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Developing English Environmental Awareness Mini Posters at Dinda Resort Beach

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ABSTRACT

Keywords: Environmental Awareness; English Education; Mini Posters; Research and Development; Coastal Environment

This research aims to develop English environmental awareness mini posters implemented directly at Dinda Resort Beach as an educational intervention and learning product. The study was conducted based on real field conditions where environmental issues, particularly improper waste disposal, were frequently observed. This research employed a Research and Development (R&D) method adapted from Borg and Gall, integrated with a qualitative descriptive approach. The researcher was directly involved in all stages, including needs analysis, product design, development, implementation, and evaluation. Data were collected through field observations, interviews with visitors and local staff, and documentation. The findings indicate that the developed mini posters were appropriate, the indicators that the mini poster is understandable and effective in promoting environmental awareness are: the message is clear and easy to understand, the language used is simple and appropriate, the poster includes a clear call to action, the content is relevant to environmental issues, the visuals support the message effectively. This study contributes to English environmental education through field-based learning and community engagement.

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A. Introduction

Environmental problems in coastal tourism areas have become a serious concern due to the increasing number of visitors and inadequate environmental awareness. Beaches are often polluted by plastic waste, food packaging, and other disposable materials that threaten marine ecosystems and environmental sustainability. Based on preliminary observations conducted at Dinda Resort Beach, waste was commonly found around visitor resting areas and food stalls, indicating a lack of responsible environmental behavior. These conditions reveal a fundamental lack of public environmental awareness in tourism areas, underscoring the urgent need for targeted environmental education and establishing the importance of conducting this research. Environmental awareness is defined as a combination of knowledge, attitudes, and behaviors that encourage individuals to protect the environment (Kollmuss and Agyeman 2010, 240). Previous studies confirm that environmental messages are more effective when delivered contextually and visually, especially in public spaces such as tourist destinations. According to Hamzah and Irfan (2019, 87), visual environmental media in coastal tourism areas can influence visitor behavior positively. However, many tourism sites in Indonesia still lack educational environmental messages in English, even though they are visited by domestic and international tourists. In the field of English language education, learning activities are expected to connect language skills with real-life contexts. Project-Based Learning and environmental-based instruction have been proven to enhance students' motivation, creativity, and communicative competence (Widodo 2016, 230). Nevertheless, most existing studies (Spork, 1992) are limited to classroom-based settings and do not involve direct implementation in real social environments. This condition reveals a research gap concerning field-based English learning integrated with environmental action.

Therefore, this study focuses on developing English environmental awareness mini posters and implementing them directly at Dinda Resort Beach using a Research and Development (R&D) approach. The novelty of this research lies in the researcher's direct involvement in the field and the use of English mini posters as both learning products and environmental intervention tools. This study aims to produce a feasible educational product and examine its implementation in a real tourism context.

B. Method

Basically, this section explains how research is conducted which includes research design, population and sample, data collection techniques, and data analysis techniques. For qualitative research such as classroom action research, case studies, and so on, it is necessary to add the presence of researchers, research subjects, informants who assist along with how to collect research data, location, and duration of research as well as descriptions of checking the validity of research results. The participants consisted of six undergraduate students of the English Education Study Program who were actively involved in developing the mini posters. Informants included ten beach visitors and two local staff members who provided feedback during the implementation stage. Data collection techniques involved direct observation, semi-structured interviews, and documentation. Observations focused on environmental conditions and visitor behavior before and after poster installation. Interviews were conducted to gather authentic responses regarding message clarity and impact. Data were analyzed using an interactive model consisting of data reduction, data display, and conclusion drawing, as proposed by Miles et al (2014). Data analysis followed qualitative procedures including data reduction, data display, and conclusion drawing. All stages of the research were conducted systematically to ensure the feasibility and relevance of the developed product.

C. Result and Discussion

1. Needs Analysis Based on Flied Observation

Initial observations at Dinda Resort Beach revealed frequent littering behavior, especially plastic waste left by visitors. The absence of educational environmental signage in English was identified as a key problem. These findings support the need for simple, persuasive environmental messages that are accessible to diverse visitors (Kollmuss and Agyeman 2010, 245)

Table 1. Results of Environmental Observation at Dinda Resort Beach

No	Observation Aspect	Field Findings
1	Waste disposal behavior	Many visitors disposed of trash improperly
2	Availability of signage	No English environmental signs found
3	Visitor awareness	Limited awareness of environmental cleanliness

2. Development of English Environmental Awareness Mini Posters

Based on the needs analysis, short persuasive English messages were developed, such as "Keep the Beach Clean for Our Future" and "Your Trash, Your Responsibility." The language was intentionally simple to ensure comprehension. Peer discussion and lecturer validation were conducted to ensure linguistic accuracy and message effectiveness.

3. Field Implementation and Visitor Responses

The mini posters were installed at strategic locations, including beach entrances and seating areas. Observation showed that visitors frequently read the posters. Interview excerpts revealed positive responses, as illustrated below:

"One of the posters reminded me not to throw trash carelessly. The message is clear and polite" (Visitor Interview, 2024).

These findings are consistent with Hamzah and Irfan (2019, 90), who found that environmental messages in tourism areas can influence visitor behavior.

4. Impact on Students' Learning and Environmental Awareness

Direct involvement in the field enhanced students' English writing skills and environmental awareness. Students reported increased confidence in using English for real communication purposes. However, the study was limited by the short duration of implementation. Future research should examine long-term impacts.

The use of further sub-chapters in the discussion can be done according to the purposes of the discussion. Example:

D. Conclusion

This study concludes that the development and direct implementation of English environmental awareness mini posters at Dinda Resort Beach successfully address the research problem by producing a learning medium that is both understandable and effective in promoting environmental awareness. The findings show that the mini posters, characterized by clear messages, simple language, relevant content, and supportive visuals, function effectively as both English learning tools and environmental education media for visitors. The impact of this research indicates that field-based and product-oriented learning not only enhances students' English writing skills but also increases their environmental awareness and social responsibility through real-life engagement. However, this study is limited to a specific tourism area and a relatively small number of participants, which may affect the generalizability of the findings. Therefore, further research is recommended to implement similar approaches in broader contexts and different tourism settings to obtain more comprehensive results.

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