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# 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**

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### **Keywords**

Campaigns, global issues, Pentahelix model, SDGs

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# NASKAH SUBMIT

## **MULTISTAKEHOLDER COLLABORATION IN ENVIRONMENTAL ISSUE 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 find out how the efforts made by global civil society actors at the local level in encouraging multistakeholder collaboration. The actor studied Earth Hour Malang through the Ngalam Petengan agenda. In addition, it also examines the forms of involvement of various actors in Ngalam Petengan as an initiative to care for environmental problems. The results that through Ngalam Petengan, government actors, business actors, academics, media, and local communities are involved and collaborate in supporting efforts to protect the environment. The engagement of these various actors is in line with the pentahelix model as a collaborative model in development. The results of this research contribute to the development of global civil society studies at the local level and the urgency of the pentahelix model in dealing with global issues. The limitations of this research are the scope of the location of the issue and local actors. Future research needs to look at a broader scale of how multistakeholder collaboration responds to global issues, particularly environmental issues.

**Keywords:** Campaigns, global issues, Pentahelix model, SDGs

### **Introduction**

This research examines multistakeholder collaboration in environmental issue at the local level initiated by global civil society (GCS) actor. Concern for the environment is public awareness, both government actors, private actors, and society, to preserve the environment and the future (Giddens, 2008; Lee et al., 2012). This is because various environmental problems, especially climate change and global warming, will impact life universally (Shah, 2015). Therefore, it requires collective awareness of various elements. This is also related to efforts to achieve the Sustainable Development Goals (SDGs), especially the 13th (climate action), 14th (life below water), and 15th (life on land) goals (Department of Economic and Social Affairs Sustainable Development United Nations, 2020).

The GCS actor that is the focus of this research is Earth Hour Malang (EHM) through an action called Ngalam Petengan. Ngalam Petengan is an action that is held regularly every year. Ngalam Petengan, also called switch-off, turns off electrical devices for one hour on the last Saturday night of March every year. Switch-off was initiated in 2007 by Earth Hour, which was later adopted globally in various cities and countries through its branches, one of which is EHM. In the 2023 switch-off action, 192 countries have been involved (Earth Hour, 2021a).

Earth Hour is a global movement that actively and consistently campaigns for awareness of the environment's future, one of which is through the habituation of a green lifestyle. This movement was adopted in Indonesia in 2009 and then spread to various regions, including Malang City and Malang Regency, East Java, with the birth of Earth Hour Malang in 2012 (Rijal, 2020). In 2019, EHM earned the title of The Most Active Earth Hour Account Based on Engagement in Indonesia (Rijal & Anggraheni, 2019). This is why the EHM activity is essential to study.

Furthermore, Ngalam Petengan is one of EHM's annual actions to campaign for the importance of awareness and concern for the environment, in addition to other routine and conditional actions (Rijal, 2020). In the Ngalam Petengan series, EHM invited various actors to be involved and work together to make this agenda successful. The various actors range from government actors, business actors, academics, local communities, and the mass media.

For this reason, the purpose of this research is to find out how the efforts made by EHM in encouraging multistakeholder collaboration on the Ngalam Petengan agenda. This research is necessary because efforts to protect an environmental future are part of the agenda of the SDGs in which multistakeholder involvement and cooperation are essential elements to make it happen, according to the 17th goal (partnership for the goals). As for academically, this research makes an academic contribution to GCS studies, international-domestic (intermestic) studies, multistakeholder cooperation, and studies related to SDGs as a global agenda.

## **Literature Review**

This research is a continuation and development of previous research that researchers have conducted. Previous research that has been published examines, first, the GCS strategy at the local level (Rijal & Anggraheni, 2019). Second, the role of GCS in mitigating climate change through action at the local level (Rijal, 2020). The third is the GCS public awareness campaign model at the local level (Rijal & Widiatmojo, 2021). Fourth, the transformation and development of GCS from local to global (Rijal & Sabila, 2022). Fifth, the modality of GCS actors at the local level (Rijal & Prasodjo, 2023).

Furthermore, to show this research's state of the art, several previous studies related to Earth Hour as a GCS and multistakeholder collaboration in SDGs and development need to be referred to. First, research on Earth Hour at various levels, from international/global, state to local, was conducted by Baktiar (Baktiar, 2014); Marciano (Marciano, 2011); Fernandez et al. (Fernandez et al., 2015, 2017); Kee (Kee, 2013); Widorini and Hermawati (Widorini & Hermawati, 2014); Ronauli (Ronauli, 2016); Ulfa and Fatchiya (Ulfa & Fatchiya, 2018); and Olexsak and Meier (Olexsak & Meier, 2013).

Second, research on multistakeholder cooperation and involvement in various development agendas was carried out by Carayannis et al. (Carayannis et al., 2012); Carayannis and Campbell (Carayannis & Campbell, 2009, 2010); Hermawan and Astuti (Herman & Astuti, 2021); Amrial et al. (Amrial et al., 2017); Zakaria et al. (Zakaria et al., 2019); Widowati et al. (Widowati et al., 2019). The relevance of the studies mentioned above has contributed to this research in understanding the existence of EHM as a GCS and the implementation of the Pentahelix model in various development programs.

## **Conceptual framework**

This study uses the concept of global civil society and the Pentahelix model as a conceptual framework. The GCS concept is used to frame EHM, which is a GCS actor at the local level. The Pentahelix model is used to see how multistakeholder collaboration in Ngalam Petengan is an effort to encourage environmental awareness.

First, the Global Civil Society. GCS refers to actors who defend the public interest, and its existence is not part of the extension of the state (political actors) and the business (economic actors). They consist of community groups not intervening in the political interests or the economic interests (Powell, 2022). They are connected transnationally without being bound by national territorial boundaries (Pallas, 2013). According to Keane, GCS is a social space, organization, movement, or group that is interconnected, consisting of more than one actor; its activities and networks beyond national borders, and they interact with each other connecting local to global dimensions or vice versa (Keane, 2003).

The characteristics of the GCS are voluntary, non-governmental, and non-commercial (Helmut et al., 2016; Keane, 2003; Scholte, 1999). GCS is very diverse; it can include non-governmental organizations, transnational advocacy networks, advocacy groups, humanitarian organizations, foundations, charities, global social movements, and others. Their activities and networks of relations are international and even global. At the same time, it differentiates them from civil society actors who are more associated as actors at the domestic level. In this context, Earth Hour Malang is a GCS actor, a branch of Earth Hour Indonesia that is also part of Earth Hour Global. They fight for universal public interests related to the future of the environment and its position outside state power and business interests or, namely, the third sector (Munck, 2010).

Second, the Pentahelix model. Helix means synergy or cooperation (Hardianto et al., 2019). The term helix is used to see the support or participation of various parties in development (Zakaria et al., 2019). The Pentahelix is a development of the helix model, in addition to Triplehelix and Quadruplehelix. The Pentahelix model is also called the Quintuplehelix. This model describes each actor's neat and continuous collaboration within the framework of the success of a program, policy, or development agenda (Herman & Astuti, 2021).

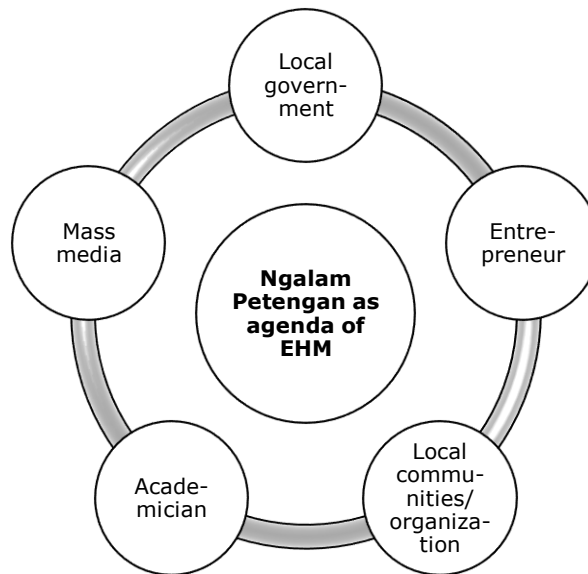
Five important actors contribute and actively participate in it: Academician, Business, Community, Government, and Media. Therefore, this model is also called the ABCGM or the Pentahelix multistakeholder collaboration model (International Association for Public Participation Indonesia, 2020).

According to Carayannis et al., the Quintuplehelix or Pentahelix model can be used as an innovation model in dealing with environmental challenges, such as global warming, through multi-actor synergy (Carayannis et al., 2012). The use of the Pentahelix model in environmental issues is based on the argument that environmental issues and problems are dynamic, have high complexity, and involve many countries. Therefore, according to Hermawan, the approach used to overcome it should be flexible (Herman & Astuti, 2021). The steps taken need to be adapted to the dynamics of development, and multistakeholder synergy is an important keyword. This is because environmental problems are a shared problem, and each party has the same responsibility to care, be involved, and make a real contribution (Carayannis et al., 2012).

In the context of this study, the Pentahelix model is used to see the involvement of five elements in caring for the environment: government, business people, universities, mass media, and civil society communities. This involvement was through Ngalam Petengan,

which EHM initiated as GCS at the local level. This multistakeholder collaboration is a critical element in achieving the SGDs agenda and implementing the principles of the 17th SDGs, namely the creation of cooperation to achieve this global goal with no one left behind.

The operationalization of the Pentahelix model referred to in this study is depicted in Figure 1.



**Figure 1. Pentahelix model of Ngalam Petengan**

## **Methods**

This study uses a descriptive-qualitative approach. The aim is to describe a situation or phenomenon without looking at the causality relationship or the relationship between variables (Bakry, 2017). The type of data consists of primary data and secondary data. Primary data was collected through interviews with research subjects who were Earth Hour Malang activists.

The data obtained from the interviews relate to multistakeholder involvement in various EHM activities, especially in the Ngalam Petengan action. In addition, primary data is also collected and processed from publications on EHM social media. Collecting and processing data from social media utilizes the NVivo 12 Plus application with the NCapture feature. The information obtained from collecting social media data is a description of EHM's activities on social media and a portrait of a network of actors who have a relationship with EHM.

Secondary data was obtained from various literature such as books, journals, magazines, online articles, news portals, and other library sources that are relevant to the research objectives. Various literature is collected using the Harzing Publish or Perish application. The data analysis technique used in this study was adopted from what Miles, Huberman, and Saldana proposed. Data analysis involves four components: data collection, condensation, display, and conclusions drawing (Miles et al., 2014).



## **Results**

### ***Earth Hour and Ngalam Petengan***

Earth Hour Malang uses Ngalam Petengan to refer to the switch-off action: turning off electrical devices for one hour on the last Saturday night in March. This action was carried out as part of the commemoration of Earth Day. Therefore, Ngalam Petengan means Malang (reverse to Ngalam) is dark.

Switch-off was initiated in 2005 by the World Wildlife Fund (WWF) Australia under the name *The Big Flicks*, an idea to turn off all the energy on earth at one particular time. WWF is an international non-governmental organization working on global environmental preservation, founded in Switzerland on April 29, 1961. A year later, in 2006, The Big Flick concept was changed to Earth Hour. Turning off the lights for sixty minutes was first realized on March 31, 2007.

In its development, this idea was adopted globally. In 2008, turning off electrical devices for 60 minutes involved 371 cities in 35 countries (Baktiar, 2014). A decade later in 2018, a switch-off action was carried out in 188 countries involving millions of people. In Indonesia, this action was adopted in 2009 and until 2021, supported by partners in 128 cities and conducted by the Earth Hour community that spread across 33 cities (World Wildlife Fund, 2018, 2021).

Furthermore, although various actions are routinely carried out and campaigned by Earth Hour, switch-off (in the context of Malang, called Ngalam Petengan) is the top agenda every year. That is because this action was carried out simultaneously in various countries and attended by millions of people worldwide. At the 2021 switch-off, Earth Hour Global reported that this action was carried out in 192 countries by involving various elements from state and government leaders, global corporations, international governmental and non-governmental organizations, and the wider community (Earth Hour, 2021b). Likewise, in Indonesia, the switch-off action has been supported by partners in 128 cities and is driven by 2,000 young volunteers spread across 33 cities, and is supported by 2 million netizens through digital activation (World Wildlife Fund, 2021).

In the Indonesian context, released from the Earth Hour Indonesia website, although it was held and adopted in various regions in Indonesia, the main focus and target of the switch-off action was Java and Bali (Earth Hour Indonesia, 2019). The reason is that 78 percent of Indonesia's electricity consumption is focused on Java-Bali, where 68 percent of electricity consumers are in Java-Bali. At the same time, other parts of Indonesia receive a smaller portion. In addition, as much as 23 percent of Indonesia's electricity consumption is focused on DKI Jakarta and Tangerang, where the distribution is around 30 percent each for households, businesses/offices, and commercial buildings, as well as the industrial sector, the rest being public facilities and the social sector.

Based on this data, Earth Hour Indonesia assumes that 1 hour of turning off lights and electronic devices by around 10 percent of Jakarta residents (assuming 700 thousand houses turn off at least two lights in 1 hour) can rest one power plant with a capacity of 300 megawatts which is equivalent to turning on electricity for 900 villages. This action reduced Jakarta's electricity costs by around 200 million rupiah and reduced emissions of around 267 tons of carbon dioxide, or the equivalent of absorbing emissions from 267 trees that are 20 years old, and at the same time is equivalent to providing oxygen to at least 534 people (Earth Hour Indonesia, 2019).

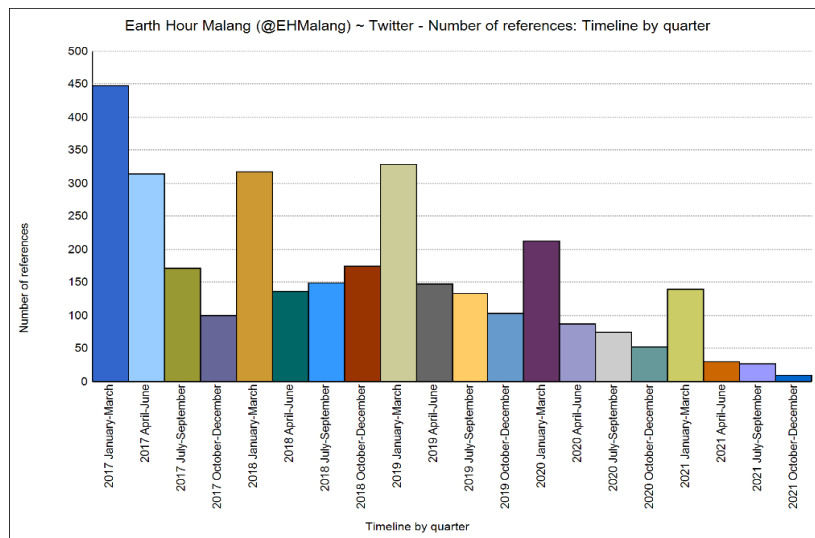
Based on the assumption above, through the switch-off action, the meaning is that energy-saving behavior means contributing to reducing carbon dioxide emissions and other toxic gases while providing space for oxygen production. Its estuary is expected to save the earth from global warming and climate change threats. Therefore, saving electrical energy is closely related to various environmental problems.

Likewise, in the context of Malang, the Ngalam Petengan action is relevant to various environmental problems. By saving electricity and getting used to environmentally friendly behavior, it is hoped to contribute positively to efforts to save the environment's future.

### The Existence of Ngalam Petengan: From Year to Year

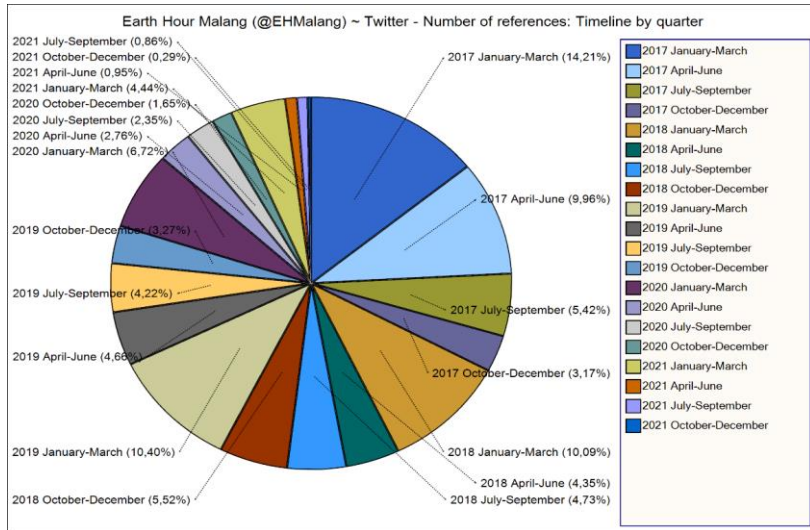
Ngalam Petengan has been held by the EHM community since 2012. However, the author's search regarding the documentation of Ngalam Petengan through EHM publications found that EHM activities on Instagram via the @earthhourmalang account began in 2015, on Twitter @EH Malang started in 2017, blog <http://earthhourmalang.blogspot.com/> started in 2015, and YouTube Earth Hour Malang started in 2016. However, this study's primary sources of social media data are mainly from Twitter and Instagram EHM. Meanwhile, other EHM publication media are used as supporting data sources.

The analysis results on Twitter @EHMalang using the feature NCapture on the NVivo12Plus software found that tweets on the Twitter account @EHMalang experienced an average increase between January-March every year. Uploads for January-March 2017, January-March 2018, January-March 2019, January-March 2020, and January-March 2021 always show increased activity and intensity of EHM on social media Twitter. This is shown in Figure 2 and Figure 3.



**Figure 2. Number of Tweets @EHMalang Quarterly Period**

Source: Processed by researchers, 2021

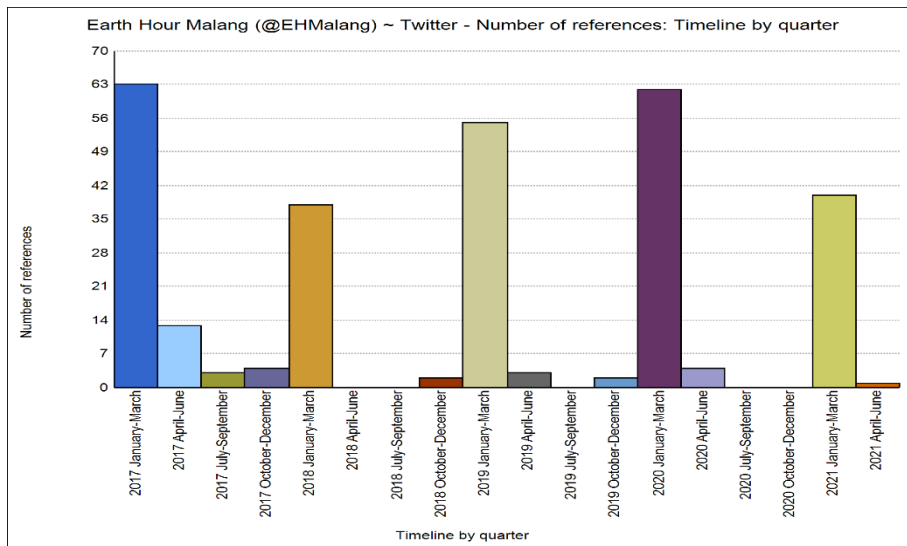


**Figure 3. Percentage of Total Tweets @EHMalang Quarterly Period**

Source: Processed by researchers, 2021

Figure 2 and Figure 3 show that consistently in the January-March period each year, the @EHMalang account is more active on Twitter than in other periods. This is understandable because the end of March is the highlight of the agenda of Earth Hour Day called Ngalam Petengan. Therefore, since January, EHM has started to conduct outreach and campaigns to disseminate information, attract public sympathy, and encourage social media engagement. In this case, EHM made direct efforts through various actions, such as campaigns in city parks, cafe campaigns, school campaigns, and others, and other indirect efforts by utilizing social media instruments.

