

Conservation Behavior in the Agricultural Societies of Java

R. Pasifikus Christa Wijaya¹, Faturochman²

^{1,2}Faculty of Psychology, Universitas Gadjah Mada; Jl. Sosiohumaniora,
Bulaksumur, Depok, Sleman, DIY (0274)550435

e-mail: ^{*1}pasifikuschristawijaya@mail.ugm.ac.id, ²faturpsi@ugm.ac.id

Abstract. This research aims to understand more deeply the conservation behaviour in the context of Java community. A deep exploration was conducted on the ecological value model, dynamics of ecological value activation, social attachment bias and collective efficacy in the development of conservational movement in Menoreh hills. Approach to ethno-phenomenology was made towards five subjects who were chosen by purposive sampling technique. The results showed several conclusions. Harmony of life is the main reason that animates the conservation practice. Peace is translated as biospheric values namely, *niteni* (pay attention carefully), *gemati* (keep with affection) and altruistic value *nguri-uri* (maintaining a legacy for the next generation). Culturally, the agents who managed to revive the conservation movement has a high participation in community activities (*akeh sawung*), trusted as the source of information and has networked with local policy figure (key figure) as the head of the village and the regent. Without the support of a key figure, collective efficacy will weaken due to the loss of access to the collective agreement and conformity of the conservation movement.

Keywords: collective efficacy, memayu hayuning bawana, conservation behavior