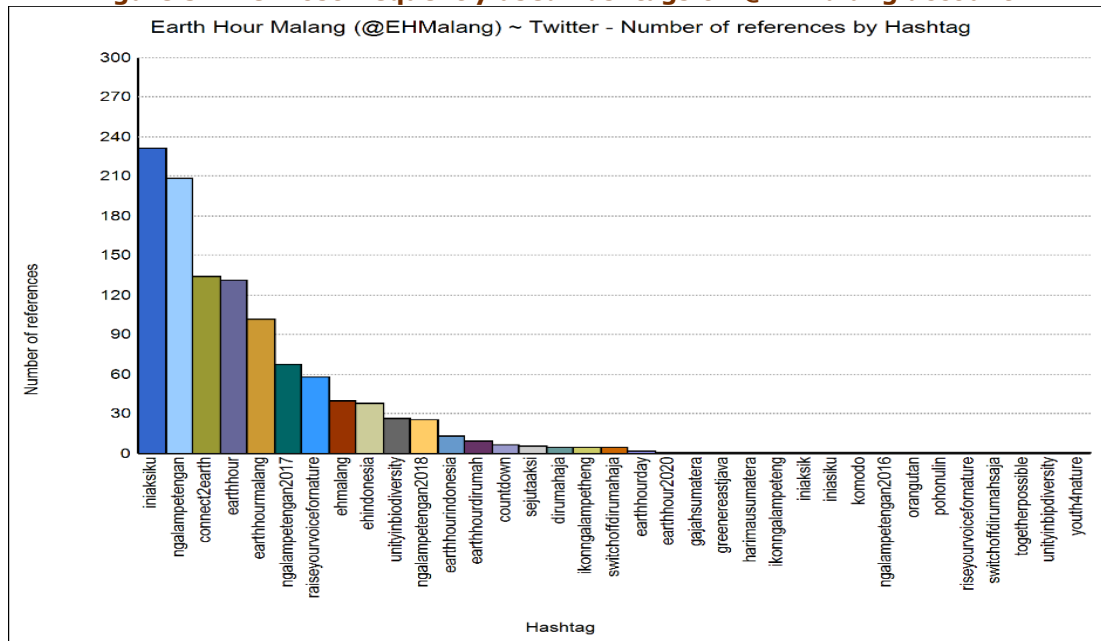


Source: Processed by the author, 2021



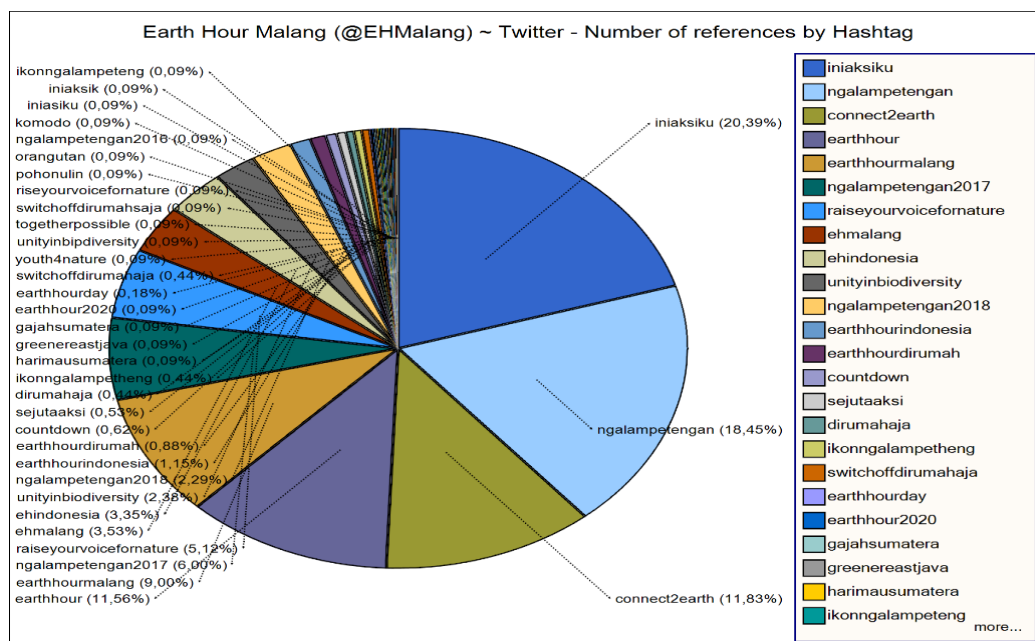
The data in Figure 4 showed that #ngalampetengan was one of the hashtags most frequently used by EHM on @EHMalang account. Although the most used hashtag was #iniaksiku, the NCapture results on Nvivo12Plus showed that #ngalampetengan was more frequently used than others, as seen in Figures 5 and 6.