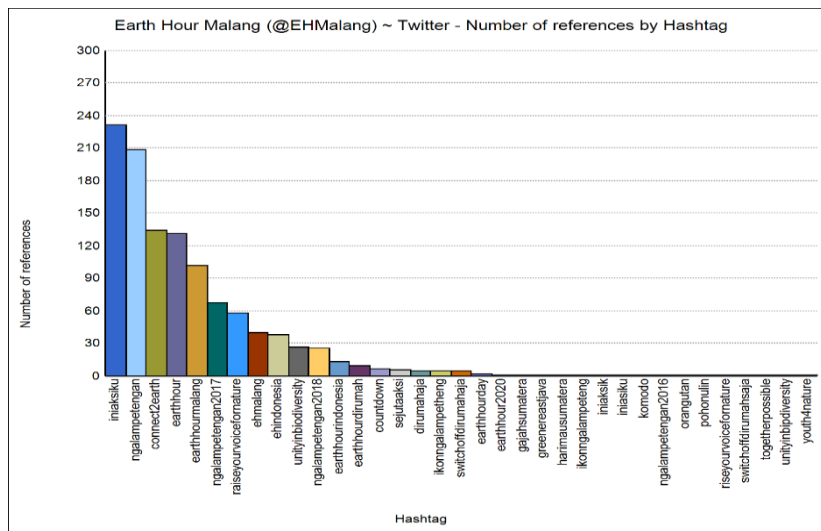
The results confirm that the above explanation captures the Twitter account @EHMalang regarding the hashtag #ngalampetengan. Figure 4 shows that the hashtag #ngalampetengan was most frequently used during the January-March period each year. Even so, the hashtag #ngalampetengan is also still used in uploads after the January-March period if the uploads discuss or review related to the Ngalam Petengan action that has been held or the Ngalam Petengan action that will be held the following year.



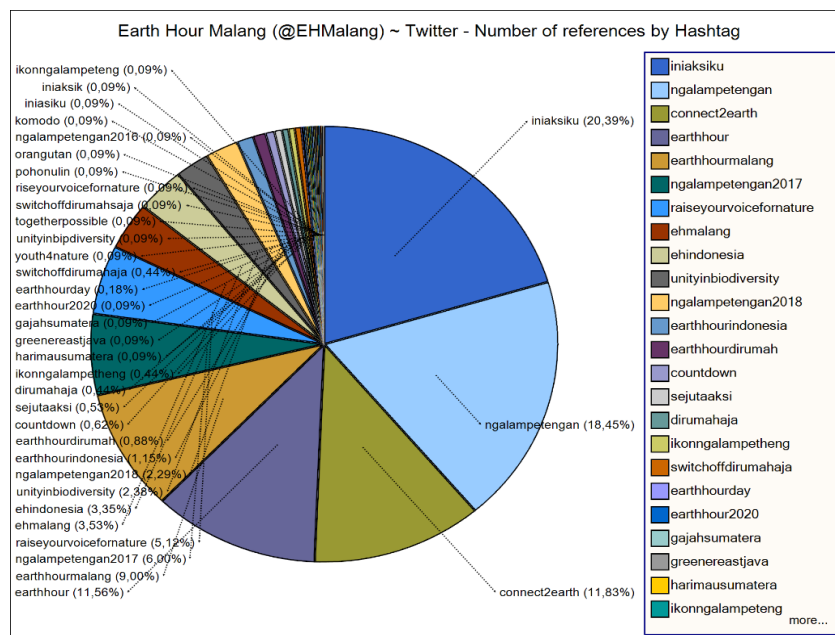
**Figure 4. Use the hashtag #ngalampetengan for each period**

Source: Processed by researchers, 2021

The data in Figure 4 above makes #ngalampetengan one of the hashtags most frequently used by EHM on the @EHMalang account. Even though the most used hashtag is #iniaksiku, the NCapture results on Nvivo12Plus show that #ngalampetengan is one of the more used hashtags than the other. This can be seen in Figure 5 and Figure 6 below,



**Figure 5. The Most Frequently Used Hashtags on the @EHMalang Account**  
 Source: Processed by researchers, 2021



**Figure 6. Percentage of the Most Frequently Used Hashtags on the @EHMalang**  
 Source: Processed by researchers, 2021

Figure 5 and Figure 6 show the graph and the percentage of hashtag usage on the @EHMalang Twitter account. It can be seen that #ngalampetengan has a percentage of 18.45% compared to other hashtags. This also indicates that Ngalam Petengan is a vital agenda and a priority for EHM. The tags #iniaksiku and #connect2earth are also often used with the hashtag #ngalampetengan. The visualization of hashtags and words that

are most frequently used on the @EHMalang account is shown in the word cloud in Figure 7 below,



**Figure 7. Word Cloud Hashtags and Words Most Frequently Used @EHMalang**

Source: Processed by researchers, 2021

Furthermore, Ngalam Petengan, being held every year, has yet to have a fixed date, even though it is held worldwide and Earth Hour Global determines the date for the Earth Hour Day agenda switch-off action. However, what is certain is the event is always being held on Saturday and generally in the last week of March. In addition, Earth Hour Day also has a central theme that is used globally, and the Earth Hour community in various locations can create it with their own theme but still relevant to the global theme. In addition, various actors worldwide are involved in the switch-off, starting from government actors, businesses, media, communities, academicians, non-governmental organizations, the general public, and many others.

In the context of Earth Hour Malang, the themes that are carried out are quite diverse, but in general, they all carry the same agenda related to climate change. In addition, the prominent locations for holding the peak of Ngalam Petengan also vary—likewise, they also have the involvement of various actors involved in the switch-off action and showed those who provide support. Table 1 below shows information about Ngalam Petengan from year to year, starting with the date and location of the implementation. It shows what theme was carried out, and the participants who were involved and supported Ngalam Petengan.

**Table 1. Overview of the 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 (parks, monuments), 4 hotels, 1 village | 7 radios and various online |

| <b>Year</b> | <b>Date</b>    | <b>Location</b>                                   | <b>Theme</b>  | <b>Participant Switch-Off</b>   | <b>Media Partners</b>                                |
|-------------|----------------|---|---|---|--|
|             |                |   |   |   | promotional media                                    |
| <b>2016</b> | March 19, 2016 | Malang City Hall                                  | Shine a Light on Climate Action   | 3 public facilities (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        |
| <b>2017</b> | 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, and 1 cafe, 2 villages  | 14 radios and various online promotional media       |
| <b>2018</b> | 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 (parks, monuments and statues) and 2 campuses              | 8 radios, 1 tv, and various media promotions online  |
| <b>2019</b> | March 30, 2019 | Grand Hall of Malang Regency                      | Down by The Ocean<br>"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 |
| <b>2020</b> | March 28, 2020 | Online (Zoom Meetings)                            | My Earth, My Home   | 4 hotels, 2 cafes, government offices   | 6 radio and various online promotional media         |
| <b>2021</b> | 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 researchers from various sources, 2021

Table 1 above provides information of the implementation Ngalam Petengan from 2015 to 2019 was held at a government-owned location. In 2015, in a city park owned by the City Government of Malang, in 2016 and 2017 at the Malang City Hall, which is directly opposite Malang City Square, and in 2018 and 2019 at the Hall of the Malang District Regent's Office. The choice of this place is with reason, strategic to show the existence of Earth Hour Malang and attract the attention of the wider community. This also shows EHM 's ability to approach and lobby the Malang City government and the Malang Regency government to support and be involved in their agenda.

Meanwhile, in 2020, as expected Ngalam Petengan will be held directly as in previous years. Unfortunately, the Covid-19 pandemic that hit the world resulted in switch-off actions worldwide that had to be held online, including Ngalam Petengan. Earth Hour Malang confirmed the cancellation of the Ngalam Petengan one week before its implementation on March 28, 2020, after WWF, the leading organization of the Earth Hour community, issued a circular regarding the cancellation of the Earth Hour campaign to switch off openly. Likewise, in 2021, the Covid-19 pandemic, which is still endemic, means that the Ngalam Petengan will be held online and offline (hybrid). Apart from being held online, the Ngalam Petengan committee also focused its action in person and was limited to Ibis Style Hotel Malang. The Ngalam Petengan 2021 offline location in one of the 3-star hotels in Malang City also shows the ability of the Earth Hour Malang lobby for business people to support and get involved in their actions.

Furthermore, Table 1 above shows the actors who participated in the action switch-off and those who supported Ngalam Petengan. Based on Table 1, it can be seen that the participants who were involved in turning off the lights at the peak of the Earth Hour Day commemoration between 20.30-21.30 were government agencies, including public facilities managed by the government; the private sector or business actors and businesses such as hotels, malls, and cafes; universities; and the community (green village). Apart from that, various elements of the media were also involved in supporting the Ngalam Petengan action in the form of publication and information dissemination, such as radio, local television stations, and various promotional media on social media. Besides, various organizations, movements, communities, etc. provide support, both in the form of information dissemination and direct support by being involved in the implementation of Ngalam Petengan.

### **Efforts to Encourage Multistakeholder Collaboration**

The involvement of the various actors mentioned above is inseparable from the efforts made by EHM volunteers in encouraging their involvement in Ngalam Petengan. Based on the research results, the authors grouped at least three forms of efforts made. The first is lobbying and hearings. Second, networking efforts or utilizing networks. Third, campaign efforts. This campaign effort is divided into two forms: carried out directly or indirectly or through the media.

#### ***Lobbying and Hearing Efforts***

Lobbying and hearing efforts were carried out by EHM volunteers to the government, businesses, and universities, as well as the media to encourage their involvement in participating in Ngalam Petengan specifically and being involved in efforts to protect the environment through pro-environmental policies or activities in general. This lobbying effort begins with sending a proposal to the target. After the proposal is received, it is then followed up by conducting hearings.

First, efforts to lobby government actors were made, including the Mayor of Malang and the Regent of Malang, the environmental service, the parks service, executive agencies, the police, the state electricity company, and others. This effort was confirmed from an interview with the City Coordinator of Earth Hour Malang 2021 Nariswari Alifathea Jasmine. Jasmine said, "To invite people, they usually send a proposal first and then go to the audience. We conducted audiences with the government and related bodies such as the environmental service, Malang City Scouts, and the police, explaining in advance the outline of Ngalam Petengan, what the benefits are and starting to invite them to participate

and support this action. In addition, EH Indonesia is also helping in encouraging local government involvement" (Jasmine, 2021).

Successful lobbying to the government was evidenced by the granting of permission by the government to hold Ngalam Petengan in government facilities. In 2019 and 2018, Ngalam Petengan was centered at the Malang Regent's Office Hall. In 2016 and 2017, it was held at Malang City Hall. This success was also demonstrated by the involvement and support of the government through the participation of various government offices and public facilities managed by the government to be involved in turning off the lights in the Ngalam Petengan from year to year.

Apart from that, one of the achievements of the audience with government actors was a short video inviting the public to participate in Earth Hour Day. Starting in 2019, EHM succeeded in inviting The Regent of Malang to make a video in the form of an appeal to the government and the wider community to get involved in the Earth Hour Day action. Not only the video appeal, but the Malang Regency Government also issued a letter to all heads of services and all sub-districts in Malang to urge the people involved to turn off electrical devices between 20.30-21.30 on the eve of Earth Hour Day.

The letter is addressed to all Malang Regency government levels, including inspectors, agencies/services, hospitals, legislatures, and sub-district heads throughout Malang Regency. The contents include two points: urging people to carry out a campaign to turn off the lights for 1 hour and appealing to the public to adopt an energy-saving lifestyle daily by using electricity as needed. The appeal shows a joint commitment to express concern for climate change, preservation of biodiversity, and reduction of carbon emissions.

Then continuing in 2020, EHM also succeeded in approaching the Regent of Malang to give an appeal through a short video. As for 2021, more government officials whom EHM successfully approached by providing appeals through short videos. Not only video, but another proof of the success of the EHM lobby is also the presence of government officials or their representatives in the implementation of Ngalam Petengan from year to year.

Second, lobbying and hearing efforts were also made to business actors, such as hotels, malls, and cafes. This can be seen in the involvement and participation of various hotels, cafes, and malls in turning off the electricity in Ngalam Petengan. Not only involved in Ngalam Petengan, several business owners even facilitated the success of the Earth Hour Malang agenda. For example 2019, Earth Hour Malang held a press conference on Ngalam Petengan 2019 at the 101 Hotel Malang. In addition, in 2021, the Manager of Fave Hotel gave a call to participate in Ngalam Petengan through a short video. Then the Ibis Style Hotel facilitated the implementation of Ngalam Petengan, which was carried out in a hybrid way (offline and online).

The participation and involvement of the business community is based on their business orientation which tends to be pro-environmental. According to the Coordinator of Earth Hour Malang 2021, Nariswari Alifathea Jasmine, in an interview, "What is certain is that we are looking for entrepreneurs or business owners who are concerned about the environment, such as hotels and cafes; we will first explain the outline of the switch off and what benefits can be obtained, then offer a workable partnership"(Jasmine, 2021). Because of that, not all business circles targeted by Earth Hour Malang are willing to get involved.

As Jasmine mentioned above, benefits are the "profit" offered by EHM so that business owners want to be involved in Ngalam Petengan as well as showed actions to protect the



environment and carry out their business activities with a more environmental orientation. The "profit" in question is in the form of promotions on various social media owned by EHM. According to Calista Amalia, Coordinator of Earth Hour Malang 2018, business owners not always welcomed this promotional offer. The business community that is finally interested in supporting EHM's actions are those who have the same vision—related to concern for the environment's future. "Finally, they agreed because they were interested in our actions, and most also had the same vision" (Amalia, 2019)

Third, EHM also made lobbying and audience efforts for universities to get involved in Ngalam Petengan by turning off the lights around the campus during the commemoration of Earth Hour Day. This is also inseparable from EHM's ability to lobby campus leaders, especially by taking advantage of the existing volunteers who are students on the campus. The Coordinator of Earth Hour Malang 2021, Nariswari Alifathea Jasmine, who is also a state university student, stated, "We are holding hearings at universities and offering possible collaborations. Besides that, we usually target the student organizations first so that they can convey it to the higher-ups"(Jasmine, 2021).

The existence of EHM volunteers at various universities is an important modality. This is because these volunteers are the spearhead of the campus to encourage the involvement and participation of the campus. As per the interview excerpt, EHM generally targets student organizations, which became the bridge for conducting audiences with higher education leaders. The success of this lobby and hearing can be seen in several universities' involvement in turning off the lights on peak night suffering.

Fourth, EHM also conducted lobbying and hearings for the media, especially radio stations. This is shown on various radio stations, which are the media partners of EHM for the implementation of Ngalam Petengan from year to year. The approach to radio stations are done by offering an event in the form of the Ngalam Petengan Talkshow. Various radio stations then scheduled a talk show to discuss the theme being carried out that year. This talk show is a means to disseminate information about the environment and the Ngalam Petengan action and to invite the general public to be involved. Besides radio stations, EHM also approached several local television stations who eventually also become media partners for EHM in the Petengan Ngalam agenda.

Also, promotional media on social media, especially those widely followed by students, have become a media partner to disseminate information and encourage public involvement. Jasmine has said that "First we explain the outline of the switch off, and the media need something unique, so we offer something unique from the EHM community and this switch off action" (Jasmine, 2021).

### ***Networking and Collaborative Efforts***

In every Ngalam Petengan implementation, various organizations and local communities are also involved in providing support and assistance for the success of the annual agenda. This involvement, support, and assistance are carried out in the form of collaborative actions for the success of various agendas before the night of Ngalam Petengan.

Their involvement and support are inseparable from EHM's efforts to utilize the network they have. This network was established through collaborations with various local organizations and communities, especially extra-campus organizations and communities concerned with the environment. For example, in 2017, EHM collaborated with AIESEC Brawijaya University, Malang Gardening, Turun Tangan, and Kemangteer Malang, where

they held a Sambang Baby Tree, which was an event where they were planting trees and periodically making visits to monitor the growth of the planted trees. Then, EHM held together check sources at the Precet Junrejo Water Source, Batu City, in collaboration with Earth Hour Batu City.

Then, for example, in 2018, the Action Facing the Sea event was held EHM in collaboration with Marine Buddies, Climate Change Frontier, Sobat Bumi Malang, Ekora Community, AIESEC, Hilo Green Community, Mapala Ma Chung University, and another Earth Hour namely Earth Hour Sidoarjo and Earth Hour Batu City. Collaboration (or in terms of EHM is called *CollaborAction*) was also carried out in commemoration of Earth Day 2018, with the UMM Asian Medical Students Association and the Million Tree Planting Movement by collaborating with Ngakup.co in collaboration with Parimaya (Malang Raya Tourism).

The next example, in 2019, *CollaborAction* held by EHM, such as pick up garbage action, which was initiated in the commemoration of Waste Awareness Day, collaborating with the Turun Tangan Malang community and Green Generation Malang. Various collaborations (networking) owned or carried out by EHM show that this community has good relations with various other communities. This was acknowledged by Calista Amalia, "The cooperation that exists between EH and other communities is very good. ... We almost never refuse invitations from other communities, so they do the same to us "(Amalia, 2019).

The statement above implies that there is a kind of reciprocal relationship between communities, where they invite each other to be involved. So, if other communities have activities, EHM activists are also present. Such a relationship shows that there are efforts to support each other between various communities to fight for the issues they are fighting for. EHM cooperates with various environmental or environmental communities because they realize that this problem cannot be fought alone. For these reasons, building a network is necessary for all communities to walk hand in hand with the issue or vision they are fighting for. In the context of Ngalam Petengan, EHM has used the collaboration network that has existed to encourage them to support and be involved in the Ngalam Petengan action.

### ***Campaign Efforts***

Earth Hour Malang carries out efforts to succeed and attract the general public's involvement by conducting campaigns. These campaigns are carried out directly or indirectly through the media. First, direct campaigns are carried out through routine EHM actions. These actions include the City Park Campaign, Café Night Campaign, School Campaign, and others.

Through the City Park Campaign, EHM volunteers socialize and educate the public who visit the city parks. Education was conducted, for example, by giving information about the importance of caring for and protecting the environment in city parks by disposing of trash to its place, sorting waste, and getting used to a green lifestyle by bringing your own drinking water bottles or supplies. At the end of the day, EHM volunteers would invite them to participate in turning off electrical devices on the Ngalam Petengan agenda.

Through Café Night Campaign, EHM volunteers conducted a campaign at various cafes at night. The reason why the time of night is chosen because there are generally more cafe visitors at night than during the day. The hope is that the campaign carried out can reach a broad public. In the campaign to various cafes, Earth Hour Malang volunteers went table

to table campaigning for a green lifestyle, particularly regarding the importance of bringing your own drink bottles and non-plastic straws and minimizing food waste. This was done by showing posters containing various information that visualize a green lifestyle. Also, on that occasion, they invited visitors to be involved in the peak night of Ngalam Petengan by turning off electrical devices for one hour.

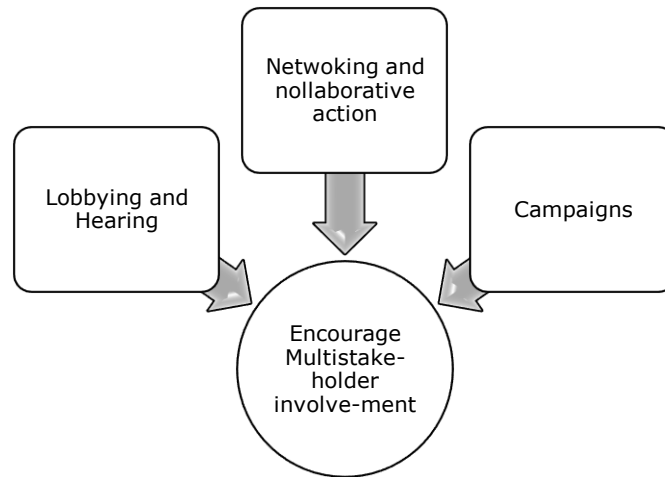
EHM conducts campaigns in various schools through the School Campaign, from elementary, to junior high, and to high school levels. The goal is to educate students about a green lifestyle. The activities carried out include processing used plastic bottles into trash cans, turning used t-shirts into bags, hydroponic manufacturing practices, and others. Also included in the activities is a campaign about the importance of saving energy, one of them is supporting the switch-off action.

