

Exploration of Social Model of Orchid Conservation for Strengthening The Civic Values

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Abstract

The social model of conservation has gained increasing relevance as an integrative framework for reinforcing cultural identity and civic values within local communities, particularly in the domains of environmental conservation and cultural preservation. This study examines the role of the social model of conservation in orchid conservation, emphasizing orchids not merely as biological resources but as cultural symbols that embody national awareness, collective responsibility, and civic care. Focusing on Batur Village, Yogyakarta, the research explores how community-based orchid conservation practices contribute to the strengthening of cultural values and citizenship at the local level. Employing a qualitative research design, this study adopts a case study approach supported by participatory observation, in-depth interviews with key stakeholders, and document analysis related to conservation initiatives and civic-cultural values. The findings reveal that the social conservation model implemented in Batur Village has effectively fostered community awareness of cultural heritage and civic responsibility through the symbolic and practical engagement with orchid conservation. Orchids function as a medium through which environmental stewardship, cultural continuity, and civic participation are cultivated and transmitted across community members. This study underscores the potential of socially grounded conservation models to bridge ecological sustainability with cultural and civic development. The findings offer important implications for policy formulation and conservation practices by highlighting the interconnections between nature conservation, cultural values, and citizenship education within Indonesia's local context. Ultimately, this research contributes to broader discussions on sustainable development by demonstrating how conservation initiatives can simultaneously support environmental resilience and civic-cultural empowerment.

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Introduction

Exploring social models of orchid conservation for strengthening cultural and civic values offered a holistic approach that combined environmental sustainability with the preservation of cultural heritage as an integral part of national identity. Thondhlana, Chitima, & Chirikure (2021) suggested that cultural heritage had been appropriated in various contexts to create national identity. Developing the concept of cultural heritage helped improving efforts to protect Indigenous cultural heritage more effectively (Porsanger & Virtanen, 2019). It further meant that conserving biodiversity required the active participation of the community in order to raise awareness about their culture.

The strengthening of civic values implied in the social model of orchid conservation not only aimed to preserve biodiversity, but also served as a social model to strengthen the relationship between local communities and their natural and cultural environment. Cores Torres & Rodríguez (2022) stated that the presence of cultural heritage elements had an important role in shaping and strengthening civic values. Keeping data of civic to protecting national identity and sustainability (Ghamouh & Boulahlib, 2015). Regarding to orchid conservation, Fay (2018) explicitly stated that if we were to be successful in conserving orchids in the future, it was important to develop approaches that allow us to address threats on a broader scale. From this statement, it could be understood that orchid conservation was not only seen as an effort to preserve nature, but also as a purpose to maintain and strengthen social cohesion.

Changes in the emotional attachment of an individual within a nation arose from the changing and evolving dynamics of social and cultural structures (Kim & Lee, 2024). The exploration of orchid conservation recognized the importance of a community-based approach to environmental conservation by actively involving local communities in orchid conservation, which also strengthens the bond between people and the environment in which they live. It also created opportunities for societies to take an active role in the preservation of the natural environment, which in turn strengthens the sense of responsibility and citizenship as stated by Bukrieieva & Afanasieva (2022) that emotional attachment to one's country was capable of forming a collective identity in identity and social trust formation.

According to data of BPS-Statistics Indonesia presented in databoks.katadata.co.id (2022) on national orchid production, in 2021 it reached 11.35 million stalks. The figure showed a decrease of 2.84% compared to the previous year which reached 11.68 million stems. This information was clearly illustrated in figure 1 below.

