Indonesian Journal of
Mathematics and Natursal Science Education
p-ISSN: 2721-172x e-ISSN: 2721-1746
Vol. 7 No. 1 Th 2026; Hal 39-54
http://mass.uinkhas.ac.id DOI: 10.35719/mass.v7i1.261

The Potential of Local Culture as a Science-Based Educational Media: a Sustainable Solution for Waste Management to Achieve the SDGs

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Abstract

The global waste crisis necessitates educational innovations to foster ecological awareness and support Sustainable Development Goal (SDG) 12 on responsible consumption and production. This study investigates the potential of the Jember Fashion Carnaval (JFC) as a science-based educational medium for environmental pollution and waste management. Using a qualitative case study design, data were collected via interviews, observation, documentation, and content analysis, with validity ensured through source and methodological triangulation. Findings reveal that the JFC consistently applies 3R principles (Reduce, Reuse, Recycle) by utilizing approximately 40% inorganic waste—such as plastics and cardboard—in costume production. Furthermore, the festival creatively highlights local culture, promoting it through digital media and international collaborations. Ultimately, this practice demonstrates the JFC's tangible contribution to sustainable development, proving it can effectively serve as science-based community education through a practical 'learning by doing' approach.

Keywords: Jember Fashion Carnival, Local Cultural Potential, Science-Based Education, SDG 12, Waste Management.

INTRODUCTION

The issue of waste has now reached an extremely alarming level at both global and national levels, with waste generation continuing to rise in line with population growth and massive economic activity (Aditya et al., 2025; Kamal et al., 2025; Pahrijal, 2023). Data indicates that more than two billion tonnes of waste are generated annually worldwide, and this figure is projected to continue rising in line with global economic growth (Aditya et al., 2025; Ram & Bracci, 2024). In Indonesia itself, a report from the Ministry of Environment and Forestry (KLHK) indicates that the volume of waste generated reaches tens of millions of tonnes per year, with plastic waste being the second-largest contributor to marine pollution (Kamal et al. 2025; Muis et al. 2022). If this situation is not addressed immediately through comprehensive management, it will pose serious environmental risks, ranging from soil and water pollution and habitat destruction to adverse effects on human health (Aditya et al. 2025; Pahrijal 2023). Furthermore, improper waste management contributes directly

to climate change through greenhouse gas emissions, which exacerbate the phenomenon of global warming (Aditya et al. 2025; Natalia et al. 2021).

In response to this environmental crisis, the United Nations (UN) has established the Sustainable Development Goals (SDGs) as a global collective plan to protect the planet (Prabu Aji and Kartono 2022; Capah et al. 2023). One of the crucial points in this agenda is SDG 12 on responsible consumption and production, which emphasises the importance of shifting society's paradigm from a 'collect, transport, dispose' mindset to a more sustainable way of life (Zazam Aromi et al., 2024; Capah et al. 2023; Susiatiningsih 2024). Indonesia, as one of the countries actively participating in this initiative, has integrated these goals into its national development vision to ensure a healthier and more prosperous future for all its people (Safitri et al. 2022; Capah et al. 2023).

Education plays a central role in efforts to achieve the SDGs by shaping the character of the younger generation to have a high level of environmental awareness (Safitri et al. 2022; Cahyono et al. 2024). In the context of science education, understanding the concept of environmental pollution should not be limited to scientific knowledge alone; it must also be integrated with environmental ethics and morals to enhance ecological awareness and encourage responsible public behaviour in waste management and sustainable environmental conservation (Chen et al., 2025; Pryanka & Suhendi, 2025). Education for Sustainable Development must be directed towards producing individuals who are creative, innovative, and capable of providing tangible solutions to the increasingly complex global sustainability challenges (Safitri et al. 2022; Cahyono et al. 2024). However, significant challenges remain in efforts to provide environmental education to the public, as various environmental awareness programmes are often still purely informative and have not yet succeeded in linking scientific knowledge about environmental pollution to the waste management practices encountered in everyday life. Consequently, ecological awareness and public participation in environmental conservation have not yet developed to their full potential (Ahmad M Ridwan Saiful Hikmat et al., 2025; Etim, 2024).