Second, apart from being direct, campaigns are also carried out using media instruments, especially social media. Consistently, Earth Hour Malang has uploaded various posts about Ngalam Petengan in particular and environmental issues in general on their various line of social media, such as Twitter, Line, Instagram, and Facebook. The goal is for all the activities to be carried out and what they stand for or campaigns so they can reach a wider public. The hope is the emergence of public awareness which will further encourage their involvement, one of them being the switch-off action.

This social media campaign is consistently carried out using various hashtags, such as #SeninBawaTumbler, which is an invitation to bring your own water bottle to reduce the use of plastic packaged drinks; #PlastikTakAsik is a call to reduce the use of plastic; #SaturdayPreiBBM which is an invitation to reduce the use of motorized vehicles and replace it with cycling or walking; #AyoBawaBekal to invite people to bring their own lunch box so that they can reduce the use of plastic and food waste; and other hashtags like #iniaksiku, and #connect2world.

Apart from social media, EHM also uses radio for campaigning. This radio campaign is one of the achievements of the lobbying and hearings conducted, as explained in the previous discussion. Not only radio, but EHM also appears on local television stations to carry out campaigns, talk shows, and others. Everything ultimately boils down to efforts to invite the wider community to support and be involved in Ngalam Petengan and get used to a green lifestyle in general.

The three forms of effort described above are visualized in Figure 8 below. Figure 8 attempts to show that EHM is trying to respond to environmental problems through Ngalam Petengan. In Ngalam Petengan, three forms of efforts are made to encourage multistakeholder involvement in caring for the environment, namely lobbying and hearings, networking and collaboration, and campaigns.



**Figure 8. EHM Efforts to Encourage Multistakeholder Involvement**

Source: Processed by researchers, 2021

Furthermore, in simple terms, the three forms of efforts made by Earth Hour Malang in encouraging multistakeholder involvement and the objectives of these efforts are presented in Table 2. Table 2 also presents an overview of the involvement of each actor in line with the pentahelix model of the involvement of government actors, business people, academics, media, and community organizations/communities.

**Table 2 Efforts to Promote Multistakeholder Collaboration**

| <b>Form of Efforts</b>                          | <b>Main Target/ Actors Involved</b> | <b>Forms of Engagement</b>   |
|---|-------------------------------------|--|
| <b>Lobbying and Hearing</b>                     | Government actor                    | Participation and facilitating of Ngalam Petengan, support for pro-environmental policies, calls for action            |
|   | Business actors                     | Participation and facilitating of Ngalam Petengan, support for pro-environmental business activities, calls for action |
|   | Universities/Academicians           | Participation in Ngalam Petengan, green lifestyle support, calls for action  |
|   | Media (local radio and television)  | Facilitate publication and information dissemination of Ngalam Petengan  |
| <b>Networking</b>                               | Local Organization/Communities      | Participation in Ngalam Petengan, green lifestyle support, calls for action  |
| <b>Campaign (direct campaign and via media)</b> | Individual                          | Participation in Ngalam Petengan, green lifestyle support  |

Source: Processed by researchers, 2021

## Discussion

Based on the research results, this study has at least three findings. First, EHM through Ngalam Petengan has tried to encourage multistakeholder involvement, in which there are five essential elements or actors who are involved, participate, and provide support based on their respective portions and capacities. The five actors are the governments in this case, the Malang City government and its staff and the Malang Regency government and its staff; the business community, which includes cafes, shopping centers, and hotel entrepreneurs; universities, both public and private; local media including radio, television, as well as online media or public social media accounts; and communities/organizations at the local level as well as societies in general.

Multistakeholder collaboration in the Pentahelix form is vital to solving various problems together. Upe et al., in their research, one of which is Covid-19, emphasized the importance of Pentahelix synergy. According to him, the synergy of stakeholders in Pentahelix needs to be adapted to the local context, wisdom, and resources (Upe et al., 2021).

Regarding this research, to encourage multistakeholder involvement, through Ngalam Petengan, EHM tries to adapt to the local context, for example, by choosing a theme that is appropriate to the conditions and context in Malang. Likewise, the series of activities from Ngalam Petengan are adapted to the socio-cultural context of the community. Likewise, in terms of local wisdom, the name Ngalam Petengan shows the local wisdom of the Malang people, which is identical to the "walikan" language (the word in the language is reversed, for example, Malang being Ngalam). This is in order to gain public sympathy and attention.

Regarding local resources, the involvement of hotel and cafe entrepreneurs, for example, is inseparable from Malang's position as a tourist destination city with hundreds of hotels and thousands of cafes (Central Bureau of Statistics for Malang Regency, 2017; Central Bureau of Statistics for City of Malang, 2021; Gigih Mazda, 2019). With the involvement of hotels and cafes, EHM hopes to increase the visitor engagement to have a green lifestyle. Likewise, the involvement of higher education institutions is inseparable from Malang's position as an education city, with the number of higher education institutions in Malang City and Regency reaching 80 public and private universities (Malang City has 61 universities, and Malang Regency has 19 universities) (Jawaracorporo.com, 2020)

Second, efforts to encourage multistakeholder involvement by EHM through Ngalam Petengan align with sustainable development goals, especially point 17 regarding partnership for the goals. This 17th goal places the importance of collaboration to strengthen the implementation of sustainable development by inviting all elements to be involved with no exceptions or no one left behind. EHM through Ngalam Petengan is trying to realize this multi-actor collaboration as part of a joint effort to protect the environment's future. Indirectly, this effort is also part of realizing global development goals, especially concerning the 13th (climate action), taking immediate action to combat climate change and its impacts.

This finding is in line with Florini and Pauli's argument that collaborative governance is needed in efforts to implement SDGs through cross-sectoral collaborations (Florini & Pauli, 2018). In line with that, Desai et al. stated that innovation is needed in implementing the SDGs. One of these innovations is in multistakeholder governance, where global development solutions can be found in the various actors involved who have the knowledge, information, and commitment to act together. This then requires a sphere

where various actors/elements are integrated to set agendas, design policy solutions, conduct evaluations, and so on (Desai et al., 2018). At least one of the spheres referred to is Ngalam Petengan.

Third, the two points above simultaneously show the urgency of the role of global civil society as an essential actor in current international relations (Amoore & Langley, 2004; Mishra, 2012; Souri, 2007). According to Chanhoke, "Global civil society... represent the needs, the interests, and the immediate problems of people over the world" (Chandhoke, 2005). Through Ngalam Petengan, EHM as a form of global civil society at the local level shows a real contribution to efforts to deal with global environmental problems through action at the local level. This is inseparable from the fact that the local government cannot handle it alone. Therefore, civil society, local leaders or public figures at the local level, academia, and the private sector play a key role in this process (Asian Development Bank, 2020).

Through Ngalam Petengan, EHM brings together various elements of actors to be involved together to protect the future of the environment while simultaneously being involved in achieving the goal of sustainable development. This is where the vital contribution of global civil society actors who have the spirit of cosmopolitanism lies with (Chandhoke, 2005; Lupel, 2005) about the need for shared awareness to synergistically demonstrate moral responsibility to what is in the universal interest of the global community.

Even though Ngalam Petengan was an action at the local level, what should be noted is that similar actions were carried out not only in Indonesia but also throughout the world. In this way, the actual switch-off carried out in Ngalam Petengan was part of a global-collective action from global civil society. In line with Chandhoke's view, local struggles can be incorporated into a worldwide campaign to set the standard for a new global order (Chandhoke, 2005). Ngalam Petengan, in particular, and the switch-off action worldwide is expected to positively contribute to efforts to preserve the environment, explicitly combating the threat of climate change and its impacts.

## **Conclusion**

This research shows that global civil society actors at the local level, such as EHM, have an essential role to play in encouraging multi-actor involvement. Multi-actor involvement is vital because the GCS cannot act as a single actor. Various global problems, primarily environmental and climate change, are a shared responsibility. Because of that, multistakeholder collaboration is needed to go hand in hand, get involved and work together to deal with problems that have an impact on universal life. In this case, the Ngalam Petengan initiation is an instrument that brings together actors to collaborate through their respective involvements. This is important as part of a global agenda to realize the sustainable development agenda through thinking globally act locally.

The results of this study contribute to showing the involvement and role of local actors in efforts to deal with global problems. In addition, it also enriches the study of global civil society, which so far has been studied more from a global-to-local dimension, not local-to-global. In addition, this research shows the urgency of the Pentahelix model, which requires the participation of many actors as an approach to dealing with various global issues.

The limitations of this research are the scope of the location of the issue and local actors. This research only examines Ngalam Petengan as a part of the switch-off initiated by EHM

as a global actor. In addition, the primary data of this study only captures until 2021. For this reason, further research is expected to examine a broader range of issue locations and actors with a longer duration of time to produce more holistic and comprehensive findings.

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## RE: Call for Papers – JANUS.NET

3 messages

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janus.net <janus.net@autonoma.pt>  
To: "najamuddin@umm.ac.id" <najamuddin@umm.ac.id>

Wed, Jul 12, 2023 at 11:43 PM

Dear Author,

As Editor-in-Chief of the e-journal, I confirm the submission of your article that will be evaluated for the November issue.

Please do not hesitate to contact me if you have any questions.

Cordially



**BRÍGIDA ROCHA BRITO**

Editora, [JANUS.NET](#) – e-journal of International Relations

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**De:** JANUS.NET, e-journal of International Relations <[janus.net@autonoma.pt](mailto:janus.net@autonoma.pt)>  
**Enviada:** 12 de julho de 2023 17:09  
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**Assunto:** Call for Papers – JANUS.NET



## CALL FOR PAPERS

### Title of article

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

### Abstract

This study aims to find out how the efforts made by global civil society actors at the local level in encouraging multistakeholder collaboration. The actor studied Earth Hour Malang through the Ngalam Petengan agenda. In addition, it also examines the forms of involvement of various actors in Ngalam Petengan as an initiative to care for environmental problems. The results that through Ngalam Petengan, government actors, business actors, academics, media, and local communities are involved and collaborate in supporting efforts to protect the environment. The engagement of these various actors is in line with the pentahelix model as a collaborative model in development. The results of this research contribute to the development of global civil society studies at the local level and the urgency of the pentahelix model in dealing with global issues. The limitations of this research are the scope of the location of the issue and local actors. Future research needs to look at a broader scale of how multistakeholder collaboration responds to global issues, particularly environmental issues.

### Keywords

Campaigns, global issues, Pentahelix model, SDGs

### Author's name

Najamuddin Khairur Rijal

### Nationality

Indonesia

### Email adress

[najamuddin@umm.ac.id](mailto:najamuddin@umm.ac.id)

### Institution to which you belong

Universitas Muhammadiyah Malang

### Short bio

Department of International Relations, Faculty of Social and Political Sciences, Universitas Muhammadiyah Malang, East Java, Indonesia

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**Najamuddin Khairur Rijal, S.IP.,M.Hub.Int .** <najamuddin@umm.ac.id>  
To: "janus.net" <janus.net@autonoma.pt>

Fri, Sep 22, 2023 at 1:16 PM

**Dear Editor-in-Chief**

Allow me to obtain information related to the development of the evaluation of my article entitled:  
MULTISTAKEHOLDER COLLABORATION IN ENVIRONMENTAL ISSUE AT THE LOCAL LEVEL: A STUDY OF  
NGALAM PETENGAN AS AN INITIATIVE FROM GLOBAL CIVIL SOCIETY.

Thank You

[Quoted text hidden]

--

Regards,

**[Najamuddin Khairur Rijal](#)**

Department of International Relations, Universitas Muhammadiyah Malang

---

**janus.net** <janus.net@autonoma.pt>  
To: "Najamuddin Khairur Rijal, S.IP.,M.Hub.Int ." <najamuddin@umm.ac.id>

Sun, Sep 24, 2023 at 12:48 AM

Dear Author,

Unfortunately, we have not yet received the opinions of the reviewers who are evaluating your article. At the moment, the November issue is closed, so your article remains under review for the next issue.

As soon as I receive the two opinions I return to you.

Best regards,

[Quoted text hidden]

[Quoted text hidden]

[Quoted text hidden]

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## Information on the review of submitted articles - JANUS NET

4 messages

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janus.net <janus.net@autonoma.pt>  
To: "janus.net" <janus.net@autonoma.pt>

Mon, Oct 16, 2023 at 3:34 AM

Dear authors,

I hope you are well.

As a result of the high number of submissions, I still have no decision regarding the article you submitted. In most cases, I just have received one review, but JANUS NET's editorial policy requires two reviews in order to enable the Editorial Board to decide on the pertinence and relevance of the publication.

The November 2023 issue is closed and currently in editing, so the evaluation of your article is still active for the next issue.

I understand your urgency in receiving a response, so as soon as I have the two reviews I will let you know immediately.

Please accept my warmest regards,



**BRÍGIDA ROCHA BRITO**

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**Najamuddin Khairur Rijal, S.IP.,M.Hub.Int .** <najamuddin@umm.ac.id>  
To: "janus.net" <janus.net@autonoma.pt>

Mon, Oct 16, 2023 at 1:31 PM

Dear Editor,

Thank you for the information provided.  
I hope the second reviewer can provide results soon.  
I'm ready to wait for the decision in the next issue.

Thank you very much

[Quoted text hidden]

--

Regards,

**Najamuddin Khairur Rijal**

Department of International Relations, Universitas Muhammadiyah Malang

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**Najamuddin Khairur Rijal, S.IP.,M.Hub.Int .** <najamuddin@umm.ac.id>  
To: "janus.net" <janus.net@autonoma.pt>

Fri, Jan 19, 2024 at 9:18 PM

**Dear Editor**

I hope there is good news regarding the results of the second review of my manuscript entitled "Multistakeholder Collaboration in Environmental Issues at the Local Level: A Study of Ngalam Petegan as an Initiative from Global Civil Society" and the editorial decision regarding the status of the manuscript.

Thank you for your attention.

[Quoted text hidden]

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**janus.net** <janus.net@autonoma.pt>

To: "Najamuddin Khairur Rijal, S.IP.,M.Hub.Int ." <najamuddin@umm.ac.id>

Fri, Jan 19, 2024 at 9:33 PM

Dear Author,

Thank you for your email.

The evaluation of your article is ongoing. As soon as I receive te responses of the referee I return to you.

Best regards

[Quoted text hidden]

## Communication of acceptance - JANUS NET

3 messages

janus.net <janus.net@autonoma.pt>

Wed, Feb 14, 2024 at 10:29 PM

To: "Najamuddin Khairur Rijal, S.IP.,M.Hub.Int ." <najamuddin@umm.ac.id>

Dear Authors,

JANUS NET, e-journal of international relations is a scientific journal with multiple indexations, oriented by rigorous scientific and methodological criteria, presupposing an evaluation in double blind referee, after the certification of the originality of the text.

In the course of this evaluation process, two experts in the thematic area of the article are chosen. Based on the arguments and justifications presented by the two scientific reviewers, the Editorial Board decides on the relevance of the publication. In the case of your article **the recommendation is to publish.**

**Please send me the final version of your article by 1st March. I ask your availability to send me the file on this date.**

Do not forget that we need the email contacto of both authors, as well as the curricular notes.

Warmest regards,



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## 2 attachments

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To: "janus.net" <janus.net@autonoma.pt>

Thu, Feb 15, 2024 at 3:15 PM

Dear Editor,

Thank you very much for your appreciation and the editorial decision to accept and recommend our article for publication. This information makes us very happy.

According to the editor's notes, attached is the final version, which has been revised according to the reviewer's notes, as well as several adjustments. We have also added the author's email and the curricular notes.

We hope that this manuscript meets the editor's expectations, and we are waiting for further information if there is anything necessary.

Thank You.

Warmest regards,



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**janus.net** <janus.net@autonoma.pt>  
To: "Najamuddin Khairur Rijal, S.IP.,M.Hub.Int ." <najamuddin@umm.ac.id>

Thu, Feb 15, 2024 at 11:03 PM

Dear authors,

Thank you so much for the last version.

Best regards



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REFEREE FORM -

**Article's titles:** *Multistakeholder collaboration in environmental issue at the local level: a study of Ngalam Petengan as an initiative from global civil society*

**Referee:** NajamuddinKhairurRijal\_LuckeKarimahPamungkasSaputroREF01

**Date:** 14/02/2024

**EVALUATION OF ARTICLE**

| <b>1 - Contents:</b>                        | Good     | Satisfactory | Unsatisfactory |
|---|----------|--------------|----------------|
| a) Scientific interest                      |          | <b>X</b>     |                |
| b) Methodology and sources used             |          | <b>X</b>     |                |
| c) Timeliness and relevance of bibliography | <b>X</b> |              |                |

| <b>2 - Views on format:</b>                  | Good     | Satisfactory | Unsatisfactory |
|--|----------|--------------|----------------|
| 1. Quality of the writing                    | <b>X</b> |              |                |
| 2. Structure                                 |          | <b>X</b>     |                |
| 3. Does the title correspond to the content? | <b>X</b> |              |                |

| <b>3 - Necessary changes:</b>                            | Yes | No       |
|--|-----|----------|
| a) Is it necessary to expand any section of the text?    |     | <b>X</b> |
| b) Is it necessary to trim down any section of the text? |     | <b>X</b> |
| c) Is it advisable to remove any section of the text?    |     | <b>X</b> |
| d) Does the bibliography have obvious gaps?              |     | <b>X</b> |

| <b>4 - Can the article be published?</b> |          |
|--|----------|
| Yes, as it is                            |          |
| Yes, following minor revisions           | <b>X</b> |
| Yes, following substantial revisions     |          |
| No                                       |          |

**5 - Please indicate the changes you think should be made as a result of your evaluation.**

First, I appreciate the opportunity to read this article. The article is well written and provides interesting elements for the knowledge and understanding of the action of civil society actors in the face of environmental problems.

Below, I attach the only element that I have not understood, in the sense that with Hermawan who are they referring to, since Herman is cited, but not this name, so it may be an error and should be corrected.

Therefore, according to **Hermawan**, the approach used to overcome it should be flexible (Herman & Astuti, 2021).

REFEREE FORM -

**Article's titles:** *Multistakeholder collaboration in environmental issue at the local level: a study of Ngalam Petengan as an initiative from global civil society*

**Referee:** NajamuddinKhairurRijal\_LuckeKarimahPamungkasSaputroREF02

**Date:** 21-01-2024

**EVALUATION OF ARTICLE**

| <b>1 - Contents:</b>                        | Good     | Satisfactory | Unsatisfactory |
|---|----------|--------------|----------------|
| a) Scientific interest                      | <b>X</b> |              |                |
| b) Methodology and sources used             | <b>X</b> |              |                |
| c) Timeliness and relevance of bibliography | <b>X</b> |              |                |

| <b>2 - Views on format:</b>                  | Good     | Satisfactory | Unsatisfactory |
|--|----------|--------------|----------------|
| 1. Quality of the writing                    | <b>X</b> |              |                |
| 2. Structure                                 | <b>X</b> |              |                |
| 3. Does the title correspond to the content? | <b>X</b> |              |                |

| <b>3 - Necessary changes:</b>                            | Yes | No       |
|--|-----|----------|
| a) Is it necessary to expand any section of the text?    |     | <b>X</b> |
| b) Is it necessary to trim down any section of the text? |     | <b>X</b> |
| c) Is it advisable to remove any section of the text?    |     | <b>X</b> |
| d) Does the bibliography have obvious gaps?              |     | <b>X</b> |

| <b>4 - Can the article be published?</b> |          |
|--|----------|
| Yes, as it is                            | <b>X</b> |
| Yes, following minor revisions           |          |
| Yes, following substantial revisions     |          |
| No                                       |          |

**5 - Please indicate the changes you think should be made as a result of your evaluation.**

I would like to congratulate the author(s) on this interesting article. It has an excellent relationship between the research and the results, as well the clarity of the analysis. An excellent article.