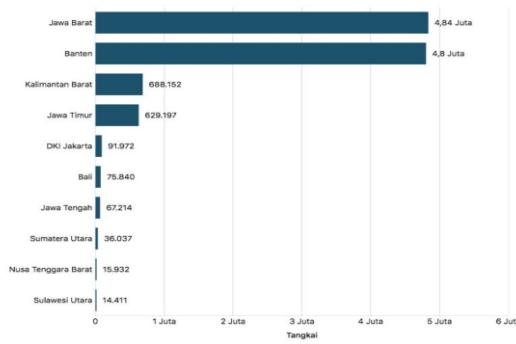


Figure 1. The Nation Orchid Production (Rizaty, 2022)

Figure 1 showed in 2021 orchid production in West Java reached 4.84 million stems, followed by Banten Province with a production of 4.8 million stems. Meanwhile, West Kalimantan reached 688.15 thousand stems, while East Java and DKI Jakarta reached 629.2 thousand stems and 91.97 thousand stems respectively.

Based on the data and facts that the author had described, the overall exploration of the social model of orchid conservation for strengthening cultural values and citizenship was an important step in efforts to preserve the environment and cultural heritage. Kell, Dixon, & Barrett (2003) stated that orchids were one of the flowering plant families that have enormous diversity and were widely distributed in various parts of the world. This plant family was also included in small plant families that had profiles that could provide benefits for plant conservation on a broad scale. By conducting of the social model of conservation, it was hoped that it would not only provide a practical solution for orchid conservation, but also provide a sustainable framework to strengthen the bond between local communities and their natural and cultural environment.

Social forms or models of orchid conservation made a significantly contribution to strengthening the link between nature conservation and civic values. This model facilitated the exchange of knowledge and traditions between generations, thus promoting a deeper understanding of cultural and national identity. Riyadi (2024) stated that heading towards the era of society 5.0 required skills for a society that provided meaning. It was be able to create a social model of orchid conservation that supported the strengthening of civic values required continuous efforts and contributed to strengthening social cohesion more generally.

Orchid conservation has been practiced in Batur Village in Yogyakarta, also known as an orchid conservation village. By focusing on orchid conservation as part of its local identity, Batur Village demonstrated a strong commitment to environmental and cultural preservation. By supporting these efforts, the people of Batur Village are actively involved in maintaining the surrounding natural environment, which in turn strengthens their sense of responsibility towards the country of Indonesia. An active participation in orchid conservation efforts illustrated the civic spirit of the people of Batur Village, who made nature conservation an important part of their identity and civic awareness.

By conducting research on orchid conservation in Batur Village, it could be strengthened environmental and cultural conservation efforts and increased awareness of the importance of nature conservation at the local, regional and national levels. Some previous studies on social models, orchid conservations, and cultural values of citizenship included social models and philanthropy (Crawford, 1998), social models (Doan, 2012) Biodiversity and local wisdom in Yogyakarta orchid conservation (Nuraini, 2023) everyday citizenship culture in a civic culture approach (Miegel & Olsson, 2012) conservation and citizenship values through orchid documentation (Nuraini & Hidayah, 2023). Based on these previous studies, the novelty of this study is that it offered a new dimension in understanding the relationship between nature and cultural preservation and national identity, as well as expanding insights into how local communities could play an active role in preserving their environment and cultural heritage. By exploring this social model of conservation, this research made a significant contribution in

formulating new strategies to maintain environmental sustainability and value cultural diversity, while strengthening cares for the country.

The issues that the researcher emphasized in this study was in the exploration of the social model of orchid conservation in Batur Village Yogyakarta to strengthen civic values in the context of environmental preservation and sustainable community development. The researcher assumed that orchids are not only a symbol of natural beauty, but also have significant cultural and civic values for the community. By considering to this social conservation model. It was expected to promote civic values such as environmental awareness and active participation in natural conservation efforts.

The hypothesis in this study was how to explore the social model of conservation for strengthening cultural and civic values through orchid conservation. This study specifically aims to explore the role of the social model of conservation in the context of orchid conservation, which was not only considered a natural treasure, but also a civic value. Theoretically inside the study made an important contribution in exploring and strengthening the understanding of the complex relationship between cultural values, citizenship and nature conservation. By understanding effective social models of conservation. By conducting orchid conservation context as a symbol of cares for the country of Indonesia, this study provided a theoretical framework that could be applied in the development of sustainable and inclusive public administration policies.