One of the most effective strategies for linking scientific concepts to environmental conservation issues is to explore the potential of local cultures that embody values of sustainability and are relevant to environmental pollution within science-based education (Safitri et al. 2022; Aniza Chairani et al. 2022). Local culture is a body of traditional knowledge, values and practices that are deeply rooted in

DOI : http://doi.org/10.35719/mass.v7i1.261

the culture of a particular community and have proven to be adaptive in maintaining ecosystem balance (Tcheton et al., 2025; Waqi`ah & Sarjan, 2025). Optimising the role of local culture in natural resource management policies can enhance community participation, as these values hold emotional resonance and reflect the cultural identity of local residents (Lalu Galeh Inggil Fatristya and Muhammad Sarjan 2024; Waqi'ah and Sarjan 2025). In various regions across Indonesia, carnival-based cultural festivals have begun to integrate principles of sustainability through the use of recycled materials in costume-making. For example, the 2024 Ngada Cultural Festival featured a fashion carnival using recycled waste as a medium for environmental education (Wale, 2024). Therefore, the promotion of local values that align with science concepts—particularly those relating to environmental pollution and waste management—can serve as a means of raising public ecological awareness whilst fostering a sense of ownership and moral responsibility towards the conservation of the surrounding environment. These values also play a role in encouraging community participation in realising more sustainable lifestyles (Ghufronudin et al., 2025; Giyono & Suyitno, 2024).

In Jember Regency, the Jember Fashion Carnaval (JFC) has emerged as a remarkable local cultural icon and has gained international recognition. Since its inception by Dynand Fariz in 2003, the JFC has transformed from a mere fashion show into a global cultural phenomenon that has earned Jember the title of 'World Carnival City' (Denissa 2021; Ali et al. 2023). What makes the JFC unique and highly relevant to environmental issues is its commitment to using recycled materials as the main components of the carnival costumes (Ali et al. 2023). JFC creators demonstrate exceptional creativity by transforming inorganic waste—such as plastic, newspaper, and other discarded items—into works of art of both aesthetic and economic value (Latif et al. 2022; Cassar, 2024; Ristya, 2020). This creative practice is a tangible embodiment of the 3R principle (Reduce, Reuse, and Recycle), which aims to minimise the negative impact of waste on the environment whilst creating opportunities for the creative economy amongst local communities (Lestari and Fatimatuzzahra 2022; Natalia et al. 2021).

The integration of JFC's local culture into science education—particularly in relation to environmental pollution and waste management—offers a significant opportunity to deliver contextual environmental education that is easily understood by the community (Nurhasan et al., 2025; D. Safitri et al., 2026). Through the Jember Fashion Carnival (JFC), concepts from science—such as material characteristics, waste treatment,

resource utilisation and environmental sustainability—can be communicated to the public in a more tangible and engaging way through cultural expression and creativity. The use of various recycled materials in costume-making, as well as the transformation of waste into aesthetically valuable products, demonstrates how scientific knowledge can be applied in everyday life (Kalingga Wenna Ferliqueena Paramitha & Bambang Suharto, 2025; Nurhasan et al., 2025). Consequently, the public not only gains an understanding of the impacts of environmental pollution but is also encouraged to develop ecological awareness and participate in waste reduction efforts through recycling and the reuse of materials that are still fit for purpose (Kalingga Wenna Ferliqueena Paramitha & Bambang Suharto, 2025; Noh, 2024). The 'Learning by Doing' approach, inspired by the JFC costume-making process, can stimulate imagination and freedom of activity, and serve as an experience-based environmental education tool for the community (Destari, 2025; Jayati & Hariyadi, 2025). This is in line with the needs of modern society for environmental education that not only enhances understanding of ecological issues but also fosters awareness, social responsibility, and behaviour that supports sustainable environmental conservation (Albar et al., 2025; Benzehaf et al., 2025).