Figure 5. The most frequently used hashtags on @EHMalang account



Source: Processed by the author, 2021

Figure 6. Percentage of the most frequently used hashtags on @EHMalang



Source: Processed by the author, 2021



Table 1. Overview of Ngalam Petengan from 2015 to 2021

Year	Date	Location	Theme	Participant Switch-Off	Media Partners
2015	March 28, 2015	Merbabu Park, Malang City	Change Climate Change	1 government office, 4 public facilities such as parks and monuments, 4 hotels, as well as 1 village	7 radios and various online promotional media
2016	March 19, 2016	Malang City Hall	Shine a Light on Climate Action	3 public facilities such as monuments and parks, 1 mall, 5 hotels, 1 cafe, 1 campus, 1 government office, and 1 green village	9 radios and various online promotional media
2017	March 25, 2017	Malang City Hall	Shine a Light on Climate Action: From Moment to Movement	2 government offices, 1 mall, 2 campuses, 4 hotels, 1 cafe, and 2 villages	14 radios and various online promotional media
2018	March 24, 2018	Grand Hall of Malang Regency	Welcome to the Jungle: Greetings from the Forest to Friends in Civilization	3 hotels, 5 cafes, 3 government offices, 5 public facilities such as parks, monuments, and statues, as well as 2 campuses	8 radios, 1 TV, and various media promotions online
2019	March 30, 2019	Grand Hall of Malang Regency	Down by The Ocean "Because the Ocean Doesn't Need Plastic"	6 hotels, 7 cafes, 3 campuses, 3 government offices, 1 mall, and 3 public facilities	8 radios, 1 TV, and various online promotional media
2020	March 28, 2020	Online (Zoom Meetings)	My Earth, My Home	4 hotels, 2 cafes, and 2 government offices	6 radio and various online promotional media
2021	March 27, 2021	Hybrid (Offline: Ibis Style Hotels), Online: Zoom	Connect Our Biodiversity: Our Earth is A Part of Us	11 hotels, 9 cafes, 3 campuses, 2 government offices, and public facilities	7 radio and various online promotional media

Source: Processed by authors from various sources, 2021

Table 1 presented information on the implementation of Ngalam Petengan from 2015 to 2019, which took place at government-owned locations. In 2015, the event was held in a city park owned by Malang City Government, while in 2016 and 2017, it occurred at Malang City Hall, directly opposite Malang City Square. In 2018 and 2019, the event was held at the Hall of Malang District Regent's Office. The selection of these venues was strategic to showcase the presence of EHM and attract the wider community's attention. This selection also showed EHM's ability to engage and persuade the Malang City government and Malang Regency government to support and participate in the initiatives.