The benefits of this study are to provide insights for orchid conservation practitioners in designing and implementing conservation programs oriented towards strengthening cultural and civic values. these benefits confirmed to Sullivan & Syvertsen's (2018) research on conservation-oriented citizen behavior on local and global policies. In this study, we further assumed that by understanding effective social models of conservation, orchid conservation practitioners developed more holistic and integrated strategies to conserve orchids and cultural heritage, as well as to promote patriotism among local communities.

Method

This study was conducted on Agust-December 2023. The exploration was observed in Batur Village, Yogyakarta located in geographical position 9FP2+3R Kepuharjo, Sleman Regency, Special Region of Yogyakarta. Batur Village area has in altitude about 600-700 meters above sea levels. This area is an attractive tourism destination by mesmerizing the natural and cultural wealth. Batur Village is located at slope of actively volcanic mountain named Merapi mountain in administratively on the border between Central Java Province (including several regencies of Magelang, Boyolali, and Klaten) and Special Region of Yogyakarta Province (Sleman Regency).The study was conducted in an orchid conservation village, Batur Village, Yogyakarta, which has a variety of orchid species from all of around over Indonesia. This village offers spectacular natural scenery, including expanses of fields, green hills, and clear flowing rivers. Moreover, based on its the natural beauty, Batur Village also has a full of cultural heritage that reflected in traditional of traditions, arts, and architectures. In the other hand, this village is famous of the wild orchid garden that is be a habitat to a variety of rare and endemic orchids. In addition, this area is being a popular natural destination, and also is promoted place of

ecotourism and environmental conservation areas. The method was applied in this study was qualitative by a case study approach. Case studies were aimed to explore information about the topic research which was observed, understood the context and dynamics in the phenomenon being observed (Coombs, 2022). Data were collected through participatory observation, in-depth interviews with relevant stakeholders, and document analysis related to orchid conservation, also cultural and civic values. The exploration research experiments used a variety of tools were conducted by researchers, including personal equipment such as digital camera, and also supporting tools such as raffia, scissors, and label paper. First, the data analysis was analysed from participatory observation. The data were used to understand the direct interactions between local societies and the natural environment, especially particularly in the context of orchid conservation. These observations provided insights to the cultural practices and values underlying the society's relationship with its environmental surroundings. Secondly, by considering in-depth interviews data with relevant stakeholders, such as farmers, local residents or society and conservation experts, were conducted to explore their perspectives on orchid conservation and relationship with its cultural and civic values. These interviews helped in gaining in-depth information and a richer understanding of how orchids are perceived in the context of culture and nationalism spirits. Thirdly, the document of analysis related to orchid conservation, cultural and civic values were also conducted to complete the understanding of the topic. These documents included scientific literature, government policies, and training materials related to orchid conservation.

Results and Discussion

Results

The results of this study demonstrate that the social model of orchid conservation implemented in Batur Village plays a significant role in strengthening cultural awareness and civic values within the local community. This model is not limited to ecological preservation but is designed as an integrative approach that connects environmental conservation with the preservation of local cultural values and the reinforcement of national consciousness. Orchid conservation is positioned as a symbolic and practical medium through which community members express care for Indonesia's natural wealth. Consequently, conservation activities are understood not merely as technical environmental actions, but as socially embedded processes that foster collective awareness of cultural identity, citizenship, and responsibility toward the nation.

The social conservation model operates through a series of interrelated stages that combine scientific, educational, and participatory dimensions. The initial phase involves systematic research and identification of local orchid species, including data collection on distribution, habitat characteristics, and conservation status. This scientific foundation supports subsequent stages focused on increasing public understanding and awareness through environmental education campaigns, community training, and participatory learning activities. The model emphasizes active community involvement, encouraging local residents to participate directly in monitoring, replanting, and protecting orchids within their natural habitats. Importantly, local cultural values associated with orchids such as traditions, beliefs,

and symbolic meanings are integrated into conservation practices, strengthening emotional and spiritual connections between the community and the natural environment.