# NASKAH HASIL REVISI

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

**Najamuddin Khairur Rijal**

[najamuddin@umm.ac.id](mailto:najamuddin@umm.ac.id)

Assistant professor at the Department of International Relations, Faculty of Social and Political Sciences, Universitas Muhammadiyah Malang, East Java, Indonesia.

The research interests in global civil society, democracy and civil society, as well as contemporary globalization issues. Conduct and publish various research on civil society and global civil society in various scientific journals and actively write opinion articles in local and national mass media.

**Lucke Karimah Pamungkas Saputro**

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Bachelor's degree at the Department of International Relations, Faculty of Social and Political Sciences, Universitas Muhammadiyah Malang, East Java, Indonesia. The research interests in studies on contemporary global issues, civil society, and women's issues. Awardee of Erasmus+ International Credit Mobility at Università degli Studi di Cagliari (2020) and awardee of the Indonesian International Student Mobility Awards (IISMA) at Sapienza Università di Roma (2021-2022).

### **Abstract**

This study aims to find out how the efforts made by global civil society actors at the local level in encouraging multistakeholder collaboration. The actor studied Earth Hour Malang through the Ngalam Petengan agenda. In addition, it also examines the forms of involvement of various actors in Ngalam Petengan as an initiative to care for environmental problems. The results that through Ngalam Petengan, government actors, business actors, academics, media, and local communities are involved and collaborate in supporting efforts to protect the environment. The engagement of these various actors is in line with the pentahelix model as a collaborative model in development. The results of this research contribute to the development of global civil society studies at the local level and the urgency of the pentahelix model in dealing with global issues. The limitations of this research are the scope of the location of the issue and local actors. Future research needs to look at a broader scale of how multistakeholder collaboration responds to global issues, particularly environmental issues.

**Keywords:** Campaigns, global issues, Pentahelix model, SDGs

### **Introduction**

This research examines multistakeholder collaboration in environmental issue at the local level initiated by global civil society (GCS) actor. Concern for the environment is public awareness, both government actors, private actors, and society, to preserve the environment and the future (Giddens, 2008; Lee et al., 2012). This is because various environmental problems, especially climate change and global warming, will impact life universally (Shah, 2015). Therefore, it requires collective awareness of various elements. This is also related to efforts to achieve the Sustainable Development Goals (SDGs), especially the 13th (climate action), 14th (life below water), and 15th (life on land) goals (Department of Economic and Social Affairs Sustainable Development United Nations, 2020).

The GCS actor that is the focus of this research is Earth Hour Malang (EHM) through an action called Ngalam Petengan. Ngalam Petengan is an action that is held regularly every year. Ngalam Petengan, also called switch-off, turns off electrical devices for one hour on the last Saturday night of March every year. Switch-off was initiated in 2007 by Earth Hour, which was later adopted globally in various cities and countries through its branches, one of which is EHM. In the 2023 switch-off action, 192 countries have been involved (Earth Hour, 2021a).

Earth Hour is a global movement that actively and consistently campaigns for awareness of the environment's future, one of which is through the habituation of a green lifestyle. This movement was adopted in Indonesia in 2009 and then spread to various regions, including Malang City and Malang Regency, East Java, with the birth of Earth Hour Malang in 2012 (Rijal, 2020). In 2019, EHM earned the title of The Most Active Earth Hour Account Based on Engagement in Indonesia (Rijal & Anggraheni, 2019). This is why the EHM activity is essential to study.

Furthermore, Ngalam Petengan is one of EHM's annual actions to campaign for the importance of awareness and concern for the environment, in addition to other routine and conditional actions (Rijal, 2020). In the Ngalam Petengan series, EHM invited various actors to be involved and work together to make this agenda successful. The various actors range from government actors, business actors, academics, local communities, and the mass media.

For this reason, the purpose of this research is to find out how the efforts made by EHM in encouraging multistakeholder collaboration on the Ngalam Petengan agenda. This research is necessary because efforts to protect an environmental future are part of the agenda of the SDGs in which multistakeholder involvement and cooperation are essential elements to make it happen, according to the 17th goal (partnership for the goals). As for academically, this research makes an academic contribution to GCS studies, international-domestic (intermestic) studies, multistakeholder cooperation, and studies related to SDGs as a global agenda.

## **Literature Review**

This research is a continuation and development of previous research that researchers have conducted. Previous research that has been published examines, first, the GCS strategy at the local level (Rijal & Anggraheni, 2019). Second, the role of GCS in mitigating climate change through action at the local level (Rijal, 2020). The third is the GCS public awareness campaign model at the local level (Rijal & Widiatmojo, 2021). Fourth, the transformation and development of GCS from local to global (Rijal & Sabila, 2022). Fifth, the modality of GCS actors at the local level (Rijal & Prasodjo, 2023).

Furthermore, to show this research's state of the art, several previous studies related to Earth Hour as a GCS and multistakeholder collaboration in SDGs and development need to be referred to. First, research on Earth Hour at various levels, from international/global, state to local, was conducted by Baktiar (Baktiar, 2014); Marciano (Marciano, 2011); Fernandez et al. (Fernandez et al., 2015, 2017); Kee (Kee, 2013); Widorini and Hermawati (Widorini & Hermawati, 2014); Ronauli (Ronauli, 2016); Ulfa and Fatchiya (Ulfa & Fatchiya, 2018); and Olexsak and Meier (Olexsak & Meier, 2013).

Second, research on multistakeholder cooperation and involvement in various development agendas was carried out by Carayannis et al. (Carayannis et al., 2012);

Carayannis and Campbell (Carayannis & Campbell, 2009, 2010); Hermawan and Astuti (Hermawan & Astuti, 2021); Amrial et al. (Amrial et al., 2017); Zakaria et al. (Zakaria et al., 2019); Widowati et al. (Widowati et al., 2019). The relevance of the studies mentioned above has contributed to this research in understanding the existence of EHM as a GCS and the implementation of the Pentahelix model in various development programs.

### **Conceptual framework**

This study uses the concept of global civil society and the Pentahelix model as a conceptual framework. The GCS concept is used to frame EHM, which is a GCS actor at the local level. The Pentahelix model is used to see how multistakeholder collaboration in Ngalam Petengan is an effort to encourage environmental awareness.

First, the Global Civil Society. GCS refers to actors who defend the public interest, and its existence is not part of the extension of the state (political actors) and the business (economic actors). They consist of community groups not intervening in the political interests or the economic interests (Powell, 2022). They are connected transnationally without being bound by national territorial boundaries (Pallas, 2013). According to Keane, GCS is a social space, organization, movement, or group that is interconnected, consisting of more than one actor; its activities and networks beyond national borders, and they interact with each other connecting local to global dimensions or vice versa (Keane, 2003).

The characteristics of the GCS are voluntary, non-governmental, and non-commercial (Helmut et al., 2016; Keane, 2003; Scholte, 1999). GCS is very diverse; it can include non-governmental organizations, transnational advocacy networks, advocacy groups, humanitarian organizations, foundations, charities, global social movements, and others. Their activities and networks of relations are international and even global. At the same time, it differentiates them from civil society actors who are more associated as actors at the domestic level. In this context, Earth Hour Malang is a GCS actor, a branch of Earth Hour Indonesia that is also part of Earth Hour Global. They fight for universal public interests related to the future of the environment and its position outside state power and business interests or, namely, the third sector (Munck, 2010).

Second, the Pentahelix model. Helix means synergy or cooperation (Hardianto et al., 2019). The term helix is used to see the support or participation of various parties in development (Zakaria et al., 2019). The Pentahelix is a development of the helix model, in addition to Triplehelix and Quadruplehelix. The Pentahelix model is also called the Quintuplehelix. This model describes each actor's neat and continuous collaboration within the framework of the success of a program, policy, or development agenda (Hermawan & Astuti, 2021).

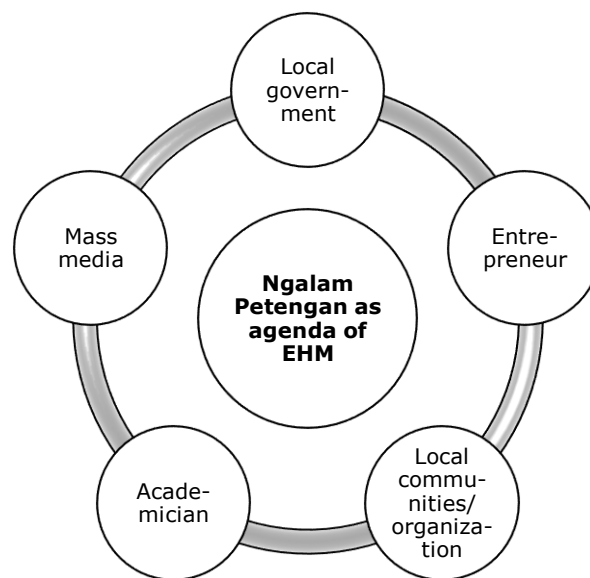
Five important actors contribute and actively participate in it: Academician, Business, Community, Government, and Media. Therefore, this model is also called the ABCGM or the Pentahelix multistakeholder collaboration model (International Association for Public Participation Indonesia, 2020).

According to Carayannis et al., the Quintuplehelix or Pentahelix model can be used as an innovation model in dealing with environmental challenges, such as global warming, through multi-actor synergy (Carayannis et al., 2012). The use of the Pentahelix model in environmental issues is based on the argument that environmental issues and problems are dynamic, have high complexity, and involve many countries. Therefore, according to Hermawan, the approach used to overcome it should be flexible (Hermawan & Astuti,

2021). The steps taken need to be adapted to the dynamics of development, and multistakeholder synergy is an important keyword. This is because environmental problems are a shared problem, and each party has the same responsibility to care, be involved, and make a real contribution (Carayannis et al., 2012).

In the context of this study, the Pentahelix model is used to see the involvement of five elements in caring for the environment: government, business people, universities, mass media, and civil society communities. This involvement was through Ngalam Petengan, which EHM initiated as GCS at the local level. This multistakeholder collaboration is a critical element in achieving the SGDs agenda and implementing the principles of the 17th SDGs, namely the creation of cooperation to achieve this global goal with no one left behind.

The operationalization of the Pentahelix model referred to in this study is depicted in Figure 1.



**Figure 1. Pentahelix model of Ngalam Petengan**

## Methods

This study uses a descriptive-qualitative approach. The aim is to describe a situation or phenomenon without looking at the causality relationship or the relationship between variables (Bakry, 2017). The type of data consists of primary data and secondary data. Primary data was collected through interviews with research subjects who were Earth Hour Malang activists.

The data obtained from the interviews relate to multistakeholder involvement in various EHM activities, especially in the Ngalam Petengan action. In addition, primary data is also collected and processed from publications on EHM social media. Collecting and processing data from social media utilizes the NVivo 12 Plus application with the NCapture feature. The information obtained from collecting social media data is a description of EHM's activities on social media and a portrait of a network of actors who have a relationship with EHM.

Secondary data was obtained from various literature such as books, journals, magazines, online articles, news portals, and other library sources that are relevant to the research

objectives. Various literature is collected using the Harzing Publish or Perish application. The data analysis technique used in this study was adopted from what Miles, Huberman, and Saldana proposed. Data analysis involves four components: data collection, condensation, display, and conclusions drawing (Miles et al., 2014).

## **Results**

### ***Earth Hour and Ngalam Petengan***

Earth Hour Malang uses Ngalam Petengan to refer to the switch-off action: turning off electrical devices for one hour on the last Saturday night in March. This action was carried out as part of the commemoration of Earth Day. Therefore, Ngalam Petengan means Malang (reverse to Ngalam) is dark.

Switch-off was initiated in 2005 by the World Wildlife Fund (WWF) Australia under the name *The Big Flicks*, an idea to turn off all the energy on earth at one particular time. WWF is an international non-governmental organization working on global environmental preservation, founded in Switzerland on April 29, 1961. A year later, in 2006, The Big Flick concept was changed to Earth Hour. Turning off the lights for sixty minutes was first realized on March 31, 2007.

In its development, this idea was adopted globally. In 2008, turning off electrical devices for 60 minutes involved 371 cities in 35 countries (Baktiar, 2014). A decade later in 2018, a switch-off action was carried out in 188 countries involving millions of people. In Indonesia, this action was adopted in 2009 and until 2021, supported by partners in 128 cities and conducted by the Earth Hour community that spread across 33 cities (World Wildlife Fund, 2018, 2021).

Furthermore, although various actions are routinely carried out and campaigned by Earth Hour, switch-off (in the context of Malang, called Ngalam Petengan) is the top agenda every year. That is because this action was carried out simultaneously in various countries and attended by millions of people worldwide. At the 2021 switch-off, Earth Hour Global reported that this action was carried out in 192 countries by involving various elements from state and government leaders, global corporations, international governmental and non-governmental organizations, and the wider community (Earth Hour, 2021b). Likewise, in Indonesia, the switch-off action has been supported by partners in 128 cities and is driven by 2,000 young volunteers spread across 33 cities, and is supported by 2 million netizens through digital activation (World Wildlife Fund, 2021).

In the Indonesian context, released from the Earth Hour Indonesia website, although it was held and adopted in various regions in Indonesia, the main focus and target of the switch-off action was Java and Bali (Earth Hour Indonesia, 2019). The reason is that 78 percent of Indonesia's electricity consumption is focused on Java-Bali, where 68 percent of electricity consumers are in Java-Bali. At the same time, other parts of Indonesia receive a smaller portion. In addition, as much as 23 percent of Indonesia's electricity consumption is focused on DKI Jakarta and Tangerang, where the distribution is around 30 percent each for households, businesses/offices, and commercial buildings, as well as the industrial sector, the rest being public facilities and the social sector.

Based on this data, Earth Hour Indonesia assumes that 1 hour of turning off lights and electronic devices by around 10 percent of Jakarta residents (assuming 700 thousand houses turn off at least two lights in 1 hour) can rest one power plant with a capacity of 300 megawatts which is equivalent to turning on electricity for 900 villages. This action



reduced Jakarta's electricity costs by around 200 million rupiah and reduced emissions of around 267 tons of carbon dioxide, or the equivalent of absorbing emissions from 267 trees that are 20 years old, and at the same time is equivalent to providing oxygen to at least 534 people (Earth Hour Indonesia, 2019).

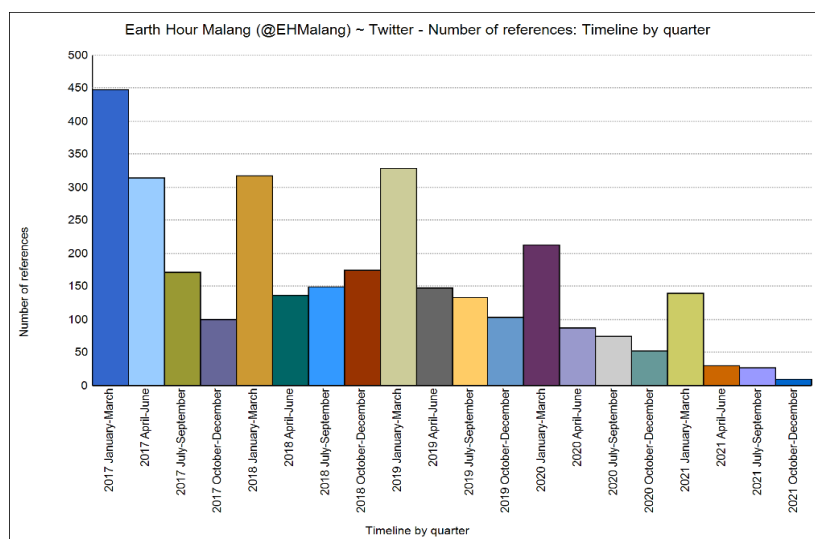
Based on the assumption above, through the switch-off action, the meaning is that energy-saving behavior means contributing to reducing carbon dioxide emissions and other toxic gases while providing space for oxygen production. Its estuary is expected to save the earth from global warming and climate change threats. Therefore, saving electrical energy is closely related to various environmental problems.

Likewise, in the context of Malang, the Ngalam Petengan action is relevant to various environmental problems. By saving electricity and getting used to environmentally friendly behavior, it is hoped to contribute positively to efforts to save the environment's future.

### The Existence of Ngalam Petengan: From Year to Year

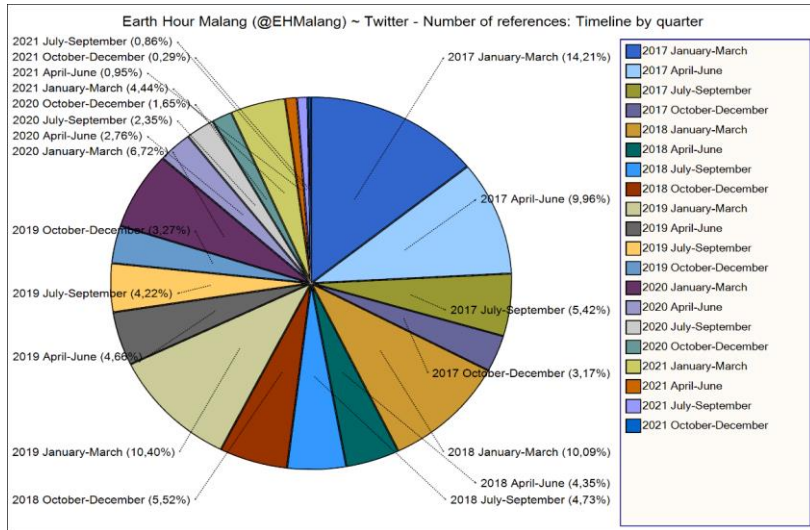
Ngalam Petengan has been held by the EHM community since 2012. However, the author's search regarding the documentation of Ngalam Petengan through EHM publications found that EHM activities on Instagram via the @earthhourmalang account began in 2015, on Twitter @EH Malang started in 2017, blog <http://earthhourmalang.blogspot.com/> started in 2015, and YouTube Earth Hour Malang started in 2016. However, this study's primary sources of social media data are mainly from Twitter and Instagram EHM. Meanwhile, other EHM publication media are used as supporting data sources.

The analysis results on Twitter @EHMalang using the feature NCapture on the NVivo12Plus software found that tweets on the Twitter account @EHMalang experienced an average increase between January-March every year. Uploads for January-March 2017, January-March 2018, January-March 2019, January-March 2020, and January-March 2021 always show increased activity and intensity of EHM on social media Twitter. This is shown in Figure 2 and Figure 3.