Various studies have examined the Jember Fashion Carnaval (JFC) from the perspectives of culture, tourism, the creative economy and community empowerment. However, studies that specifically analyse the potential of the JFC as a culture-based educational medium for communicating science concepts relating to environmental pollution and waste management to the public remain very limited (Ali et al. 2023; Diva Ummul Nabilla et al. 2024; Kalingga Wenna Ferliqueena Paramitha and Bambang Suharto 2025). On the other hand, waste management education for the public is still often focused on awareness-raising and the dissemination of information, and thus fails to provide real-world experiences capable of inspiring behavioural change. In fact, community involvement in hands-on activities, such as the reuse of discarded materials to create creative products as demonstrated in the Jember Fashion Carnaval (JFC), has the potential to serve as a more contextual educational tool to raise public awareness and participation in environmental conservation (Ramli et al., 2025; Pambudi et al., 2025).

This research is important because environmental education, as it has developed to date, still tends to focus on the dissemination of information and has not yet been able to link the concepts of environmental pollution and waste management to the real-life experiences of the community. Previous studies on

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the Jember Fashion Carnaval (JFC) have largely examined cultural, tourism and creative economy aspects, whilst the use of the JFC as a science-based educational medium has rarely been researched. The novelty of this study lies in its analysis of the potential of the JFC's local culture as a medium for environmental education that integrates science concepts, the 3R practices (Reduce, Reuse, Recycle), and the values of sustainability, in an effort to raise ecological awareness and encourage community participation in sustainable waste management.

More broadly, this research is expected to make a tangible contribution to the development of education policies based on local wisdom in Indonesia. Synergy between the traditional knowledge of the JFC and modern science can create more holistic solutions to address the challenges of the climate crisis and future waste management issues (Firnadi, 2025; Waqi`ah & Sarjan, 2025). By involving local communities, environmental conservation efforts can be carried out in a more structured manner and have a far-reaching impact on community well-being (Lalu Galeh Inggil Fatristya and Muhammad Sarjan 2024; Ali et al. 2023). Through this integration, the JFC becomes not merely a source of pride in arts and culture, but also transforms into a medium for environmental education for the community, supporting the achievement of a sustainable future for planet Earth (Kalingga Wenna Ferliqueena Paramitha and Bambang Suharto 2025; Waqi`ah and Sarjan 2025).

Against this background, the focus of this study is on how waste recycling at the Jember Fashion Carnaval serves as a science-based educational tool regarding environmental pollution. This study aims to identify how waste recycling at the Jember Fashion Carnaval serves as a science-based educational tool regarding environmental pollution. It is hoped that the findings of this study will strengthen the role of local culture in raising ecological awareness and encouraging community participation in sustainable environmental management.

METHOD

This research used a qualitative approach, specifically a descriptive-exploratory case study, to gain an in-depth understanding of the phenomenon of sustainability practices in cultural festivals. The research was centred at the Jember Fashion Carnaval (JFC) Headquarters, Dynand Fariz Centre, Jember Regency, which serves as a hub for planning the integration of local wisdom with waste utilisation practices. The research was conducted from Wednesday, 3 December 2025 to Monday, 5 January 2026, from 09:00 to 12:00. The research subjects were selected using purposive

sampling, involving the JFC creative team (F) as the main informants to explore the creative process of making waste-based costumes, as well as two local residents (S) and (P) as supporting informants to obtain community perspectives on the environmental and social impacts of the JFC.

Data collection was carried out using a triangulation approach, comprising semi-structured interviews on environmental education strategies and sustainability practices at the Jember Fashion Carnaval (JFC); direct observation of costume design details and the use of recycled materials at the Dynand Fariz Ballroom; documentation in the form of photographs of costumes and official publications; and content analysis of information available on the official JFC website. Content analysis was carried out to identify narratives, themes and information relating to local wisdom, waste management, the 3R practices (Reduce, Reuse, Recycle), and the JFC's contribution to sustainable development. Data analysis followed the Miles, Huberman and Saldana model, comprising a data reduction stage to focus the information on local wisdom and the 3R principles, the presentation of data in the form of descriptive narratives and thematic matrices, and the drawing of conclusions. Data validity was ensured through triangulation of sources and techniques by comparing the results of interviews, observations, documentation, and content analysis of the JFC's official website to confirm the validity of the findings regarding the JFC's role as a sustainable cultural festival and a medium for environmental education based on local culture. The entire research process was carried out in four systematic stages: pre-research, collection of field and digital data, data analysis, and post-research, comprising the preparation of the final report and a scientific article..