The findings further indicate that the social conservation model contributes substantially to the formation of social identity and civic consciousness. In line with global trends showing increased establishment of protected areas in biodiversity-rich developing countries, the experience of Batur Village illustrates that environmental conservation can simultaneously function as a mechanism for reinforcing cultural identity and national belonging. Community participation in orchid conservation reflects a strong sense of collective responsibility and accountability. This model not only supports ecological sustainability but also cultivates civic pride and a shared understanding of citizenship rooted in the protection of natural and cultural heritage. Through a holistic approach, conservation becomes a platform for strengthening the relationship between environmental stewardship and community-based identity formation.

Field observations reveal a strong harmony between natural landscapes and pride in local cultural heritage in Batur Village. Orchids are perceived not merely as ornamental plants but as representations of Indonesia's biodiversity and cultural richness. Conservation practices serve as tangible expressions of the community's concern for the environment and reaffirm their commitment to safeguarding national natural assets. The process of orchid conservation illustrates how biodiversity preservation can function as a cultural practice that reinforces values of respect for nature, intergenerational responsibility, and collective memory. As such, orchid conservation becomes a socially meaningful activity that integrates ecological care with cultural continuity and civic awareness.

Moreover, the study documents that orchid conservation in Batur Village follows systematic biological stages seed, bud, bloom, and propagation supported by local ecological knowledge. Community-led ex-situ conservation efforts, particularly through vegetative propagation by dividing mature plants, aim to increase the future population of wild orchids. These practices reflect an adaptive combination of traditional knowledge and conservation principles, reinforcing the role of local communities as key actors in sustainability efforts. Supportive public policies, participatory governance, and cross-sector collaboration are essential to enhancing the effectiveness of this social conservation model. Overall, the social model of orchid conservation in Batur Village not only strengthens environmental awareness and cultural values but also reinforces civic identity, positioning conservation as an integral component of sustainable social development in Indonesia.

Discussion

The results of this study showed that the social model of conservation applied in Batur Village had notably role to awareness in strengthening of cultural and civic values (Figure 2). In Figure 2 showed that the exploration of a social model of orchid conservation for strengthening cultural and civic values. These were combined environmental conservation approaches by preserving the values of locally cultures, by all the frameworks of love and the appreciation for country of Indonesia. Mostly the clearly information, the first step of the model was conducted research and identification of the various local orchid species present in a region. This involved

collecting data on existing orchid species, including their distribution, habitat and conservation status. Once local orchids have been identified, the next step was to increase local society understanding and awareness of the importance of orchid conservation and its associated cultural values. This study was completed by conducting in education campaigns, training and environmental awareness activities at the society level. This model emphasized the importance of active society participation in action of orchid conservation. Societies were encouraged to engage in orchid monitoring, replanting, and preserving of orchid by natural habitats treatments in this study. The locally culture values in orchid associated are integrated into conservation activities by this model. The social model could include cultural traditions, myths or beliefs related to orchids, thus strengthening the society's emotional and spiritual connected with nature and environment. The final step in this model was to reward and recognize communities or individuals who played an active role in orchid conservation and protecting of the preservation values of locally cultures. This aimed to strengthen society motivation and pride in contributing activities to natural and cultural conservation.