**Figure 2. Number of Tweets @EHMalang Quarterly Period**

Source: Processed by researchers, 2021

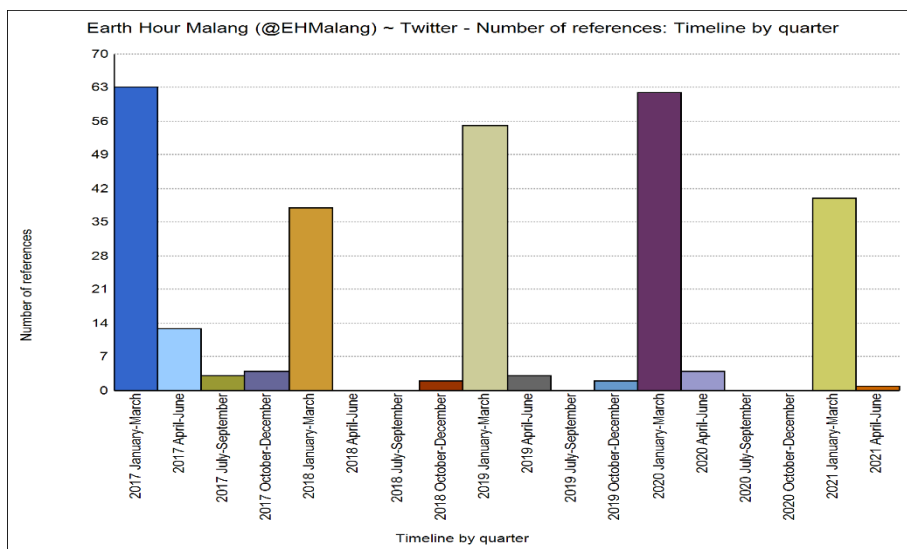


**Figure 3. Percentage of Total Tweets @EHMalang Quarterly Period**

Source: Processed by researchers, 2021

Figure 2 and Figure 3 show that consistently in the January-March period each year, the @EHMalang account is more active on Twitter than in other periods. This is understandable because the end of March is the highlight of the agenda of Earth Hour Day called Ngalam Petengan. Therefore, since January, EHM has started to conduct outreach and campaigns to disseminate information, attract public sympathy, and encourage social media engagement. In this case, EHM made direct efforts through various actions, such as campaigns in city parks, cafe campaigns, school campaigns, and others, and other indirect efforts by utilizing social media instruments.

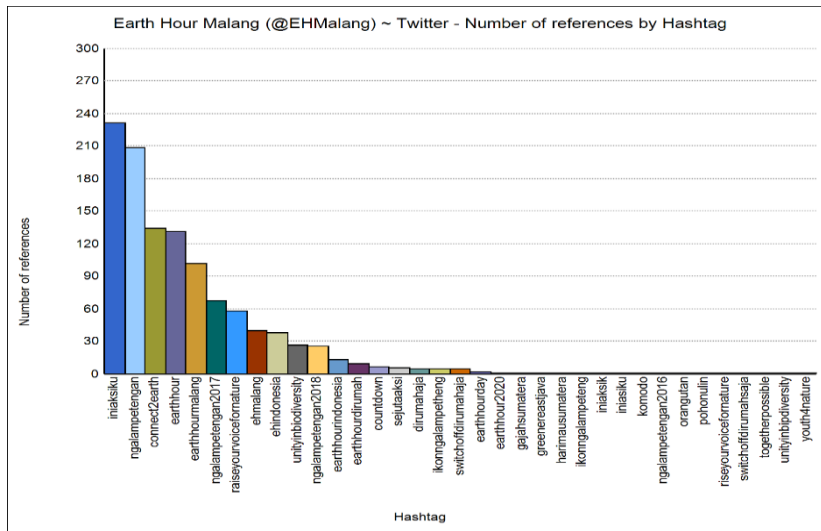
The results confirm that the above explanation captures the Twitter account @EHMalang regarding the hashtag #ngalampetengan. Figure 4 shows that the hashtag #ngalampetengan was most frequently used during the January-March period each year. Even so, the hashtag #ngalampetengan is also still used in uploads after the January-March period if the uploads discuss or review related to the Ngalam Petengan action that has been held or the Ngalam Petengan action that will be held the following year.



**Figure 4. Use the hashtag #ngalampetengan for each period**

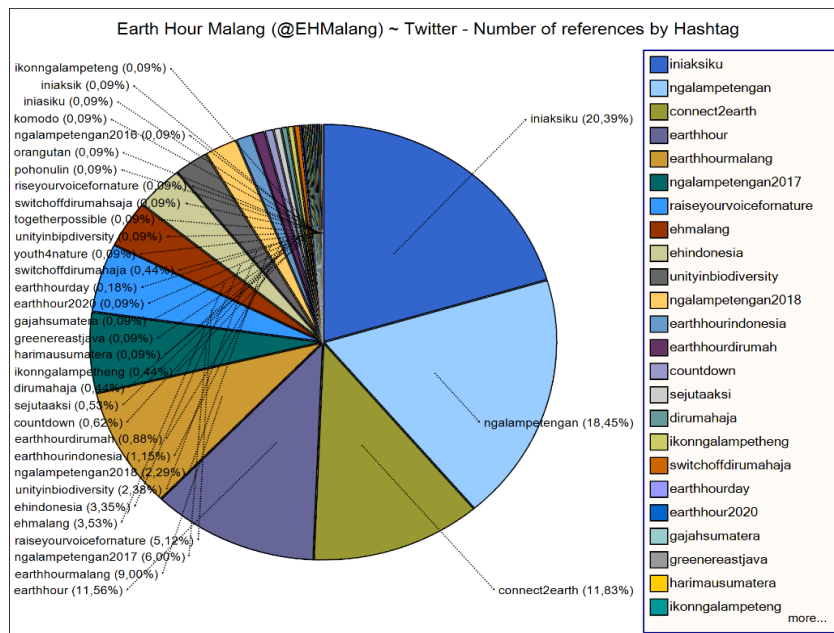
Source: Processed by researchers, 2021

The data in Figure 4 above makes #ngalampetengan one of the hashtags most frequently used by EHM on the @EHMalang account. Even though the most used hashtag is #iniaksiku, the NCapture results on Nvivo12Plus show that #ngalampetengan is one of the more used hashtags than the other. This can be seen in Figure 5 and Figure 6 below,



**Figure 5. The Most Frequently Used Hashtags on the @EHMalang Account**

Source: Processed by researchers, 2021



**Figure 6. Percentage of the Most Frequently Used Hashtags on the @EHMalang**

Source: Processed by researchers, 2021

Figure 5 and Figure 6 show the graph and the percentage of hashtag usage on the @EHMalang Twitter account. It can be seen that #ngalampetengan has a percentage of 18.45% compared to other hashtags. This also indicates that Ngalam Petengan is a vital agenda and a priority for EHM. The tags #iniaksiku and #connect2earth are also often used with the hashtag #ngalampetengan. The visualization of hashtags and words that

are most frequently used on the @EHMalang account is shown in the word cloud in Figure 7 below,



**Figure 7. Word Cloud Hashtags and Words Most Frequently Used @EHMalang**

Source: Processed by researchers, 2021

Furthermore, Ngalam Petengan, being held every year, has yet to have a fixed date, even though it is held worldwide and Earth Hour Global determines the date for the Earth Hour Day agenda switch-off action. However, what is certain is the event is always being held on Saturday and generally in the last week of March. In addition, Earth Hour Day also has a central theme that is used globally, and the Earth Hour community in various locations can create it with their own theme but still relevant to the global theme. In addition, various actors worldwide are involved in the switch-off, starting from government actors, businesses, media, communities, academicians, non-governmental organizations, the general public, and many others.

In the context of Earth Hour Malang, the themes that are carried out are quite diverse, but in general, they all carry the same agenda related to climate change. In addition, the prominent locations for holding the peak of Ngalam Petengan also vary—likewise, they also have the involvement of various actors involved in the switch-off action and showed those who provide support. Table 1 below shows information about Ngalam Petengan from year to year, starting with the date and location of the implementation. It shows what theme was carried out, and the participants who were involved and supported Ngalam Petengan.

**Table 1. Overview of the 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 (parks, monuments), 4 hotels, 1 village | 7 radios and various online |

| <b>Year</b> | <b>Date</b>    | <b>Location</b>                                   | <b>Theme</b>  | <b>Participant Switch-Off</b>   | <b>Media Partners</b>                                |
|-------------|----------------|---|---|---|--|
|             |                |   |   |   | promotional media                                    |
| <b>2016</b> | March 19, 2016 | Malang City Hall                                  | Shine a Light on Climate Action   | 3 public facilities (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        |
| <b>2017</b> | 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, and 1 cafe, 2 villages  | 14 radios and various online promotional media       |
| <b>2018</b> | 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 (parks, monuments and statues) and 2 campuses              | 8 radios, 1 tv, and various media promotions online  |
| <b>2019</b> | March 30, 2019 | Grand Hall of Malang Regency                      | Down by The Ocean<br>"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 |
| <b>2020</b> | March 28, 2020 | Online (Zoom Meetings)                            | My Earth, My Home   | 4 hotels, 2 cafes, government offices   | 6 radio and various online promotional media         |
| <b>2021</b> | 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 researchers from various sources, 2021

Table 1 above provides information of the implementation Ngalam Petengan from 2015 to 2019 was held at a government-owned location. In 2015, in a city park owned by the City Government of Malang, in 2016 and 2017 at the Malang City Hall, which is directly opposite Malang City Square, and in 2018 and 2019 at the Hall of the Malang District Regent's Office. The choice of this place is with reason, strategic to show the existence of Earth Hour Malang and attract the attention of the wider community. This also shows EHM 's ability to approach and lobby the Malang City government and the Malang Regency government to support and be involved in their agenda.

Meanwhile, in 2020, as expected Ngalam Petengan will be held directly as in previous years. Unfortunately, the Covid-19 pandemic that hit the world resulted in switch-off actions worldwide that had to be held online, including Ngalam Petengan. Earth Hour Malang confirmed the cancellation of the Ngalam Petengan one week before its implementation on March 28, 2020, after WWF, the leading organization of the Earth Hour community, issued a circular regarding the cancellation of the Earth Hour campaign to switch off openly. Likewise, in 2021, the Covid-19 pandemic, which is still endemic, means that the Ngalam Petengan will be held online and offline (hybrid). Apart from being held online, the Ngalam Petengan committee also focused its action in person and was limited to Ibis Style Hotel Malang. The Ngalam Petengan 2021 offline location in one of the 3-star hotels in Malang City also shows the ability of the Earth Hour Malang lobby for business people to support and get involved in their actions.

Furthermore, Table 1 above shows the actors who participated in the action switch-off and those who supported Ngalam Petengan. Based on Table 1, it can be seen that the participants who were involved in turning off the lights at the peak of the Earth Hour Day commemoration between 20.30-21.30 were government agencies, including public facilities managed by the government; the private sector or business actors and businesses such as hotels, malls, and cafes; universities; and the community (green village). Apart from that, various elements of the media were also involved in supporting the Ngalam Petengan action in the form of publication and information dissemination, such as radio, local television stations, and various promotional media on social media. Besides, various organizations, movements, communities, etc. provide support, both in the form of information dissemination and direct support by being involved in the implementation of Ngalam Petengan.

### **Efforts to Encourage Multistakeholder Collaboration**

The involvement of the various actors mentioned above is inseparable from the efforts made by EHM volunteers in encouraging their involvement in Ngalam Petengan. Based on the research results, the authors grouped at least three forms of efforts made. The first is lobbying and hearings. Second, networking efforts or utilizing networks. Third, campaign efforts. This campaign effort is divided into two forms: carried out directly or indirectly or through the media.

#### ***Lobbying and Hearing Efforts***

Lobbying and hearing efforts were carried out by EHM volunteers to the government, businesses, and universities, as well as the media to encourage their involvement in participating in Ngalam Petengan specifically and being involved in efforts to protect the environment through pro-environmental policies or activities in general. This lobbying effort begins with sending a proposal to the target. After the proposal is received, it is then followed up by conducting hearings.

First, efforts to lobby government actors were made, including the Mayor of Malang and the Regent of Malang, the environmental service, the parks service, executive agencies, the police, the state electricity company, and others. This effort was confirmed from an interview with the City Coordinator of Earth Hour Malang 2021 Nariswari Alifathea Jasmine. Jasmine said, "To invite people, they usually send a proposal first and then go to the audience. We conducted audiences with the government and related bodies such as the environmental service, Malang City Scouts, and the police, explaining in advance the outline of Ngalam Petengan, what the benefits are and starting to invite them to participate

and support this action. In addition, EH Indonesia is also helping in encouraging local government involvement" (Jasmine, 2021).

Successful lobbying to the government was evidenced by the granting of permission by the government to hold Ngalam Petengan in government facilities. In 2019 and 2018, Ngalam Petengan was centered at the Malang Regent's Office Hall. In 2016 and 2017, it was held at Malang City Hall. This success was also demonstrated by the involvement and support of the government through the participation of various government offices and public facilities managed by the government to be involved in turning off the lights in the Ngalam Petengan from year to year.

Apart from that, one of the achievements of the audience with government actors was a short video inviting the public to participate in Earth Hour Day. Starting in 2019, EHM succeeded in inviting The Regent of Malang to make a video in the form of an appeal to the government and the wider community to get involved in the Earth Hour Day action. Not only the video appeal, but the Malang Regency Government also issued a letter to all heads of services and all sub-districts in Malang to urge the people involved to turn off electrical devices between 20.30-21.30 on the eve of Earth Hour Day.

The letter is addressed to all Malang Regency government levels, including inspectors, agencies/services, hospitals, legislatures, and sub-district heads throughout Malang Regency. The contents include two points: urging people to carry out a campaign to turn off the lights for 1 hour and appealing to the public to adopt an energy-saving lifestyle daily by using electricity as needed. The appeal shows a joint commitment to express concern for climate change, preservation of biodiversity, and reduction of carbon emissions.

Then continuing in 2020, EHM also succeeded in approaching the Regent of Malang to give an appeal through a short video. As for 2021, more government officials whom EHM successfully approached by providing appeals through short videos. Not only video, but another proof of the success of the EHM lobby is also the presence of government officials or their representatives in the implementation of Ngalam Petengan from year to year.

Second, lobbying and hearing efforts were also made to business actors, such as hotels, malls, and cafes. This can be seen in the involvement and participation of various hotels, cafes, and malls in turning off the electricity in Ngalam Petengan. Not only involved in Ngalam Petengan, several business owners even facilitated the success of the Earth Hour Malang agenda. For example 2019, Earth Hour Malang held a press conference on Ngalam Petengan 2019 at the 101 Hotel Malang. In addition, in 2021, the Manager of Fave Hotel gave a call to participate in Ngalam Petengan through a short video. Then the Ibis Style Hotel facilitated the implementation of Ngalam Petengan, which was carried out in a hybrid way (offline and online).

The participation and involvement of the business community is based on their business orientation which tends to be pro-environmental. According to the Coordinator of Earth Hour Malang 2021, Nariswari Alifathea Jasmine, in an interview, "What is certain is that we are looking for entrepreneurs or business owners who are concerned about the environment, such as hotels and cafes; we will first explain the outline of the switch off and what benefits can be obtained, then offer a workable partnership"(Jasmine, 2021). Because of that, not all business circles targeted by Earth Hour Malang are willing to get involved.

As Jasmine mentioned above, benefits are the "profit" offered by EHM so that business owners want to be involved in Ngalam Petengan as well as showed actions to protect the

environment and carry out their business activities with a more environmental orientation. The "profit" in question is in the form of promotions on various social media owned by EHM. According to Calista Amalia, Coordinator of Earth Hour Malang 2018, business owners not always welcomed this promotional offer. The business community that is finally interested in supporting EHM's actions are those who have the same vision—related to concern for the environment's future. "Finally, they agreed because they were interested in our actions, and most also had the same vision" (Amalia, 2019)

Third, EHM also made lobbying and audience efforts for universities to get involved in Ngalam Petengan by turning off the lights around the campus during the commemoration of Earth Hour Day. This is also inseparable from EHM's ability to lobby campus leaders, especially by taking advantage of the existing volunteers who are students on the campus. The Coordinator of Earth Hour Malang 2021, Nariswari Alifathea Jasmine, who is also a state university student, stated, "We are holding hearings at universities and offering possible collaborations. Besides that, we usually target the student organizations first so that they can convey it to the higher-ups"(Jasmine, 2021).

The existence of EHM volunteers at various universities is an important modality. This is because these volunteers are the spearhead of the campus to encourage the involvement and participation of the campus. As per the interview excerpt, EHM generally targets student organizations, which became the bridge for conducting audiences with higher education leaders. The success of this lobby and hearing can be seen in several universities' involvement in turning off the lights on peak night suffering.

Fourth, EHM also conducted lobbying and hearings for the media, especially radio stations. This is shown on various radio stations, which are the media partners of EHM for the implementation of Ngalam Petengan from year to year. The approach to radio stations are done by offering an event in the form of the Ngalam Petengan Talkshow. Various radio stations then scheduled a talk show to discuss the theme being carried out that year. This talk show is a means to disseminate information about the environment and the Ngalam Petengan action and to invite the general public to be involved. Besides radio stations, EHM also approached several local television stations who eventually also become media partners for EHM in the Petengan Ngalam agenda.

Also, promotional media on social media, especially those widely followed by students, have become a media partner to disseminate information and encourage public involvement. Jasmine has said that "First we explain the outline of the switch off, and the media need something unique, so we offer something unique from the EHM community and this switch off action" (Jasmine, 2021).

### ***Networking and Collaborative Efforts***

In every Ngalam Petengan implementation, various organizations and local communities are also involved in providing support and assistance for the success of the annual agenda. This involvement, support, and assistance are carried out in the form of collaborative actions for the success of various agendas before the night of Ngalam Petengan.

Their involvement and support are inseparable from EHM's efforts to utilize the network they have. This network was established through collaborations with various local organizations and communities, especially extra-campus organizations and communities concerned with the environment. For example, in 2017, EHM collaborated with AIESEC Brawijaya University, Malang Gardening, Turun Tangan, and Kemangteer Malang, where



they held a Sumbang Baby Tree, which was an event where they were planting trees and periodically making visits to monitor the growth of the planted trees. Then, EHM held together check sources at the Precet Junrejo Water Source, Batu City, in collaboration with Earth Hour Batu City.

Then, for example, in 2018, the Action Facing the Sea event was held EHM in collaboration with Marine Buddies, Climate Change Frontier, Sobat Bumi Malang, Ekora Community, AIESEC, Hilo Green Community, Mapala Ma Chung University, and another Earth Hour namely Earth Hour Sidoarjo and Earth Hour Batu City. Collaboration (or in terms of EHM is called *CollaborAction*) was also carried out in commemoration of Earth Day 2018, with the UMM Asian Medical Students Association and the Million Tree Planting Movement by collaborating with Ngalup.co in collaboration with Parimaya (Malang Raya Tourism).

The next example, in 2019, CollaborAction held by EHM, such as pick up garbage action, which was initiated in the commemoration of Waste Awareness Day, collaborating with the Turun Tangan Malang community and Green Generation Malang. Various collaborations (networking) owned or carried out by EHM show that this community has good relations with various other communities. This was acknowledged by Calista Amalia, "The cooperation that exists between EH and other communities is very good. ... We almost never refuse invitations from other communities, so they do the same to us "(Amalia, 2019).

The statement above implies that there is a kind of reciprocal relationship between communities, where they invite each other to be involved. So, if other communities have activities, EHM activists are also present. Such a relationship shows that there are efforts to support each other between various communities to fight for the issues they are fighting for. EHM cooperates with various environmental or environmental communities because they realize that this problem cannot be fought alone. For these reasons, building a network is necessary for all communities to walk hand in hand with the issue or vision they are fighting for. In the context of Ngalam Petengan, EHM has used the collaboration network that has existed to encourage them to support and be involved in the Ngalam Petengan action.

### ***Campaign Efforts***

Earth Hour Malang carries out efforts to succeed and attract the general public's involvement by conducting campaigns. These campaigns are carried out directly or indirectly through the media. First, direct campaigns are carried out through routine EHM actions. These actions include the City Park Campaign, Café Night Campaign, School Campaign, and others.

Through the City Park Campaign, EHM volunteers socialize and educate the public who visit the city parks. Education was conducted, for example, by giving information about the importance of caring for and protecting the environment in city parks by disposing of trash to its place, sorting waste, and getting used to a green lifestyle by bringing your own drinking water bottles or supplies. At the end of the day, EHM volunteers would invite them to participate in turning off electrical devices on the Ngalam Petengan agenda.