As anticipated in 2020, Ngalam Petengan was expected to be held as usual, but the COVID-19 pandemic necessitated a shift to online platforms. EHM announced the cancellation of Ngalam Petengan a week before the scheduled date on March 28, 2020. This was announced following a circular from WWF, the leading organization of the Earth Hour community, regarding the cancellation of public Earth Hour campaign events. Similarly, in 2021, during the COVID-19 pandemic, Ngalam Petengan was conducted both



online and offline (hybrid). Apart from the online component, the in-person aspect of Ngalam Petengan was limited to Ibis Style Hotel Malang. Holding Ngalam Petengan 2021 at a 3-star hotel in Malang City underscored EHM's ability to engage business entities in supporting and participating in the activities.

Table 1 further details stakeholders who participated in the switch-off initiative and those who supported Ngalam Petengan. Based on the table, participants in Earth Hour Day switched off energy from 20.30 to 21.30, including government agencies responsible for public facilities, private sector entities such as hotels, malls, cafes, universities, and the local community (Green Village). Additionally, various media outlets played a role in supporting Ngalam Petengan through publication and information dissemination, including radio stations, local television channels, and several promotional platforms on social media. Numerous organizations, movements, and communities provided support, contributing to both information dissemination and direct participation in the execution of Ngalam Petengan.

Efforts to Stimulate

The participation of various stakeholders was closely connected to the efforts made by EHM volunteers to stimulate engagement in Ngalam Petengan. Based on the findings, the study identified three primary forms of effort. Firstly, there were active lobbying and advocacy efforts. Secondly, networking initiatives include leveraging existing networks to foster collaboration and support. Thirdly, campaign strategies were used to raise awareness and promote engagement in the cause. These campaign efforts were divided into two forms, namely direct or indirect engagement through media channels.

Lobbying and Hearing Efforts

Lobbying and hearing efforts were carried out by EHM volunteers targeting government entities, businesses, universities, and the media. These efforts aimed to stimulate participation in Ngalam Petengan and support environmental protection initiatives through pro-environmental policies or activities. The lobbying process typically commenced with the submission of proposals to the targeted entities, followed by conducting hearings.

Initially, efforts were directed towards lobbying government stakeholders, including the Malang Mayor, Malang Regent, environmental agencies, parks services, executive branches, law enforcement agencies, and the state electricity company. This lobbying approach was confirmed in an interview with the City Coordinator of EHM 2021, Nariswari Alifathea Jasmine. Jasmine explained that "Stakeholders were typically engaged by commencing with the submission of a proposal followed by scheduling hearings. The hearings were conducted with government representatives and relevant entities such as the environmental service, Malang City Scouts, and the police. This act provided an overview of Ngalam Petengan, benefits, and invitations to support and participate in the initiative. Additionally, EH Indonesia also assisted in promoting local government participation."



The success of lobbying efforts with the government was evident in the authorization granted by the authorities to host Ngalam Petengan in public facilities. In 2018 and 2019, Ngalam Petengan was hosted at Malang Regent Office Hall, while in 2016 and 2017, it took place at Malang City Hall. This success was further indicated by government support, with various government offices and public facilities participating in the switch-off event during Ngalam Petengan annually.

An outcome of the engagement with government officials was the creation of a short video urging public participation in Earth Hour Day. In 2019, EHM managed to persuade Malang Regent to record a video appealing to both the government and the wider community to join the Earth Hour Day initiative. In addition to the video appeal, Malang Regency Government issued a letter to all department heads and sub-district officials, urging participation in switching off electrical devices on the eve of Earth Hour Day.

The letter was addressed to all levels of Malang Regency government, including inspectors, departments/services, hospitals, legislatures, and sub-district heads across the regency. The contents emphasized two key points, namely promoting a campaign to turn off lights for an hour and appealing to the public to adopt energy-saving habits by using electricity only as necessary. The appeal underscored a collective commitment to addressing climate change, preserving biodiversity, and reducing carbon emissions.

In both 2020 and 2021, EHM successfully approached government officials, including the Regent of Malang, to deliver appeals through short videos. The presence of government officials or representatives at Ngalam Petengan events annually served as further evidence of EHM's successful lobbying efforts.