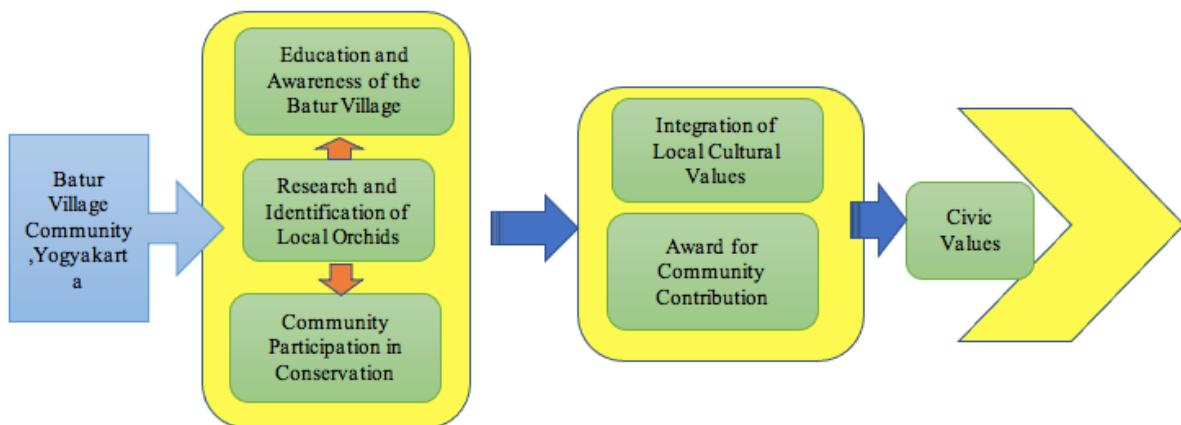


Figure 2. Social model of orchids conservation for strengthen the culture and civic values.

(Source: The research data, 2023)

In the width of topic scope, Alvarado et al. (2015) stated that over the recent 25 years, there has been an increased in the number of prevented areas, especially in developing countries that have the diverse of huge biodiversity in the world. Based on the statements related to the increasing number of preserved areas, the social conservation model implemented in Batur Village has an important role in strengthening awareness of cultural and civic values through orchid conservation as a symbol of caring for the country. The development of country was closely related to various social and political factors shaping social identity (Skrbiš, 1997). The factors shaped social identity in the community of Batur Village, Yogyakarta, had proven to be very strong and responsible through the local community's involvement in orchid conservation efforts. The social model not only succeed in maintaining the sustainability of the natural environment, but also strengthen the community's sense of civic pride and identity towards their country. By approaching of the holistic, this model has had a significant positive impact on preserving cultural and natural heritage, illustrating the close relationship between environmental conservation and collective community identity. The success of this social

conservation model lied not only in the maintenance of orchid biodiversity, but also in the establishment of cultural values and cares for the country as an integral aspect of the sustainability of local societies.

The exploration of the social model of conservation has gained significance in strengthening cultural and civic values, particularly in natural conservation and cultural preservation. This study focuses on the role of the social model of conservation in orchid conservation, emphasizing that orchids are not only natural resources but also symbols of national spirit and care. Centered in Batur Village, Yogyakarta, the research investigates how orchid conservation can strengthen cultural values and citizenship within local communities. By employing qualitative methods such as case studies, participatory observation, in-depth interviews, and document analysis, the study provides insights into the relationship between conservation, culture, and citizenship. The findings reveal that the social model of conservation in Batur Village has significantly raised awareness of cultural and citizenship values through orchid conservation as a symbol of national care. This research contributes valuable insights for sustainable development in conservation policies, practices, and an understanding of the intersection between nature conservation, cultural values, and citizenship in Indonesia. The results section methodically presents the data, with detailed explanations of values, interview data (including verbatim quotes from informants), and a discussion that critically analyzes the findings. In addition, tables, graphs, images, and infographics will be used to summarize the data effectively.

Based on observations of Batur Village, Yogyakarta, the village area showed harmony between natural beauty and pride in local cultural heritage. The orchids as a symbol of Indonesia's natural wealth were a reflection of the society's love for their country. In Batur Village, orchids were not only considered an ornamental plant, but also an integral part of the local identity. By considering orchid conservation efforts, the people of Batur Village showed their concern for the natural environment and reaffirm their care for Indonesia as a country rich in biodiversity and culture.

By conducting orchid conservation efforts, the people of Batur Village showed a deep concern for the surrounding natural environment while reaffirming their care for Indonesia as a country rich in biodiversity and culture. In line with the opinion of Morris & Wragg (2003) based on the issue of biodiversity was not a harmful rhetoric, in this case orchid conservation in Batur Village was a form of strengthening cultural and civic values that form a harmonious relationship between concern for the natural environment and respect for local cultural heritage.