Through Café Night Campaign, EHM volunteers conducted a campaign at various cafes at night. The reason why the time of night is chosen because there are generally more cafe visitors at night than during the day. The hope is that the campaign carried out can reach a broad public. In the campaign to various cafes, Earth Hour Malang volunteers went table

to table campaigning for a green lifestyle, particularly regarding the importance of bringing your own drink bottles and non-plastic straws and minimizing food waste. This was done by showing posters containing various information that visualize a green lifestyle. Also, on that occasion, they invited visitors to be involved in the peak night of Ngalam Petengan by turning off electrical devices for one hour.

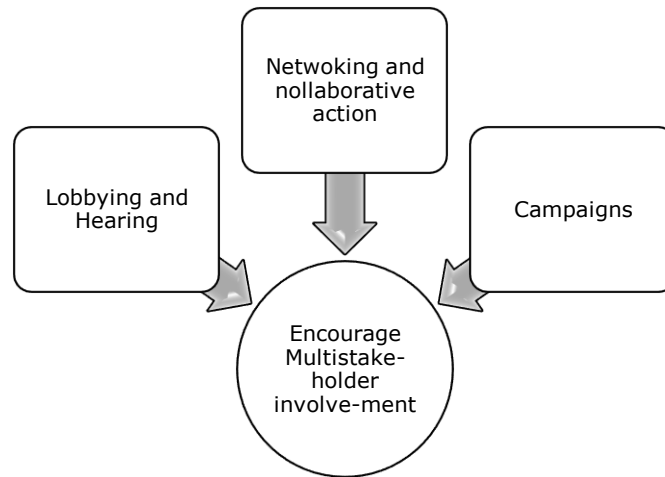
EHM conducts campaigns in various schools through the School Campaign, from elementary, to junior high, and to high school levels. The goal is to educate students about a green lifestyle. The activities carried out include processing used plastic bottles into trash cans, turning used t-shirts into bags, hydroponic manufacturing practices, and others. Also included in the activities is a campaign about the importance of saving energy, one of them is supporting the switch-off action.

Second, apart from being direct, campaigns are also carried out using media instruments, especially social media. Consistently, Earth Hour Malang has uploaded various posts about Ngalam Petengan in particular and environmental issues in general on their various line of social media, such as Twitter, Line, Instagram, and Facebook. The goal is for all the activities to be carried out and what they stand for or campaigns so they can reach a wider public. The hope is the emergence of public awareness which will further encourage their involvement, one of them being the switch-off action.

This social media campaign is consistently carried out using various hashtags, such as #SeninBawaTumbler, which is an invitation to bring your own water bottle to reduce the use of plastic packaged drinks; #PlastikTakAsik is a call to reduce the use of plastic; #SaturdayPreiBBM which is an invitation to reduce the use of motorized vehicles and replace it with cycling or walking; #AyoBawaBekal to invite people to bring their own lunch box so that they can reduce the use of plastic and food waste; and other hashtags like #iniaksiku, and #connect2world.

Apart from social media, EHM also uses radio for campaigning. This radio campaign is one of the achievements of the lobbying and hearings conducted, as explained in the previous discussion. Not only radio, but EHM also appears on local television stations to carry out campaigns, talk shows, and others. Everything ultimately boils down to efforts to invite the wider community to support and be involved in Ngalam Petengan and get used to a green lifestyle in general.

The three forms of effort described above are visualized in Figure 8 below. Figure 8 attempts to show that EHM is trying to respond to environmental problems through Ngalam Petengan. In Ngalam Petengan, three forms of efforts are made to encourage multistakeholder involvement in caring for the environment, namely lobbying and hearings, networking and collaboration, and campaigns.



**Figure 8. EHM Efforts to Encourage Multistakeholder Involvement**

Source: Processed by researchers, 2022

Furthermore, in simple terms, the three forms of efforts made by Earth Hour Malang in encouraging multistakeholder involvement and the objectives of these efforts are presented in Table 2. Table 2 also presents an overview of the involvement of each actor in line with the pentahelix model of the involvement of government actors, business people, academics, media, and community organizations/communities.

**Table 2 Efforts to Promote Multistakeholder Collaboration**

| <b>Form of Efforts</b>                          | <b>Main Target/ Actors Involved</b> | <b>Forms of Engagement</b>   |
|---|-------------------------------------|--|
| <b>Lobbying and Hearing</b>                     | Government actor                    | Participation and facilitating of Ngalam Petengan, support for pro-environmental policies, calls for action            |
|   | Business actors                     | Participation and facilitating of Ngalam Petengan, support for pro-environmental business activities, calls for action |
|   | Universities/Academicians           | Participation in Ngalam Petengan, green lifestyle support, calls for action  |
|   | Media (local radio and television)  | Facilitate publication and information dissemination of Ngalam Petengan  |
| <b>Networking</b>                               | Local Organization/Communities      | Participation in Ngalam Petengan, green lifestyle support, calls for action  |
| <b>Campaign (direct campaign and via media)</b> | Individual                          | Participation in Ngalam Petengan, green lifestyle support  |

Source: Processed by researchers, 2022

## Discussion

Based on the research results, this study has at least three findings. First, EHM through Ngalam Petengan has tried to encourage multistakeholder involvement, in which there are five essential elements or actors who are involved, participate, and provide support based on their respective portions and capacities. The five actors are the governments in this case, the Malang City government and its staff and the Malang Regency government and its staff; the business community, which includes cafes, shopping centers, and hotel entrepreneurs; universities, both public and private; local media including radio, television, as well as online media or public social media accounts; and communities/organizations at the local level as well as societies in general.

Multistakeholder collaboration in the Pentahelix form is vital to solving various problems together. Upe et al., in their research, one of which is Covid-19, emphasized the importance of Pentahelix synergy. According to him, the synergy of stakeholders in Pentahelix needs to be adapted to the local context, wisdom, and resources (Upe et al., 2021).

Regarding this research, to encourage multistakeholder involvement, through Ngalam Petengan, EHM tries to adapt to the local context, for example, by choosing a theme that is appropriate to the conditions and context in Malang. Likewise, the series of activities from Ngalam Petengan are adapted to the socio-cultural context of the community. Likewise, in terms of local wisdom, the name Ngalam Petengan shows the local wisdom of the Malang people, which is identical to the "walikan" language (the word in the language is reversed, for example, Malang being Ngalam). This is in order to gain public sympathy and attention.

Regarding local resources, the involvement of hotel and cafe entrepreneurs, for example, is inseparable from Malang's position as a tourist destination city with hundreds of hotels and thousands of cafes (Central Bureau of Statistics for Malang Regency, 2017; Central Bureau of Statistics for City of Malang, 2021; Gigih Mazda, 2019). With the involvement of hotels and cafes, EHM hopes to increase the visitor engagement to have a green lifestyle. Likewise, the involvement of higher education institutions is inseparable from Malang's position as an education city, with the number of higher education institutions in Malang City and Regency reaching 80 public and private universities (Malang City has 61 universities, and Malang Regency has 19 universities) (Jawaracorporo.com, 2020)

Second, efforts to encourage multistakeholder involvement by EHM through Ngalam Petengan align with sustainable development goals, especially point 17 regarding partnership for the goals. This 17th goal places the importance of collaboration to strengthen the implementation of sustainable development by inviting all elements to be involved with no exceptions or no one left behind. EHM through Ngalam Petengan is trying to realize this multi-actor collaboration as part of a joint effort to protect the environment's future. Indirectly, this effort is also part of realizing global development goals, especially concerning the 13th (climate action), taking immediate action to combat climate change and its impacts.

This finding is in line with Florini and Pauli's argument that collaborative governance is needed in efforts to implement SDGs through cross-sectoral collaborations (Florini & Pauli, 2018). In line with that, Desai et al. stated that innovation is needed in implementing the SDGs. One of these innovations is in multistakeholder governance, where global development solutions can be found in the various actors involved who have the knowledge, information, and commitment to act together. This then requires a sphere

where various actors/elements are integrated to set agendas, design policy solutions, conduct evaluations, and so on (Desai et al., 2018). At least one of the spheres referred to is Ngalam Petengan.

Third, the two points above simultaneously show the urgency of the role of global civil society as an essential actor in current international relations (Amoore & Langley, 2004; Mishra, 2012; Souri, 2007). According to Chanhoke, "Global civil society... represent the needs, the interests, and the immediate problems of people over the world" (Chandhoke, 2005). Through Ngalam Petengan, EHM as a form of global civil society at the local level shows a real contribution to efforts to deal with global environmental problems through action at the local level. This is inseparable from the fact that the local government cannot handle it alone. Therefore, civil society, local leaders or public figures at the local level, academia, and the private sector play a key role in this process (Asian Development Bank, 2020).

Through Ngalam Petengan, EHM brings together various elements of actors to be involved together to protect the future of the environment while simultaneously being involved in achieving the goal of sustainable development. This is where the vital contribution of global civil society actors who have the spirit of cosmopolitanism lies with (Chandhoke, 2005; Lupel, 2005) about the need for shared awareness to synergistically demonstrate moral responsibility to what is in the universal interest of the global community.

Even though Ngalam Petengan was an action at the local level, what should be noted is that similar actions were carried out not only in Indonesia but also throughout the world. In this way, the actual switch-off carried out in Ngalam Petengan was part of a global-collective action from global civil society. In line with Chandhoke's view, local struggles can be incorporated into a worldwide campaign to set the standard for a new global order (Chandhoke, 2005). Ngalam Petengan, in particular, and the switch-off action worldwide is expected to positively contribute to efforts to preserve the environment, explicitly combating the threat of climate change and its impacts.

## **Conclusion**

This research shows that global civil society actors at the local level, such as EHM, have an essential role to play in encouraging multi-actor involvement. Multi-actor involvement is vital because the GCS cannot act as a single actor. Various global problems, primarily environmental and climate change, are a shared responsibility. Because of that, multistakeholder collaboration is needed to go hand in hand, get involved and work together to deal with problems that have an impact on universal life. In this case, the Ngalam Petengan initiation is an instrument that brings together actors to collaborate through their respective involvements. This is important as part of a global agenda to realize the sustainable development agenda through thinking globally act locally.

The results of this study contribute to showing the involvement and role of local actors in efforts to deal with global problems. In addition, it also enriches the study of global civil society, which so far has been studied more from a global-to-local dimension, not local-to-global. In addition, this research shows the urgency of the Pentahelix model, which requires the participation of many actors as an approach to dealing with various global issues.

The limitations of this research are the scope of the location of the issue and local actors. This research only examines Ngalam Petengan as a part of the switch-off initiated by EHM

as a global actor. In addition, the primary data of this study only captures until 2021. For this reason, further research is expected to examine a broader range of issue locations and actors with a longer duration of time to produce more holistic and comprehensive findings.

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3 messages

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Fri, Feb 16, 2024 at 9:58 PM

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After we received the final version of your article, a confirmation of the English language was carried out and the responsible for the translations recommended that your article has errors, as well as being too repetitive in terms of vocabulary. It should be revised.

In order to include your article in the next issue of the journal, we ask that you have it professionally proofread. If you need a translator or proofreader who is responsible for the linguistic and grammatical correctness of the English language, we can provide contacts of translators. **But I have to emphasise that you will bear the cost of proofreading and you will also be responsible for contacting them.**

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Thank you for the confirmation. We realize that the English in our manuscript really needs improvement. Therefore, we will immediately carry out proofreading using the services of a professional proofreader that we determine ourselves.

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Thank you

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**2 attachments**



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To: "Najamuddin Khairur Rijal, S.IP.,M.Hub.Int ." <najamuddin@umm.ac.id>

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To: "janus.net" <janus.net@autonoma.pt>

Sun, Mar 3, 2024 at 7:43 PM

**Dear Editor**

I've attached the final manuscript, which has been corrected by professional proofreading. Hopefully, it is as expected according to JANUS standards. If there is still something that needs to be corrected, we are ready to fix it immediately.

We need to inform you that the title of the manuscript has been adjusted to "Multistakeholder Collaboration in Environmental **Challenges** at the Local Level: A Study of Ngalam Petengan as an Initiative from Global Civil Society"

Thank you for the opportunity. We are waiting for more information from you.

Regards

--

Regards,

**Najamuddin Khairur Rijal**

Department of International Relations, Universitas Muhammadiyah Malang



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Sun, Mar 3, 2024 at 8:58 PM

Thank you so much.

Best regards,



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# NASKAH HASIL PROFESSIONAL PROOFREAD

## 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

### 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 (Giddens, 2008; Lee et al., 2012). This recognition originates from the understanding that various environmental challenges have universal implications, particularly climate change and global warming (Shah, 2015), 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 (Department of Economic and Social Affairs Sustainable Development United Nations, 2020).

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, 2021a).

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 (Rijal, 2020). 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; Rijal, 2020). 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. The study on Earth Hour across different levels, from international to local was conducted by Baktiar (2014), Marciano (2011), Fernandez et al. (2015, 2017), Kee (2013), Widorini & Hermawati (2014), Ronauli (2016), Ulfa & Fatchiya (2018), and Oleksak & Meier (2013). Additionally, publications on multistakeholder cooperation and participation in various development agendas were carried out by Carayannis et al. (2012), Carayannis & Campbell (2009, 2010), Hermawan & Astuti (2021), Amrial et al. (2017), Zakaria et al. (2019) and Widowati 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 (Keane, 2003).

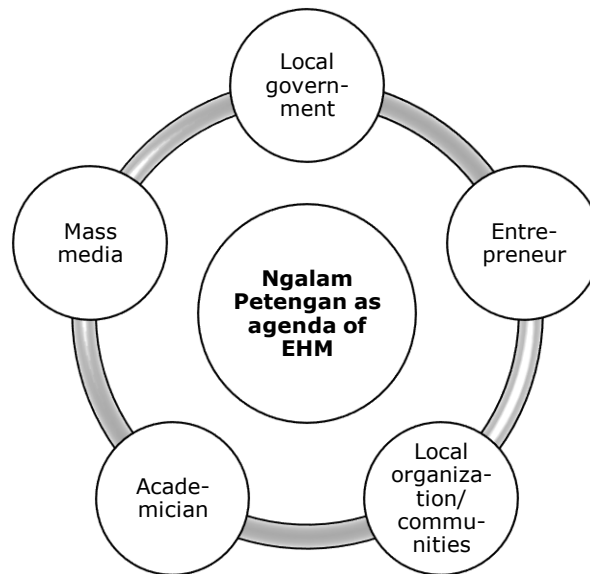
The characteristics of GCS included voluntariness, non-governmental status, and non-commercial orientation (Helmut et al., 2016; Keane, 2003; Scholte, 1999). The diversity of GCS comprises a wide array of entities, such as non-governmental organizations, transnational advocacy networks, support groups, 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 (Zakaria et al., 2019). 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 (International Association for Public Participation Indonesia, 2020).

The quintuplehelix or Pentahelix model served as an innovation framework for addressing environmental challenges through multi-actor synergy (Carayannis et al., 2012). 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 (Hermawan & Astuti, 2021). 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 (Bakry, 2017). 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 was based on the framework proposed by Miles, Huberman, and Saldana, 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. This was facilitated by the Earth Hour community across 33 regions (World Wildlife Fund, 2018, 2021).

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 (Earth Hour, 2021b). 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 (World Wildlife Fund, 2021).

In Indonesia, as stated on the Earth Hour Indonesia website, the switch-off initiative was primarily targeted towards Java and Bali (Earth Hour Indonesia, 2019). 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%.

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).

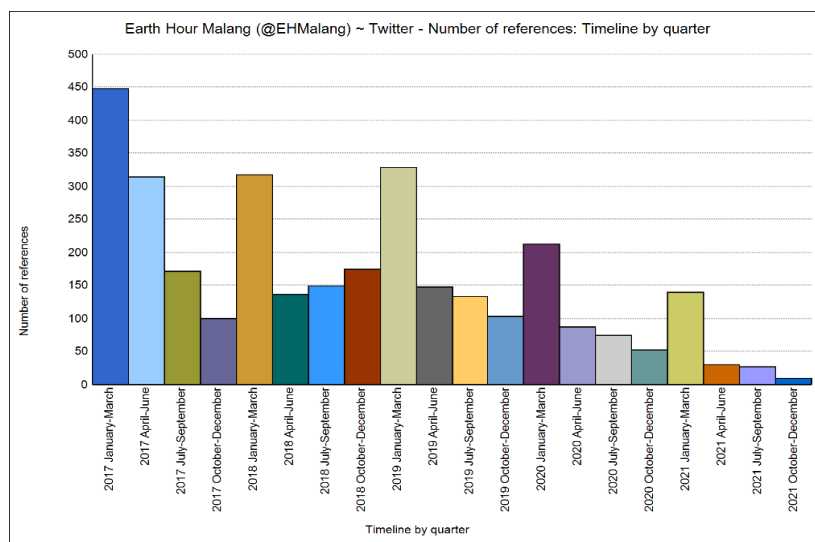
Based on this assumption, the switch-off initiative signified that energy-saving practices contributed to reducing carbon dioxide emissions and other harmful gases while facilitating oxygen production. The definite aim of the initiative was to mitigate global warming and climate change threats, with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

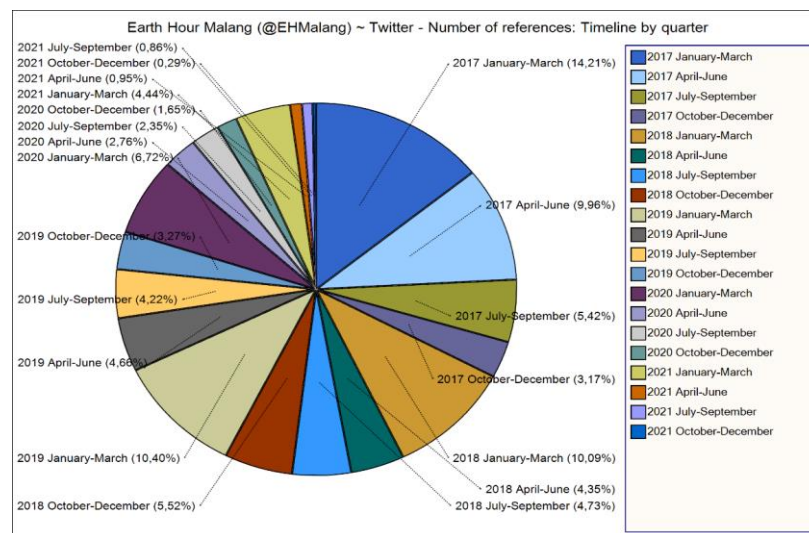
Ngalam Petengan was organized by EHM community starting in 2012. However, the examination of Ngalam Petengan's documentation via EHM publications showed that @earthhourmalang on Instagram started in 2015, and @EHMalang on Twitter began in 2017. The EHM blog at <http://earthhourmalang.blogspot.com/> was 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.



**Figure 2. Number of tweets @EHMalang quarterly period**

Source: Processed by the author, 2021

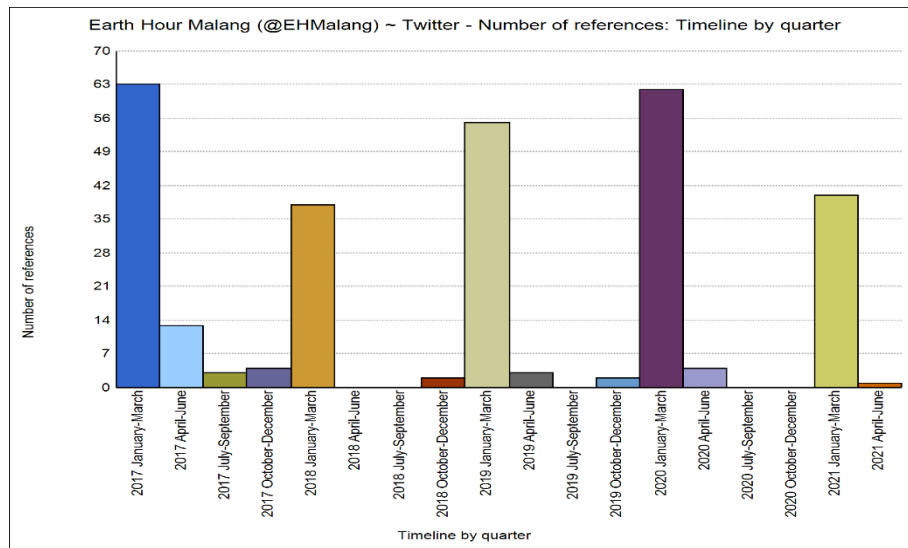


**Figure 3. Percentage of total tweets @EHMalang quarterly period**

Source: Processed by the author, 2021

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.