Lobbying and hearing efforts were also directed toward business stakeholders, such as hotels, malls, and cafes. This was evident in the participation of various establishments in Ngalam Petengan by turning off electricity. Furthermore, several businesses actively facilitated the success of the EHM agenda. In 2019, EHM hosted a press conference for Ngalam Petengan 2019 at the 101 Hotel Malang. The manager of Favehotel fostered participation in Ngalam Petengan through a short video in 2021. Additionally, Ibis Style Hotel facilitated the hybrid implementation of Ngalam Petengan, combining offline and online elements.

The participation of the business community originated from the pro-environmental orientation. According to Nariswari Alifathea Jasmine, the Coordinator of EHM 2021, efforts were made to engage entrepreneurs and business owners who prioritize environmental concerns, such as those in the hotel and cafe sectors. Jasmine explained, "The benefits of participating in the switch-off are first outlined, followed by the proposal of a feasible partnership." However, not all business circles targeted by EHM were receptive to participation.

As Jasmine stated, the benefits offered by EHM served as an incentive for business owners to engage in Ngalam Petengan, signifying the commitment to environmental protection and correlating business practices with sustainability principles. This "profit" primarily comprised promotional opportunities across EHM's various social media platforms. According to Calista Amalia, Coordinator of EHM 2018, not all businesses adopted this promotional offer. Eventually, the businesses that supported EHM initiatives



shared a common vision concerning environmental stewardship, leading to the eventual agreement to participate.

Lobbying and hearing efforts were directed towards universities to stimulate participation in Ngalam Petengan by switching off lights on campus during Earth Hour Day. This included lobbying campus leaders, primarily through student organizations, and leveraging existing student volunteers. The Coordinator of EHM 2021 explained, "Hearings were conducted at universities, and possible collaborations were proposed. Additionally, student organizations were typically prioritized to convey the message to higher-ups."

The presence of EHM volunteers at various universities played a crucial role, serving as advocates to promote campus participation. Student organizations served as conduits for engaging with higher education leaders, facilitating successful lobbying and hearing efforts resulting in several universities participating in the switch-off event.

Lobbying and hearing were also extended to the media, particularly radio stations, which served as crucial partners for Ngalam Petengan annually. EHM approached radio stations with proposals for talk shows, discussing relevant themes and inviting public participation. This approach aimed to disseminate information about environmental challenges and Ngalam Petengan initiative, motivating public engagement. Additionally, local television stations were also approached and eventually became media partners for EHM Ngalam Petengan's agenda.

Social media platforms, particularly those favored by students, were adopted as promotional avenues and media partners to spread information and foster public engagement. Jasmine further emphasized, "Initially, the switch-off event was outlined, and the media explored uniqueness, thereby distinctive aspects from EHM community and the initiative were presented".

Networking and Collaboration Efforts

In each Ngalam Petengan agenda, various organizations and local communities participated in providing support and assistance for the annual initiative's success. This participation was carried out through collaborative efforts aimed at ensuring the success of various agendas leading up to the night of Ngalam Petengan.

The support of the organizations was closely connected with EHM's efforts to leverage the entity network. This network was established through collaborations with various local organizations and communities, particularly extracurricular foundations focused on environmental challenges. For instance, in 2017, EHM collaborated with AIESEC Brawijaya University, Malang Berkebun (Malang Gardening), Turun Tangan, and Kemangteer Malang to organize a Sambang Baby Tree event. This initiative included tree planting and periodic monitoring visits to observe the planted trees' growth. Subsequently, EHM conducted joint water source checks at the Precet Junrejo Water Source in Batu City, in collaboration with Earth Hour Batu City.