Paradoxical transnational bonds (Varghese & Qureshi, 2023) were reflected in efforts to strengthen social capital in the community (Hidayah & Hamonangan, 2024). With the social model of conservation in Batur Village, Yogyakarta were not only strength the community's awareness of the importance of natural conservation, but also it linked to strong cultural values and a strong civic identity. Based on the results of the research conducted, the process of research and identification of local orchids had four phases: seed, bud, bloom, and breeding. These phases indicated important stages in the life cycle of local orchids in Batur Village, Yogyakarta, which was the focus of the research. By according to the study effort, the researcher

managed to describe in detail and thoroughly how local orchids developed from the seed stage to bloom, providing a deeper understanding of the life process and the important role of orchids in the local ecosystem.



Figure 3. Plant propagation of orchids by splitting at Batur Village, Yogyakarta
(Source: Researcher Data, 2023)

As shown in Figure 3, the people of Batur Village made efforts to propagate wild orchid species by splitting the elders, so as to increase the number of wild orchid individuals in nature in the future. This ex-situ conservation effort carried out by the people of Batur Village was carried out by maintaining natural and cultural wealth which is an integral part of their identity and as a form of care for their country. By preserving and maintaining local orchid species, the people of Batur Village are also maintaining the natural and cultural wealth that was an integral part of their social identity. The active involvement in orchid conservation was not only strengthens awareness of the unique biodiversity of their region, but also strengthens their sense of responsibility and pride in the natural environment that was a cultural heritage and source of life for them and future generations.

The preservation of local culture enabled a conducive environment for a region, especially Sleman, Yogyakarta (Septiningrum, 2022). Information was important for developing effective strategies (Sugiarto, Chotimah, & Junaris, 2023). By following method and practice of the social model of conservation in Batur Village, Yogyakarta, public policies that support nature conservation and local cultural preservation through appropriated regulations and incentive encouraged active community participation in orchid conservation efforts. Moreover, policies that promote participatory and collaborative approaches between the government, communities and the private sector could strengthen the effectiveness of such conservation models. The information in this study was important for developing more effective and efficient conservation strategies in the future.

The social model of orchid conservation in Batur Village Yogyakarta is not only strength awareness of the importance of natural conservation and cultural values, but also reinforced a strong civic identity in the society. By collaborating among the community, government and other relevant parties, this model is an effective vehicle in the strengthening a sense of responsibility and pride in Indonesia as a country which is rich in biodiversity and culture.

Conclusion

According to the study which were carried out there were several notably conclusions that could be concluded by the social model of orchid conservation. By considering the social model was formed the close relationship between concern for the natural environment, respect for cultural values, and a strong civic identity. This model not only provided an opportunity for the society to participate of orchid conservation efforts, but also reinforced a sense of pride and responsibility towards home country of Indonesia. Batur Village Society protected the sustainability of endemic orchids in Batur Village, Yogyakarta as an effort preservation of the natural resources and cultural treasures that were an integral part of their identity. Besides, the public policy which supported the natural conservation and preservation local culture were a point in sustaining the effectiveness and sustainability of this model. Thus, the exploration of social model of orchid conservation for strengthen culture values and citizenship. These provided several inspiring samples as efforts for protecting and strengthening the cares as a home country by conducting natural and cultural conservations. The implications of this study provided valuable insights for the development of sustainable conservation policies and practices and deeply understanding of the connections among nature conservation, culture and citizenship which were focused on locally of Indonesia. Thus, this study did not only present a new understanding of the importance of natural conservation, but also illustrated the complexity of relationship among nature conservation, cultural heritage and national identity for local citizenship.

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Authors' Note

The authors declare that there is no conflict of interest regarding the publication of this article. The authors confirmed that the paper was free of plagiarism.

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