This research carried out systematically across four stages: pre-research, field data collection, data analysis, and the preparation of a final report in the form of an article. During the data collection stage, the researcher utilised the following main instruments: a semi-structured interview guide, observation sheets, and documentation. Data collection was carried out using triangulation, namely interviews with the JFC creative team and local residents, direct observation of the recycled costumes, and visual documentation in the form of photographs and other supporting data. The data obtained was then processed through a data reduction process to filter information relevant to the research focus, particularly regarding local cultural potential and the 3R principles (Reduce, Reuse, Recycle), and subsequently presented in the form of a structured descriptive narrative. Data analysis utilised the Miles, Huberman

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and Saldana model, which encompasses data reduction, data presentation, and the continuous drawing of conclusions and verification throughout the research process. To ensure the validity of the data, source and methodological triangulation techniques were employed so that the research findings possess a high level of validity and can accurately depict the role of JFC as a model for sustainable cultural festivals and a medium for environmental education.

RESULT AND DISCUSSION

The research findings provided data on the potential of local culture as an educational medium as shown in Table 1. Furthermore, based on interviews and direct observations at the Dynand Fariz Ballroom in Jember, it was found that the Jember Fashion Carnaval (JFC) has implemented a recycling concept since its inception. In the early stages, this concept was realised through the use of materials available in the local environment, such as second-hand clothing modified using 'mix and match' techniques. As the event has developed, this recycling concept has evolved to utilise various types of non-organic waste, such as plastic bottles, rubber seeds, straws and cardboard, as the main materials for costume production. During the costume design process, participants are given the freedom to be creative in line with predetermined prototypes, thereby encouraging innovation in transforming waste into aesthetically pleasing works of art. The percentage of recycled materials used in the costumes reached around 40 per cent, demonstrating a tangible contribution to waste reduction efforts.

Furthermore, the resulting costumes

Table 1. Interpretation of Data on Local Cultural Potential as a Science-Based Educational Tool for Sustainable Waste Management Solutions to Achieve the SDGs

Aspect of Findings	Key Findings	Interpretations
Implementation of recycling	JFC has been implementing recycling since its inception, expanding from used clothing to non-organic waste (plastic, cardboard, straws, etc)	Demonstrating the evolution of innovation-driven sustainability practice
Uses of recycled materials	Around 40% of the costume materials from waste	A tangible contribution to waste reduction and the implementation of the 3Rs
The principle of reuse	Customes can be reused throught alterations and hire	Reflects economic and environmental sustainability
Environmental education	FC serves as a culturally-based medium for environmental education	JFC acts as a science-based medium for environmantel education
Std. Deviation	8,34827	5,58761

are not single-use items but can be reused through modification or design updates. These costumes even hold economic value as they can be rented out for various other carnival events.

These findings indicate that recycling practices within the JFC not only serve as a creative strategy within the carnival industry, but also represent a model of waste management rooted in local culture that integrates the 3R principles (Reduce, Reuse, Recycle) and the values of sustainability as shown Figure 1. The novelty of this research lies in its revelation of JFC as a culturally-based environmental education medium capable of bridging science concepts regarding environmental pollution and waste management with real-world practices in the community. The previous research has only general highlighted JFC from the perspectives of tourism, the creative economy and cultural preservation, this study demonstrates that recycling practices within JFC can be positioned as a model for public education that supports the enhancement of the community's ecological awareness whilst contributing to the achievement of SDG 12.

