

# Tree Planting to Build Student Character at TGBC Thailand

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**Abstract.** Plantation of trees is an activity to shape the character of students who care about the environment. This community service activity aims to foster a sense of environmental awareness to shape students' character through tree planting, which is one of the efforts to green the environment. This activity is a collaboration between the Faculty of Economics and Business of Swadaya Gunung Jati University Indonesia, Panca Sakti University Tegal Indonesia, Thai Global Business Administration Technological College Thailand (TGBC Thailand), Suan Dusit University and Eastern Institute for Integrated Learning in Management University India. Community service activities were conducted at TGBC Thailand, with 50 participants consisting of 20 students and 30 lecturers. With this community service activity, students' character is formed by caring for the environment through tree planting activities in the surrounding environment. Besides, students can work together as a team, support each other, and strengthen their social ties to protect the environment.

**Keywords:** Environmental Awareness; Plantation of Trees; Student Character.

## INTRODUCTION

All levels of society must try to care for the surrounding environment. Environmental awareness also needs support from other parties, including the government and academia. The next generation should be introduced to efforts to preserve the environment. People's living standards have steadily improved in the last two centuries as rising incomes and better health care have positively impacted economic growth. However, economic growth does not always bring positive impacts but also brings adverse effects. These negative impacts include environmental degradation [1]. In addition, character education plays a vital role in the current era. Character is the quality of mental, moral or ethi-

cal strength that is a unique personality as a driver and differentiator between one individual and another. The character can also be interpreted as attitudes, behaviours, motivations and skills formed due to heredity and environmental influences. Character becomes a subjective assessment of a person's personality related to personality attributes that are acceptable or unacceptable to society [2].

To build character, students must interact with the environment appropriately. Character education can be done simply, starting from the surrounding environment. Environmental care character is an attitude and action to prevent damage to the natural environment around it and strive to repair existing damage. One of the

easy and simple things that can be applied is planting trees. Tree planting can be done anywhere and anytime. Through small movements to plant trees, it will produce new characters, such as characters who care about the environment and are responsible for it and cooperation. In addition, students protect nature by practising caring characters in themselves. Therefore, various countries must strive to combat environmental damage, especially the surrounding environment, through character education [3].

The introduction of the environment and its preservation begins with an effort to improve oneself and care for the environment in a series of community service with the theme of building student character education and increasing awareness and knowledge of the importance of caring for the environment so that environmental quality is well maintained. Efforts to increase student awareness about greening the environment through tree planting [4] and dispose of garbage in its proper place so as not to cause flooding and other environmental problems. This is the entire community's responsibility and is not imposed on individuals. Efforts to increase ecological awareness must be built early [5]. This is an effort to make students' character of environmental awareness one of the university arrangements through a greening system or planting trees around the University of TGBC Thailand.

A green environment can be owned by exercising rights and obligations for everyone in a country. Having a green environment reflects a quality environment, which can be held through one of the ways that we can do easily, for example, planting trees in the surrounding environment, which aims to increase awareness of the domain. Public awareness can be grown and developed starting from individual character building about the importance of greening, especially in the surrounding environment. This community service activity aims to form student character to care for the environment. It is hoped that through this community service activity, the feeling of students who care about the environment and have a high sense of responsibility for the sustainability of nature will be built.

Due to the sustainability of the environment, individuals are starting to realise the need for tree-planting activities to reforest the environment and prevent future problems. Therefore, genuine efforts must be made to improve the quality of the environment itself. One is by fostering a car-

ing attitude towards the environment to create a healthy environment. Environmental care is an attitude and action that constantly seeks to prevent damage to the natural environment around it and repair biological damage that has occurred [4]. Human life cannot be separated from its environment, both the natural environment and the social environment. Humans live breathing requires air produced from trees in the surrounding environment. Humans eat, drink, and maintain health, all of which require the environment [4]. The entire society in a country must understand that humans have a vital role in efforts to preserve the environment. Natural resources and the environment have a shared responsibility for keeping nature. The role of individuals in protecting the surrounding environment can be realised in reforestation activities. Greening or reforestation is carried out to create a beautiful setting and benefit the sustainability of human life itself. Therefore, one way to foster concern for the environment is by developing individual character through the family or school environment, including the university environment.

