

# THE DYNAMICS OF THE JAVA COMMUNITY PSYCHO-SOCIAL BEHAVIOR IN YOGYAKARTA ENVIRONMENTAL DISCUSSION

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## ABSTRACT

Various methods and social activities have been carried out by a number of elements of environmental activists to save the environment and the future of the earth. One of the most recent activities that have emerged in the Yogyakarta area is the number of writings or slogans in the form of discourse on the Javanese language environment (hereinafter referred to as *ecowacana*), which indicates a reflection of the psychological and social conditions of the community. As a form of discourse, the writings or slogans displayed on the side of the road, riverbanks, in front of markets, tourist attractions, shopping centers, and a number of places that are at risk of environmental damage are very interesting to observe. One data that is displayed on the edge of the Code river seems to represent the beginning of this analysis, for example, "kaliku dressed, batik klambiku, mind ra tau collapsed". At the level of understanding the contents and messages contained in the environmental discourse, it is actually reflected in the dynamics of the psycho-social behavior of the community. To understand this phenomenon, a representative discourse analysis tool is needed. And the most appropriate approach to clearly reveal and understand the complete message of literary discourse is Critical Discourse Analysis (AWK). This approach is like a sharp knife which functions as a method of splitting and removing the contents of a certain item. The analysis section will place discourse (data) in four analytical frameworks: (1) form of discourse, (2) theme of discourse, (3) social message of discourse, and (4) psycho-social behavior of society. At the fourth level of analysis, AWK is able to critically decipher the meaning of psycho-social behavior of the discourse owner. This analytical model ultimately appears to be in line with the thinking of Bloomfield (1982) and Kartomiharjo (1998), that language is a reflection of people's behavior. The beauty of the pro-environment Javanese discourse or slogan that appears in Yogyakarta is a reflection of the behavior of people who want to 'save the environment and the earth' in general.

Key words: environmental discourse, *ecowacana*, Yogyakarta

Kata Kunci: *environmental discourse*, *ecowacana*, Yogyakarta