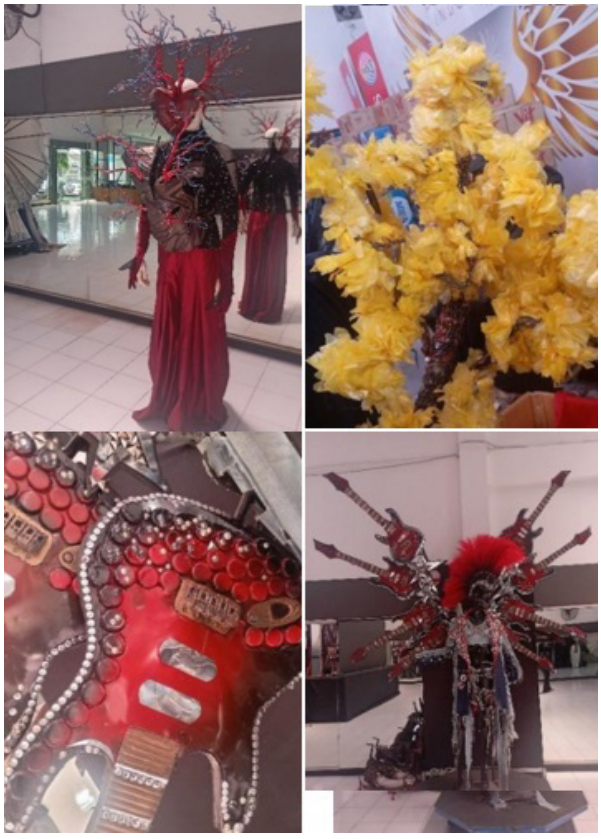


Figure 1. Some of Recycled Costumes Used at the JFC Eve nt, Stored in the Dynand Fariz Jember Ballroom

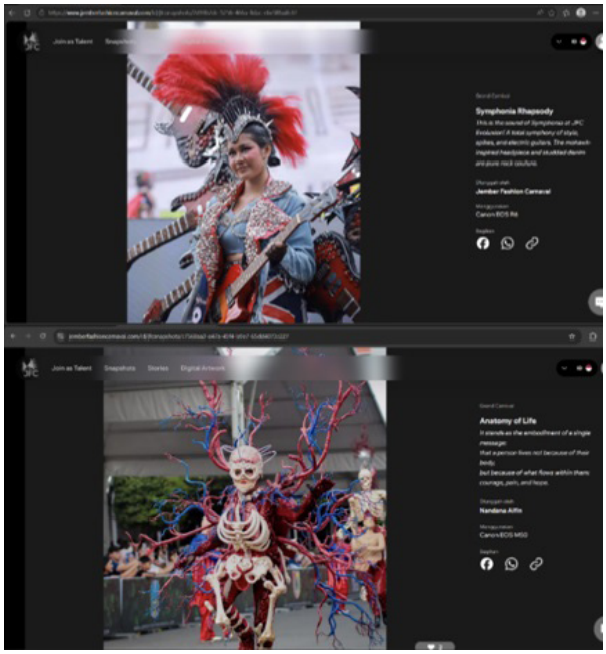


Figure 2. The JFC Recycled Costume Carnival on the official JFC website (https://www.jemberfashioncarnaval.com/id)

Researchers found similar information on the official JFC website, which highlights the use of recycled materials in the creation of JFC costumes, enabling the carnival to promote environmental awareness and the importance of sustainability (Figure 2). Participants spend months preparing intricate costumes made from a variety of

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materials, including batik, feathers, beads and recycled items.

In addition to environmental aspects, a review of the documentation shows that the JFC not only highlights Indonesian cultural themes but also promotes global themes combined with elements of local culture, such as the inclusion of Jember's distinctive tobacco leaf procession and the Labako dance in 2024, as well as other themes such as wayang and batik. On a broader scale, JFC helps to introduce Indonesian culture through national and international collaborations, including involvement in various cultural performances at the national level and participation in international events such as the Chingay Parade in Singapore in 2025 (Figure 3) and CAEXPO China in 2025 (Figure 4), thereby ensuring that carnival costumes embodying Indonesian cultural values gain global recognition. Furthermore, the use of social media and digital platforms helps to broaden the reach of local cultural promotion, supported by the involvement of public figures, media coverage and



Figure 3. JFC at the Chingay Parade in Singapore



Figure 4. JFC at CAEXPO China

live broadcasts, which increase JFC's exposure. The consistent theme of costumes that highlight local cultures from various regions across Indonesia is also a key attraction in introducing this cultural richness to the wider public, ensuring that the JFC serves not only as a platform for artistic creativity but also as a strategic medium for the preservation and promotion of local culture at both national and international levels.