## METHODS

The carried out activity is one of the community service activities carried out in collaboration with the Faculty of Economics and Business of Swadaya Gunung Jati University Indonesia, Panca Sakti Tegal University Indonesia, Thai Globa Business Administration Technological College Thailand (TGBC Thailand), Suan Dusit University and Eastern Institute for Integrated Learning in Management University India. This community service activity is in the form of tree planting at Thai Globa Business Administration Technological College Thailand (TGBC Thailand). The implementation period is from November 3, 2022 until November 9. This activity was chosen to build student character to care about the environment. Character education can start from the surrounding environment at home and school. Characters who care about the environment are attitudes and actions to prevent damage to the natural environment around them. Efforts to repair existing damage, as one of the easy and simple things that can be applied is by planting trees.

## RESULTS AND DISCUSSION

The activity is an international community service to build the character of students who care about the environment through tree planting as

environmental greening carried out at TGBC Thailand, involving participants consisting of students and lecturers from Thai Global Business Administration Technological College Thailand (TGBC Thailand), Suan Dusit University, Eastern Institute for Integrated Learning in Management University, Faculty of Economics and Business, Universitas Swadaya Gunung Jati Indonesia, and Universitas Pancasakti Tegal Indonesia with a total of 50 participants consisting of 20 students and 30 lecturers.



Figure 1 – Opening of the International Community Service Event

This activity began with the presentation of activity material: the importance of building student character in increasing environmental awareness through planting and maintaining trees.

The participants of this international community service were very enthusiastic in listening to the presentation of the material presented by the speaker. It is hoped that from this presentation, the participants can grow to have a sense of caring for the surrounding environment.

At the time of the production, the participants seemed very enthusiastic, and their desire to start watching the climate began to increase as a source of life.



Figure 2 – Presentation of University Collaboration Representative Materials

The consequences of individual ignorance of the environment make the quality of the environment less favourable for human life [6]. In maintaining the quality of the environment, everyone has a role to play in reducing these impacts. The part to minimise the effect is the primary key in carrying out the role, namely individual character. Individual character development starts early in life. At the same time, family and school are the best places to shape the character of friendly individuals who care about the environment.

Therefore, schools and families must understand their role in anticipating the negative impact of the decline in environmental quality [7].



Figure 3 – International Community Service Student Participants

After presenting the explanation by the speaker to the community service participants, the participants planted trees around the TGBC Thailand environment. Before carrying out the activity, students were given direction in environmental awareness, including producing and caring for trees around the environment.



Figure 4 – Participants Listen to the Direction of Environmental Care to Build Student Character

Building the character of the younger generation to build character sustainably creates environmentally friendly humans so that the quality of the environment is well maintained [6]. This is the basis for individuals to act to preserve and improve environmental sustainability, both in

the home, school and community environment. One way to maintain the quality of the domain is by planting trees. One aspect that determines the life of humans and other living things in the future is planting trees in the surrounding environment.



Figure 5 – Tree Planting Activities in the TGBC Environment

Community service collaboration in student character-building activities towards environmental awareness through planting is because not everyone has a sense of caring for the environment [8]. Character education through tree-planting activities is an effective and easy way to build a caring attitude towards the environment [9]. Through active participation in this activity, all the participants, especially students, can develop the character of responsibility, create togetherness, and foster love for nature. In addition, the benefits of this environmental activity can reduce carbon emissions and improve air quality for the better. Therefore, preserving the environment and building caring character through tree planting activities can be done together.

Character education by increasing a sense of concern for the surrounding environment. In this case, a sense of respect for the environment is built through individual character, especially students. It is hoped that tree-planting activities can benefit the surrounding environment and reduce global warming [10], thereby creating a comfortable environment for all creatures, whether humans, animals or plants.



Figure 6 – Closing of International Community Service Collaboration Activities

## CONCLUSIONS

Based on the findings, it can be concluded that the international community service activities at

TGBC Thailand, involving students and lecturers from several universities, aim to build the character of students who care about the environment through tree planting as a greening effort. In this event, participants were very enthusiastic about listening to material about the importance of caring for the environment and how tree planting can play a role in maintaining environmental quality as a source of life. Tree planting is a natural step in shaping the character of environmentally friendly individuals, and it is hoped that this character education will sustainably occur. This activity also shows the benefits of community service collaboration, such as reducing carbon emissions and improving air quality. Through this effort, students are expected to develop a high sense of concern for the environment, help reduce the impact of global warming, and create a comfortable environment for all living things. Thus, this activity is a positive step in building awareness of the importance of environmental conservation and joint efforts in creating a sustainable future.

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