EHM organized the Aksi Menghadap Laut (Action Facing the Sea) event in collaboration with various organizations including Marine Buddies, Climate Change Frontier, Sobat Bumi Malang, Ekora Community, AIESEC, Hilo Green Community, Mapala Ma Chung



University, and other Earth Hour chapters such as Earth Hour Sidoarjo and Earth Hour Batu City in 2018. Collaborative efforts, referred to as *CollaborAction* by EHM, were also conducted in commemoration of Earth Day 2018, including the UMM Asian Medical Students Association and Gerakan Sejuta Pohon (the Million Tree Planting Movement) by collaborating with Ngalup.co as well as Parimaya (Malang Raya Tourism).

CollaborAction initiatives also led by EHM included a garbage cleanup campaign initiated during Waste Awareness Day in 2019, collectively with the Turun Tangan Malang community and Green Generation Malang. The various networking efforts carried out by EHM showed the community's strong relationships with other groups. This was acknowledged by Calista Amalia stating, "The cooperation between EH and other communities was very strong. ... Invitations from other communities were rarely declined, and reciprocation was common."

The statement suggested a reciprocal relationship between communities, where the groups invited each other to participate in the activities. Consequently, when other communities hosted events, EHM activists were also present. This reciprocal relationship showed mutual support among diverse communities to address the issues advocated. EHM cooperated with various groups, recognizing that tackling environmental challenges required collective efforts. Therefore, establishing a network was essential for all communities to unite and pursue the shared vision. In the context of Ngalam Petengan, EHM leveraged the collaborative network to obtain support and participation for the event.

Campaign Efforts

EHM carried out efforts to succeed and engage the public by conducting campaigns. These campaigns were carried out directly or indirectly through the media. Direct campaigns were initially executed through routine EHM actions, including the City Park Campaign, Café Night Campaign, and School Campaigns.

During the City Park Campaign, EHM volunteers socialized and educated the public visiting the parks. Information about the importance of environmental care and protection in city parks, such as proper waste disposal and sorting, was provided. Additionally, promoting a green lifestyle by fostering the use of reusable drink bottles or supplies was emphasized. Volunteers invited participants to join Ngalam Petengan's agenda by switching off electrical devices.

The Café Night Campaign included EHM volunteers campaigning at various cafes during the evening, targeting a larger audience due to higher attendance at night. Volunteers engaged cafe patrons in discussions about adopting a green lifestyle, emphasizing the importance of using reusable drink bottles and non-plastic straws while minimizing food waste. Posters signifying various aspects of a green lifestyle were depicted, and visitors were motivated to participate in Ngalam Petengan event by switch-off electrical devices for an hour.

EHM conducted a School Campaign targeting students from elementary to high school levels to educate them about adopting a green lifestyle. Activities of the campaign included repurposing used plastic bottles into trash cans, transforming old t-shirts into



bags, and practicing hydroponic gardening. Campaigns about the significance of energy conservation were also conducted to support the switch-off action.

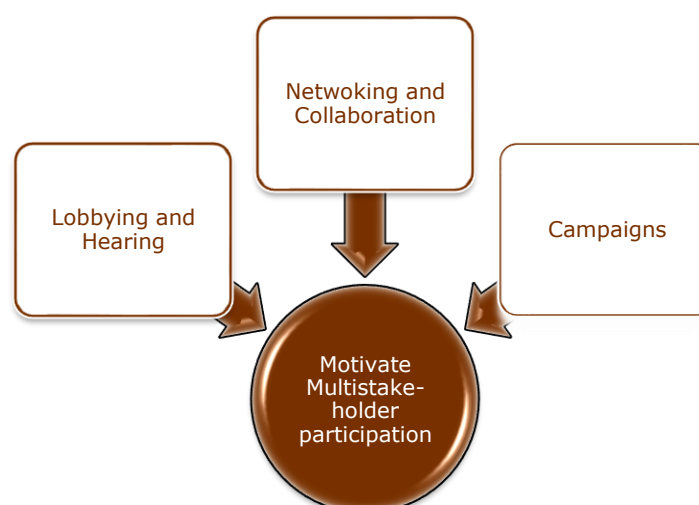
Apart from the direct methods, campaigns were conducted using media platforms, mainly social media. Consistently, EHM uploaded various content related to Ngalam Petengan and environmental challenges on several social media platforms, such as Twitter, Line, Instagram, and Facebook. The aim was to ensure that all activities and the messages reached a wider audience, with the hope of raising public awareness and stimulating participation in the events, including the switch-off action.