The research also findings indicate that waste recycling practices have become an integral part of the organisation of the Jember Fashion Carnaval (JFC). Based on interviews with the JFC creative team, various types of waste—such as plastic bottles, straws, cardboard, paper, fabric scraps and other used materials—are utilised as the main materials in the creation of carnival costumes. This use of waste is carried out consciously to reduce the use of new materials, thereby reflecting the application of the 'reduce' principle within the concept of responsible consumption and production under SDG 12. These findings are consistent with research by Paramitha and Suharto; however, that study highlighted that the environmental aspects of the JFC's organisation still require strengthening, particularly regarding waste management and resource use. This study complements those findings by demonstrating that the practice of utilising waste in costume-making is a tangible example of the JFC's contribution to environmental aspects that had previously been largely unexplored (Kalingga Wenna Ferliqueena Paramitha & Bambang Suharto, 2025).

Furthermore, the findings of the observation indicate that JFC costumes are not single-use items. Costumes that have been worn are stored, maintained and modified for reuse at subsequent events. This practice demonstrates the application of the principle of reuse whilst extending the life cycle of materials. Meanwhile, the transformation of waste into creative costumes reflects the principle of recycling, whereby materials that were previously of no value are transformed into products of aesthetic and economic value. The application of these 3R principles is in line with research by Sari and Kurnia, which shows that JFC has implemented a waste management concept consistent with the 'zero waste' indicator, as emphasised in sustainable consumption practices (Sari & Kurnia, 2023).

JFC has great potential to be integrated into science lessons on the sub-topic of environmental pollution. Students not only learn the theory regarding the harmful effects of plastic waste on ecosystems, but are also encouraged to think critically in seeking real solutions through the 3R principles (Reduce, Reuse, and Recycle), which have been consistently practised by the JFC community. In the context of

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science education, the use of plastic and paper waste to create creative costumes reflects the application of the concepts of recycling, waste reduction, and the wise management of natural resources. This is in line with the objectives of science education, which emphasise not only knowledge but also the development of a scientific mindset and environmentally conscious behaviour among pupils.

The problem of plastic and paper waste has become an increasingly complex environmental issue due to rising public consumption and low awareness of waste management. Plastic and paper waste is often regarded merely as rubbish with no practical value, thus ending up in landfill sites and polluting the environment. This situation is consistent with research by Fikri and Nurafifah, which indicates that a contextual learning approach closely linked to community life is required so that pupils can understand the real-world impacts of environmental pollution (Fikri & Nurafifah, 2024). Therefore, the integration of JFC into science education is a relevant alternative, as this local tradition is synonymous with the creative reuse of waste materials to produce costumes of high aesthetic value; this enables pupils to learn about waste management concepts directly through creative, innovative and meaningful activities.

Furthermore, the integration of JFC into science-based education is also relevant to the Sustainable Development Goals (SDGs), particularly Goal 12 on responsible consumption and production, as the transformation of waste into creative products can help reduce the amount of waste polluting the environment whilst raising public awareness of the importance of sustainable waste management. By involving pupils in activities centred on the environment and local culture, schools play a role in shaping a generation with environmental literacy, creativity and a strong ecological awareness of the importance of preserving the environment for the sustainability of life in the future. In this JFC event, participants interested in taking part in the carnival are required to make their own costumes, one of which must utilise recycled materials or modify a previously used costume for reuse. This provides a meaningful learning experience as it links science content to the environmental realities of their surroundings.

Consequently, the JFC is closely linked to SDG 12 (Responsible Consumption and Production) and environmental science education, particularly in the area of waste management. The application of the 3R principles (Reduce, Reuse, Recycle) in the creation of costumes made from inorganic waste—such as plastic, cardboard and straws—demonstrates a tangible effort to reduce waste generation and promote more responsible consumption and production

patterns. Furthermore, this practice serves as a medium for environmental science education by contextualising the concepts of waste management, recycling and environmental pollution within tangible creative activities, enabling participants and the wider community to understand that waste can be transformed into products of both practical and aesthetic value.

CONCLUSION

JFC implements recycling practices for inorganic waste such as plastic, cardboard, straws and other used materials, which are transformed into carnival costumes of both aesthetic and economic value through the 3R principle (Reduce, Reuse, Recycle). This process not only serves as a creative innovation in carnival art, but also acts as a contextual science education tool, as it links the concepts of environmental pollution and waste management to real-world practices within the community. As such, JFC acts as an effective environment-based learning tool to raise ecological awareness, whilst demonstrating that waste management can be a creative solution to environmental problems through an integrated approach combining culture and science.

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