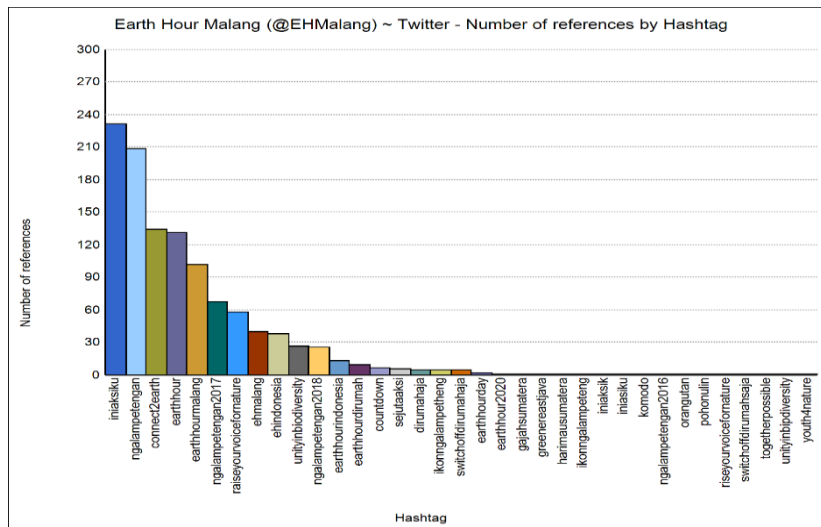
The results affirmed the analysis concerning @EHMalang Twitter account activity regarding the hashtag #ngalampetengan. As depicted in Figure 4, the hashtag #ngalampetengan was most frequently used during the January-March period annually. However, the hashtag was continually used in posts after the January-March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



**Figure 4. Use the hashtag #ngalampetengan for each period**

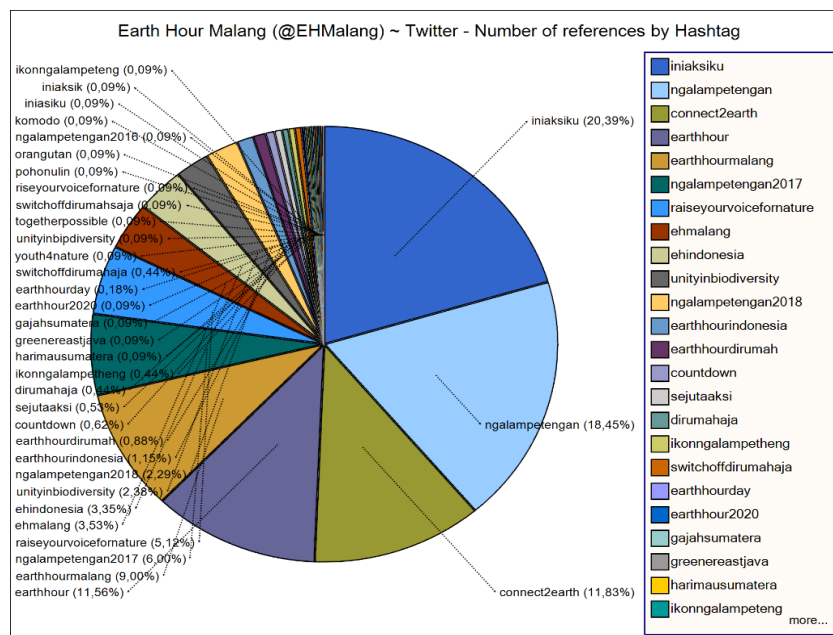
Source: Processed by the author, 2021

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

Figures 5 and 6 depicted the graph as well as the percentage of hashtag usage on @EHMalang Twitter account. It was observed that #ngalampetengan accounted for 18.45% of the total hashtag usage, showing significance as a crucial agenda and priority for EHM. Additionally, the hashtags #iniaksiku and #connect2earth were frequently paired with #ngalampetengan. The word cloud in Figure 7 below depicted the visualization of the most frequently used hashtags and words on @EHMalang account.



| Year        | Date           | Location  | Theme   | Participant Switch-Off  | Media Partners                                       |
|-------------|----------------|---|---|---|--|
|             |                |   |   | government office, and 1 green village  | promotional media                                    |
| <b>2017</b> | 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       |
| <b>2018</b> | 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  |
| <b>2019</b> | March 30, 2019 | Grand Hall of Malang Regency                      | Down by The Ocean<br>"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 |
| <b>2020</b> | 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         |
| <b>2021</b> | 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 Multistakeholder Collaboration**

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." (Jasmine, 2021).

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 Favohotel 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" (Jasmine, 2021). 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 (Amalia, 2019).

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" (Jasmine, 2021).



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" (Jasmine, 2021).

### ***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" (Amalia, 2019).

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.

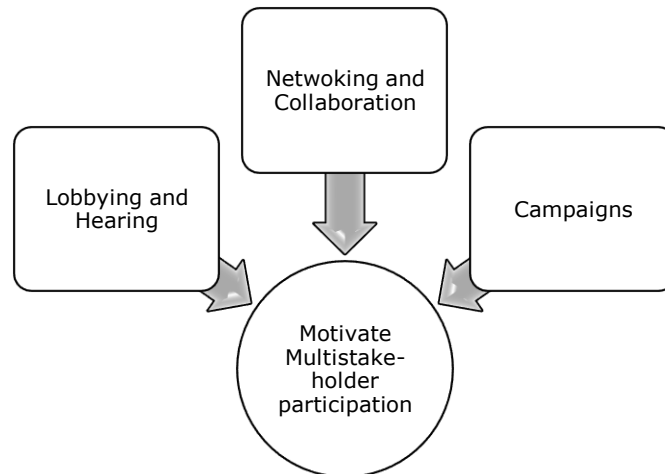
Apart from the direct methods, campaigns were conducted using media platforms, mainly social media. Consistently, EHM uploaded various content related to Ngalam Petengan and environmental challenges on several social media platforms, such as Twitter, Line, Instagram, and Facebook. The aim was to ensure 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**

| <b>Efforts</b>              | <b>Main Target/Stakeholders</b>    | <b>Forms of Participation</b>  |
|-----------------------------|------------------------------------|--|
| <b>Lobbying and Hearing</b> | 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  |

|  |                                 |   |
|--|---------------------------------|---|
| <b>Networking</b>                                | Local Organizations/Communities | Participation in Ngalam Petengan, green lifestyle support, and calls for action |
| <b>Campaigns (direct campaign and via media)</b> | 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 (Central Bureau of Statistics for Malang Regency, 2017; Central Bureau of Statistics for City of Malang, 2021; Gigih Mazda, 2019). 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 (Jawaracorpora.com, 2020). 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 (Amoore & Langley, 2004; Mishra, 2012; Souri, 2007). According to Chandhoke, GCS represents the needs, interests, and immediate challenges of communities worldwide (Chandhoke, 2005). 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 (Chandhoke, 2005; Lupel, 2005), 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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## **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

### **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; Olexsak & 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.

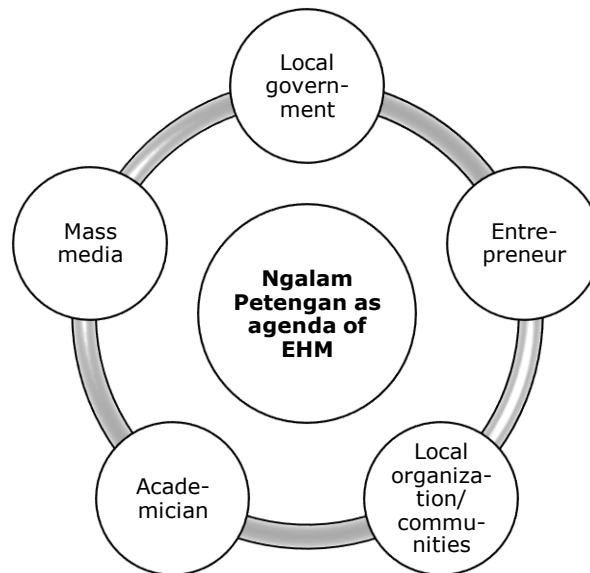
The characteristics of GCS included voluntariness, non-governmental status, and non-commercial orientation (Helmut et al., 2016). The diversity of GCS comprises a wide array of entities, such as non-governmental organizations, transnational advocacy networks, support groups, humanitarian foundations, 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.

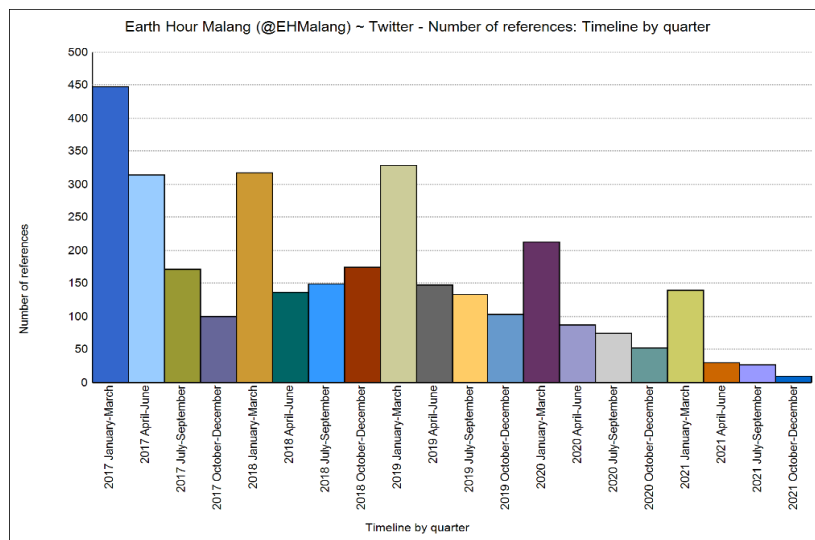
### **The Existence of Ngalam Petengan Annually**

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,



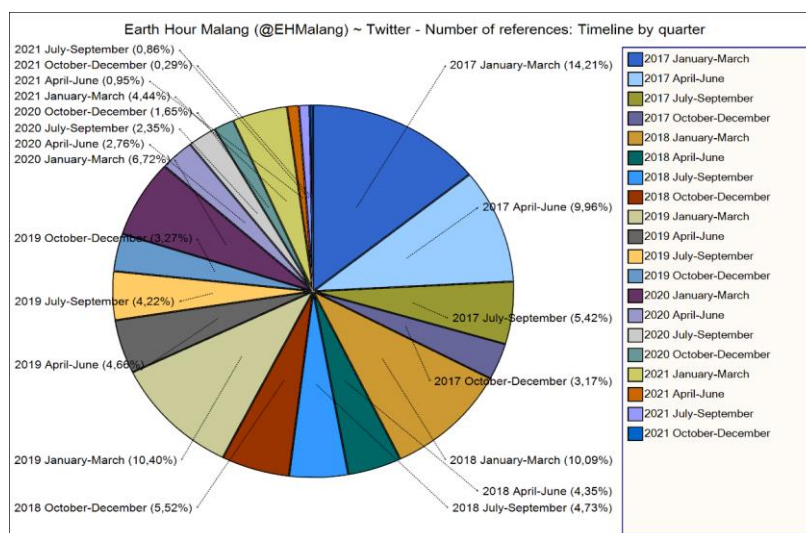
and the YouTube channel EHM was established in 2016. The primary sources of social media data for this study predominantly came from Twitter and Instagram EHM accounts, with other publication platforms serving as supplementary data sources.

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.



**Figure 2. Number of tweets @EHMalang quarterly period**

Source: Processed by the author, 2021



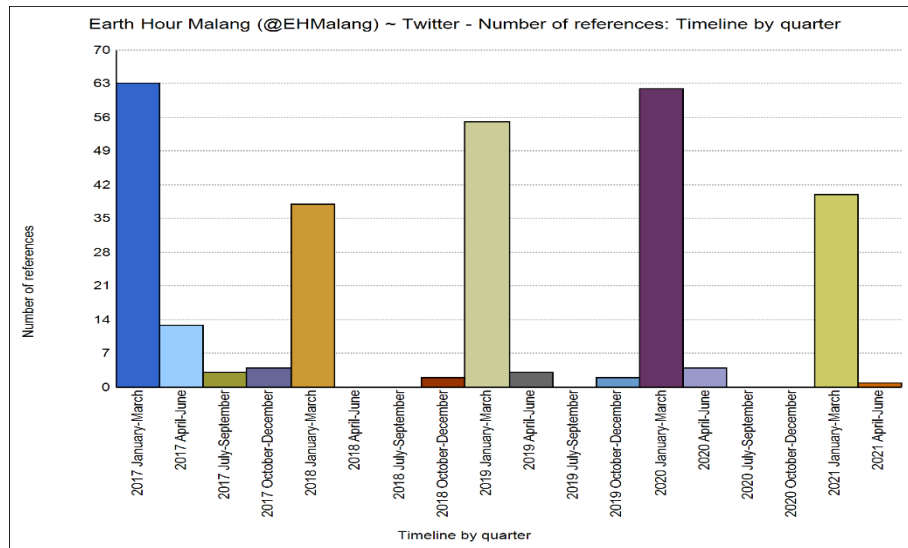
**Figure 3. Percentage of total tweets @EHMalang quarterly period**

Source: Processed by the author, 2021

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.

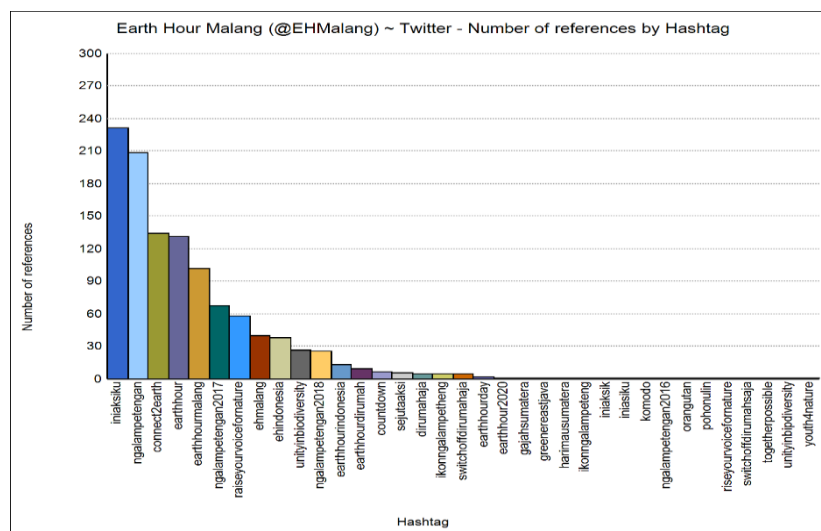
The results affirmed the analysis concerning @EHMalang Twitter account activity regarding the hashtag #ngalampetengan. As depicted in Figure 4, the hashtag #ngalampetengan was most frequently used during the January-March period annually. However, the hashtag was continually used in posts after the January-March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

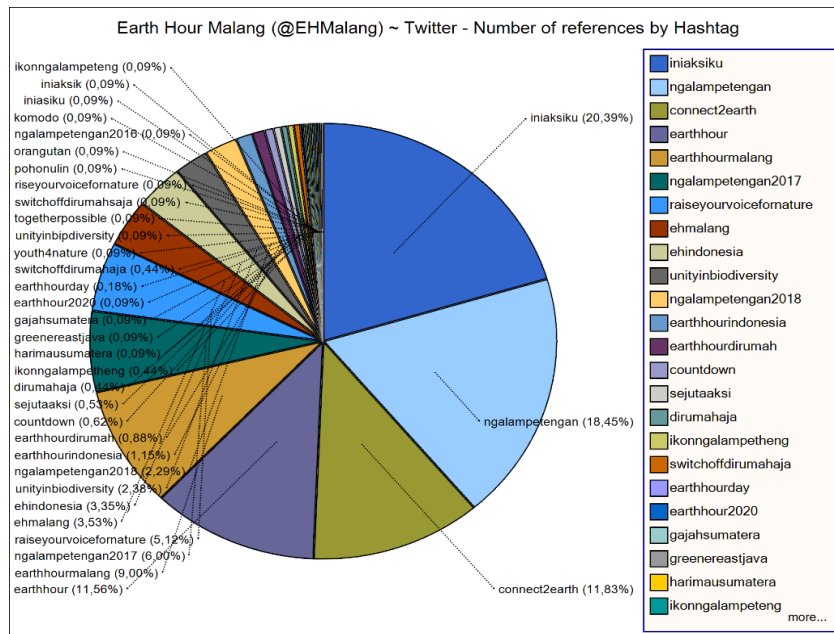


Figure 6. Percentage of the most frequently used hashtags on @EHMalang

Source: Processed by the author, 2021

Figures 5 and 6 depicted the graph as well as the percentage of hashtag usage on @EHMalang Twitter account. It was observed that #ngalampetengan accounted for 18.45% of the total hashtag usage, showing significance as a crucial agenda and priority for EHM. Additionally, the hashtags #iniaksiku and #connect2earth were frequently paired with #ngalampetengan. The word cloud in Figure 7 below depicted the visualization of the most frequently used hashtags and words on @EHMalang account.



Figure 7. Word cloud hashtags and words most frequently used @EHMalang

Source: Processed by the author, 2021

Ngalam Petengan, held annually, lacked a fixed date, as Earth Hour Global determined the schedule for Earth Hour Day agenda switch-off action. However, it was certain that the event took place on a Saturday, typically in the last week of March. Earth Hour Day also adopted a central theme globally, allowing Earth Hour communities worldwide to create individual themes while remaining relevant to the global concept. Various stakeholders worldwide also participated in the switch-off, including government entities, businesses, media outlets, communities, academics, non-governmental organizations, the public, and many others.

In the context of EHM, the themes varied but were all correlated with the agenda related to climate change. Furthermore, the prominent locations for hosting the peak of Ngalam Petengan also varied, with diverse stakeholders included in the switch-off initiatives, providing support. Information about Ngalam Petengan annually, including the date and location of implementation, the theme, and the supporting participants, was presented in Table 1 below.

**Table 1. Overview of Ngalam Petengan from 2015 to 2021**

| <b>Year</b> | <b>Date</b>    | <b>Location</b>              | <b>Theme</b>  | <b>Participant Switch-Off</b>   | <b>Media Partners</b>                                |
|-------------|----------------|------------------------------|---|---|--|
| <b>2015</b> | 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        |
| <b>2016</b> | 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        |
| <b>2017</b> | 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       |
| <b>2018</b> | 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  |
| <b>2019</b> | 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 |

| <b>Year</b> | <b>Date</b>    | <b>Location</b>                                   | <b>Theme</b>  | <b>Participant Switch-Off</b>   | <b>Media Partners</b>                        |
|-------------|----------------|---|---|---|--|
| <b>2020</b> | 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 |
| <b>2021</b> | 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 Multistakeholder Collaboration**

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.