The social media campaign consistently used various hashtags, including #SeninBawaTumbler, promoting the use of reusable drink bottles to reduce plastic waste. The hashtag #PlastikTakAsik was used to advocate for reduced plastic usage, while the tag #SaturdayPreiBBM motivated alternative transportation methods such as cycling and walking. Additionally, #AyoBawaBekal urged individuals to bring lunch boxes to reduce plastic and food waste, along with other hashtags such as #iniaksiku and #connect2world.

EHM used radio as a campaigning tool, a result of successful lobbying and hearings, as discussed earlier. Additionally, EHM made appearances on local television stations for campaigns, talk shows, and similar initiatives. These efforts eventually aimed to engage the broader community in supporting and participating in Ngalam Petengan and adopting a green lifestyle.

The three forms of effort described were visualized in Figure 8, signifying EHM's response to environmental challenges through Ngalam Petengan. The figure showcased EHM's efforts to promote environmental awareness and motivate multistakeholder participation, including lobbying and hearings, networking and collaboration, and campaigns.

Figure 8. EHM efforts to motivate multistakeholder participation



Source: Processed by the author, 2022



Table 2 provides a straightforward summary of the three types of efforts undertaken by EHM to foster multistakeholder participation, along with the respective objectives. The table also outlined the engagement of each stakeholder according to the Pentahelix model, which included government actors, business actors, academicians, media, and local organizations/communities.

Table 2. Efforts to promote multistakeholder collaboration

Efforts	Main Target/Stakeholders	Forms of Participation
Lobbying and Hearing	Government actor	Participation and facilitating of Ngalam Petengan, support for pro-environmental policies, and calls for action
	Business actors	Participation and facilitating of Ngalam Petengan, support for pro-environmental business activities, and calls for action
	Universities/Academicians	Participation in Ngalam Petengan, green lifestyle support, and calls for action
	Media (local radio and television)	Facilitate publication and information dissemination of Ngalam Petengan
Networking	Local Organizations/Communities	Participation in Ngalam Petengan, green lifestyle support, and calls for action
Campaigns (direct campaign and via media)	Individual	Participation in Ngalam Petengan and green lifestyle support

Source: Processed by the authors, 2022

Discussion

Based on the results, this study shows three key findings. Firstly, EHM through Ngalam Petengan efforts to foster multistakeholder participation, comprising five essential stakeholders who contribute, participate, and provide support based on respective roles and capacities. These stakeholders include local government bodies such as Malang City and Malang Regency administrations, representatives from the business entities comprising cafes, shopping centers, and hotel proprietors, both public and private universities, local media elements comprising radio, television, and online platforms, as well as local organizations and the public.

Collaboration among multiple stakeholders in the form of Pentahelix is essential for collectively addressing various challenges. Previous studies underscored the significance of Pentahelix synergy, particularly in the context of issues such as COVID-19. According to the results, stakeholder synergy in the Pentahelix model should be adapted to local contexts, wisdom, and resources (Upe et al., 2021).

EHM adapts to the local context by selecting themes that resonate with the conditions in Malang to promote multistakeholder participation through Ngalam Petengan. Additionally, the activities in Ngalam Petengan initiative are adapted to fit the socio-cultural context of the community. Leveraging local wisdom, the name Ngalam Petengan reflects the indigenous wisdom of Malang societies, characterized by the use of “*walikan*”



language (reversing the words, such as Malang becoming Ngalam), aimed at gaining public empathy and attention.

The participation of hotel and cafe entrepreneurs is inseparable from Malang's position as a tourist destination with hundreds of hotels and thousands of cafes (Badan Pusat Statistik Kota Malang, 2021). EHM leverages this partnership to engage visitors in adopting a greener lifestyle. Similarly, the engagement of higher education institutions is fostered by Malang's reputation as an educational hub, with various universities reaching 80 public and private institutions. This collaboration capitalizes on the educational resources and expertise available in the region, furthering the objectives of Ngalam Petengan and environmental advocacy efforts.

Secondly, efforts to motivate multistakeholder participation by EHM through Ngalam Petengan correlate with SDGs, particularly regarding partnerships for achieving the objectives. This SDGs rule underscores the importance of collaboration to strengthen the implementation of sustainable development by including all stakeholders without exceptions. EHM through Ngalam Petengan strives to realize this collaborative method as part of a collective effort to protect the environment's future. Indirectly, this effort also contributes to the realization of SDGs, specifically those related to climate action, which comprise taking immediate action to combat the impacts.

The results correlate with Florini and Pauli's argument that collaborative governance is essential for implementing SDGs through cross-sectoral partnerships (Florini & Pauli, 2018). Additionally, Desai asserts that innovation is crucial in achieving SDGs, particularly through multistakeholder governance, where diverse actors with knowledge, information, and commitment collaborate to find global development solutions. This necessitates a platform where various stakeholders integrate to set agendas, design policy solutions, and conduct evaluations (Desai et al., 2018).

Thirdly, the points underscore the critical role of GCS as an essential stakeholder in contemporary international relations (Mishra, 2012). GCS represents the needs, interests, and immediate challenges of communities worldwide. Through Ngalam Petengan, EHM as a form of GCS at the local level shows a tangible contribution to addressing global environmental challenges through action. This underscores the fact that local government cannot address the challenges alone, necessitating the participation of civil society, local leaders, academia, and the private sector (Asian Development Bank, 2020).

Through Ngalam Petengan, EHM unites diverse stakeholders to protect the environment's future while simultaneously advancing SDGs collectively. This underscores the crucial role of GCS actors who adopt cosmopolitanism, emphasizing shared awareness and moral responsibility towards the universal interests of the global community.

Despite being a local initiative, Ngalam Petengan's significance extends beyond Indonesia, as similar actions are carried out worldwide. In this manner, Ngalam Petengan switch-off event becomes part of global collective effort led by GCS. As Chandhoke argues, local struggles can be integrated into a global campaign to shape a new global order (Chandhoke, 2005). Therefore, Ngalam Petengan and similar initiatives worldwide are expected to contribute positively to environmental preservation, particularly in combating the threat of climate change and its consequences.



Conclusion

This study showed the crucial role played by GCS stakeholders at the local level, exemplified by EHM, in fostering multistakeholder participation. This partnership was essential because GCS could not function as a solitary entity. Given that various global challenges constituted shared responsibilities, multistakeholder collaboration was crucial to address issues impacting universal well-being collectively. The initiation of Ngalam Petengan served as a instrument for fostering collaboration among stakeholders through respective engagements, contributing to global agenda of realizing SDGs.

The results of this study contributed to showing the participation and significance of local stakeholders in addressing global challenges. The findings enriched the understanding of GCS, which had been studied from global-to-local perspective, rather than the local-to-global perspective. The investigation further underscored the importance of the Pentahelix model, emphasizing the necessity of engaging multiple stakeholders as a method to address various global challenges.

The study had limitations, particularly in terms of geographical scope and focus on local stakeholders. The analysis only examined Ngalam Petengan as part of the switch-off initiative led by EHM, with the primary data collection only extending until 2021. Therefore, further research should aim to explore a broader range of geographical locations and include various stakeholders over a longer duration to generate more comprehensive and holistic insights.

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