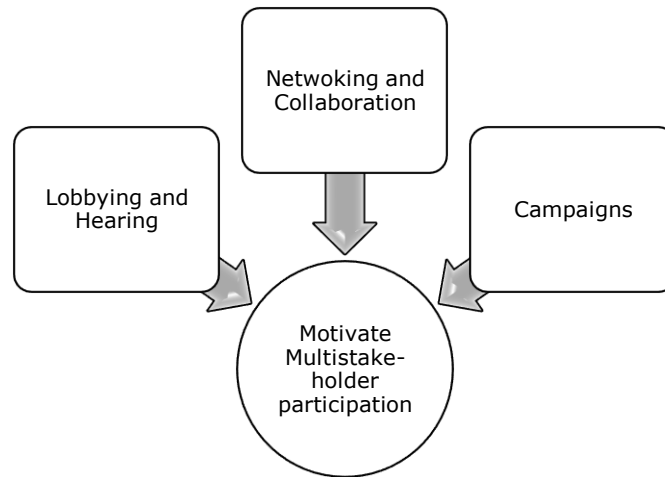
EHM conducted a School Campaign targeting students from elementary to high school levels to educate them about adopting a green lifestyle. Activities of the campaign included repurposing used plastic bottles into trash cans, transforming old t-shirts into bags, and practicing hydroponic gardening. Campaigns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

| <b>Efforts</b>                                   | <b>Main Target/Stakeholders</b>    | <b>Forms of Participation</b>  |
|--|------------------------------------|--|
| <b>Lobbying and Hearing</b>                      | 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  |
| <b>Networking</b>                                | Local Organizations/Communities    | Participation in Ngalam Petengan, green lifestyle support, and calls for action  |
| <b>Campaigns (direct campaign and via media)</b> | 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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## JANUS NET - Publication update - VOL15 N1

1 message

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janus.net <janus.net@autonoma.pt>

Tue, Apr 2, 2024 at 3:24 PM

To: Brigida Brito <bbrito@autonoma.pt>, Luis Tome <ltome@autonoma.pt>

Dear Authors,

I hope you are well.

As you have been informed, your article, note or critical review has been accepted for publication and will be included in the next issue - VOL15 N1 (May to October 2024).

**The entire issue is currently in production, so please note that if we have any questions you will be contacted for clarification, which you should do quickly.**

If you are not contacted during the month of April, it is because there is nothing to clarify.

At the beginning of May, I will return to give a general update to all 42 authors of the 17 articles, 3 Notes and 1 Review.

Yours sincerely

---

Caros Autores,

Espero que se encontrem bem.

Tal como vos foi comunicado, o vosso artigo, nota ou recensão foi aceite para publicação e será incluído no próximo número – VOL15 N1 (Maio a Outubro 2024).

**Todo o número está em produção, pelo que peço que tenham em atenção que, se houver alguma dúvida, serão contactados para clarificação, o que devem fazer com a rapidez que o assunto requer.**

Se não forem contactados durante o mês de Abril é porque não há qualquer questão a esclarecer.

No início de Maio voltarei a fazer um ponto de situação geral a todos os 42 autores dos 17 artigos, 3 Notas e 1 Recensão.

## **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**

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

**NAJAMUDDIN KHAIRUR RIJAL**

**LUCKE KARIMAH PAMUNGKAS SAPUTRO**

### **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).

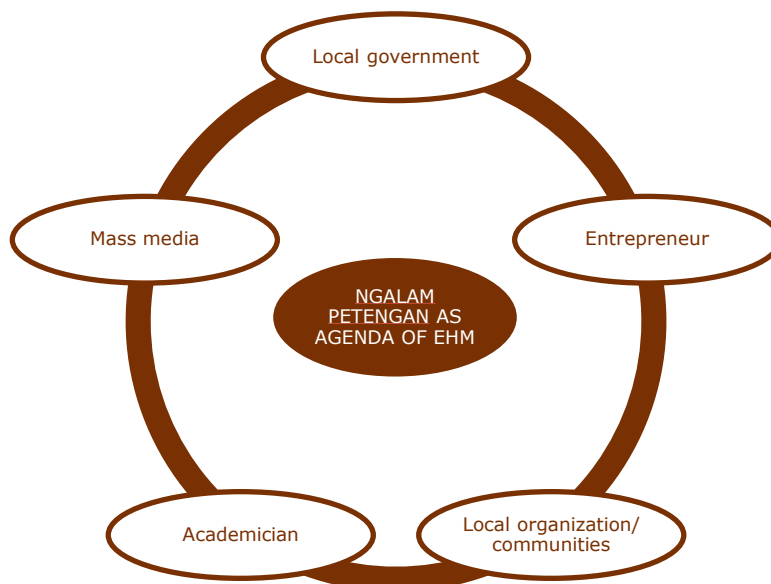
The Pentahelix model was subsequently explored and the term "helix" denoted synergy or cooperation (Hardianto et al., 2019) The term was used to represent the support or participation of various parties in development. Pentahelix also called Quintuplehelix was an extension of the helix model alongside 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.



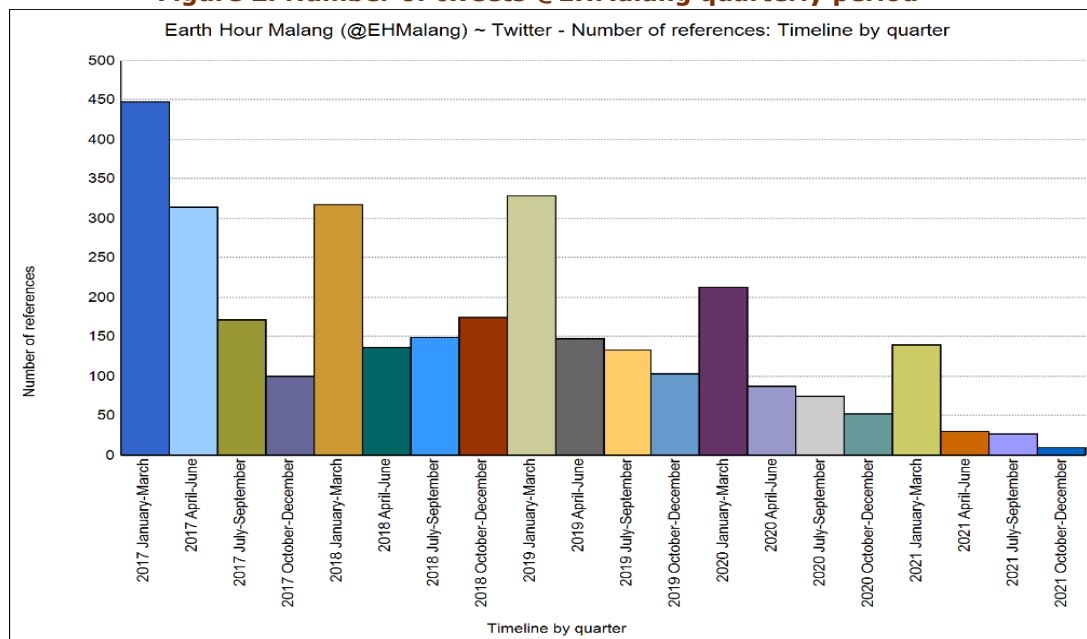
## The Existence of Ngalam Petengan Annually

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.

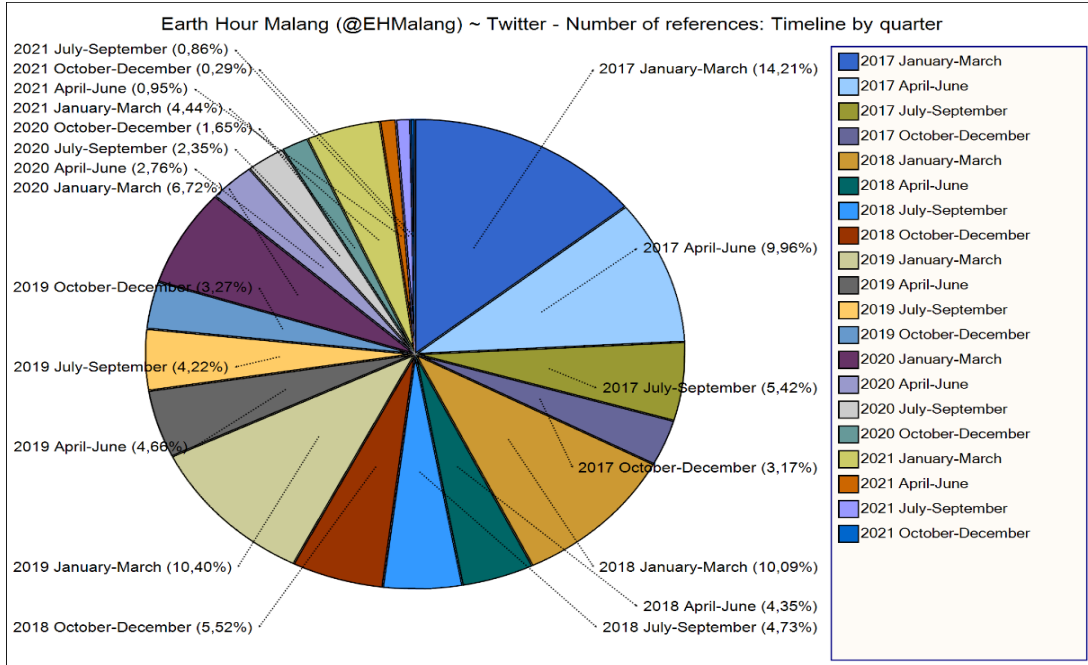
**Figure 2. Number of tweets @EHMalang quarterly period**



Source: Processed by the author, 2021



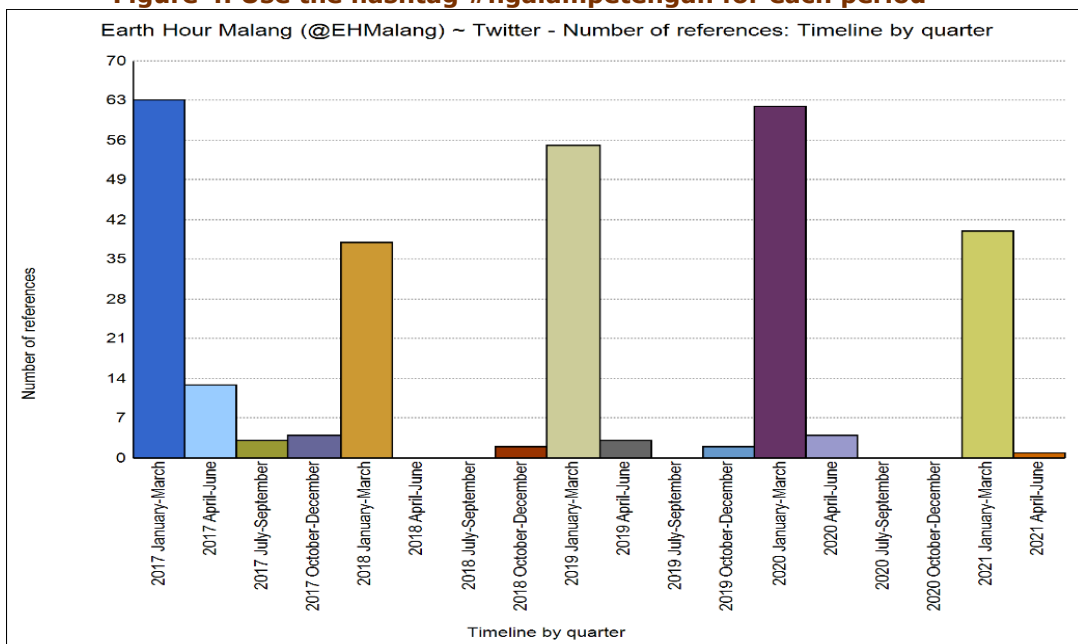
**Figure 3. Percentage of total tweets @EHMalang quarterly period**



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**



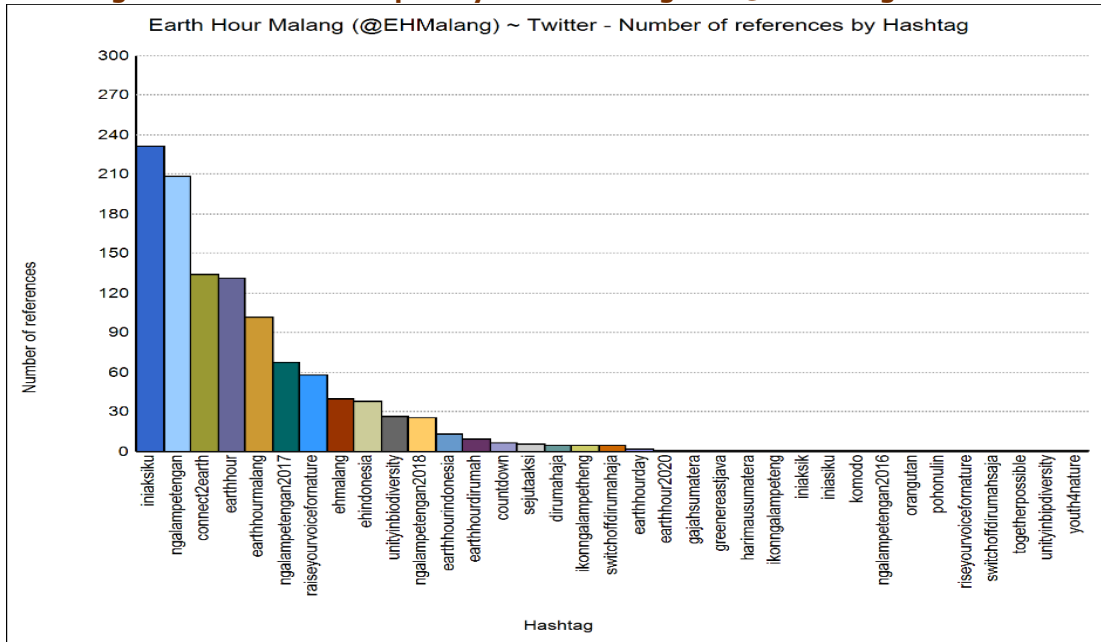
Source: Processed by the author, 2021





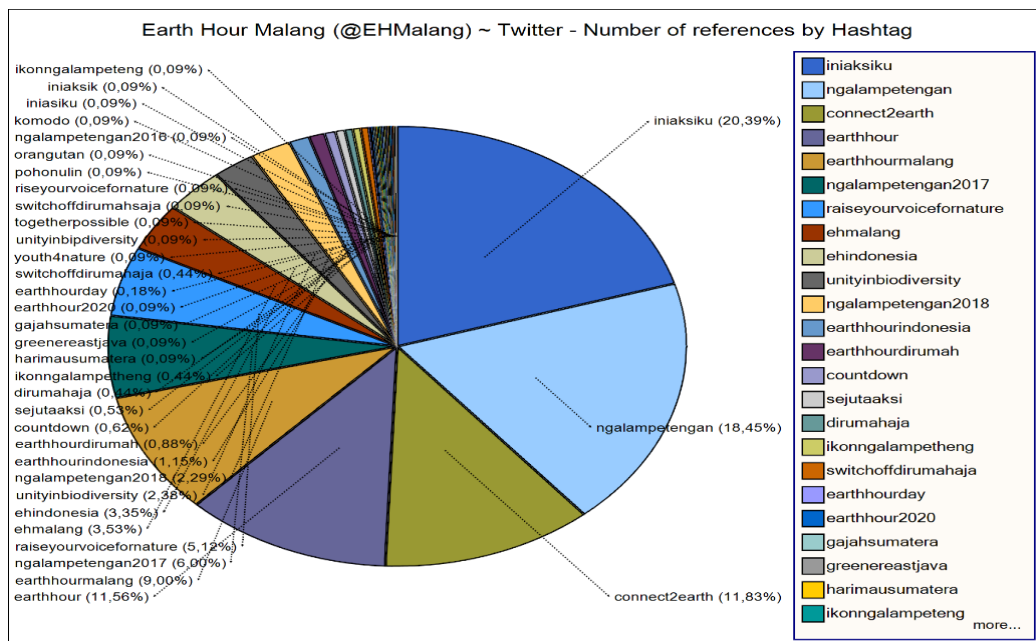
The data in Figure 4 showed that #ngalampetengan was one of the hashtags most frequently used by EHM on @EHMalang account. Although the most used hashtag was #iniaksiku, the NCapture results on Nvivo12Plus showed that #ngalampetengan was more frequently used than others, as seen in Figures 5 and 6.

**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



Figures 5 and 6 depicted the graph as well as the percentage of hashtag usage on @EHMalang Twitter account. It was observed that #ngalampetengan accounted for 18.45% of the total hashtag usage, showing significance as a crucial agenda and priority for EHM. Additionally, the hashtags #iniaksiku and #connect2earth were frequently paired with #ngalampetengan. The word cloud in Figure 7 below depicted the visualization of the most frequently used hashtags and words on @EHMalang account.

**Figure 7. Word cloud hashtags and words most frequently used @EHMalang**



Source: Processed by the author, 2021

Ngalam Petengan, held annually, lacked a fixed date, as Earth Hour Global determined the schedule for Earth Hour Day agenda switch-off action. However, it was certain that the event took place on a Saturday, typically in the last week of March. Earth Hour Day also adopted a central theme globally, allowing Earth Hour communities worldwide to create individual themes while remaining relevant to the global concept. Various stakeholders worldwide also participated in the switch-off, including government entities, businesses, media outlets, communities, academics, non-governmental organizations, the public, and many others.

In the context of EHM, the themes varied but were all correlated with the agenda related to climate change. Furthermore, the prominent locations for hosting the peak of Ngalam Petengan also varied, with diverse stakeholders included in the switch-off initiatives, providing support. Information about Ngalam Petengan annually, including the date and location of implementation, the theme, and the supporting participants, was presented in Table 1 below.



**Table 1. Overview of Ngalam Petengan from 2015 to 2021**

| Year        | Date           | Location  | Theme   | Participant Switch-Off  | Media Partners                                       |
|-------------|----------------|---|---|---|--|
| <b>2015</b> | 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        |
| <b>2016</b> | 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        |
| <b>2017</b> | 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       |
| <b>2018</b> | 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  |
| <b>2019</b> | 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 |
| <b>2020</b> | 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         |
| <b>2021</b> | 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.

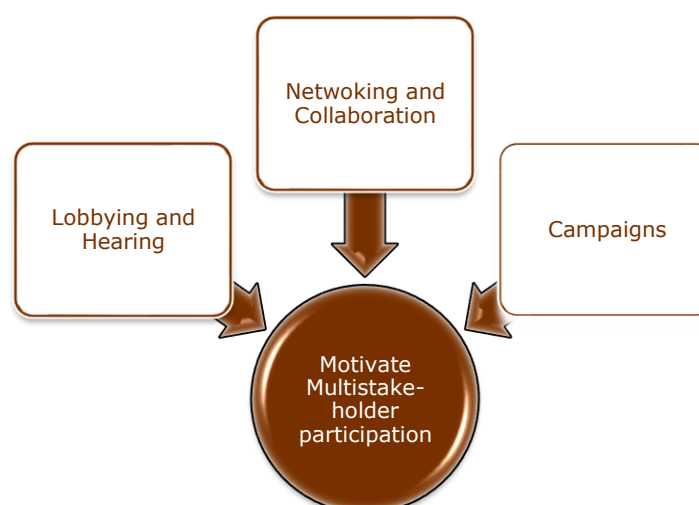
Apart from the direct methods, campaigns were conducted using media platforms, mainly social media. Consistently, EHM uploaded various content related to Ngalam Petengan and environmental challenges on several social media platforms, such as Twitter, Line, Instagram, and Facebook. The aim was to ensure 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**

| <b>Efforts</b>                                   | <b>Main Target/Stakeholders</b>    | <b>Forms of Participation</b>  |
|--|------------------------------------|--|
| <b>Lobbying and Hearing</b>                      | 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  |
| <b>Networking</b>                                | Local Organizations/Communities    | Participation in Ngalam Petengan, green lifestyle support, and calls for action  |
| <b>Campaigns (direct campaign and via media)</b> | 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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