

The Contribution of Social Media as a Strategy in Promoting a Sustainable Development for a Balance Ecosystem in the Bangsamoro Area, Philippines

Jawad Z. Salic

Mindanao State University-Main Campus, Marawi City

Corresponding Author: Jawad Z. Salic jawad_salic@yahoo.com.ph

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ABSTRACT

In this generation social media is the paramount means of communication to establish social information among societies. This study sought to assess the aid of social media as an approach in stimulating sustainable development for a balance ecosystem in the Bangsamoro, Philippines. This study used a structured survey questionnaire that was prepared by the researcher in three pages, distributed to the respondents and did personal interview which was one on one talk with the respondents. Out of six hundred copies of the questionnaire disseminated, five hundred eighty-three (583) were retrieved which represented a response rate of 97.167%. The study has shown that majority of the respondents' response on social media is very useful in promoting workable progress for a stable ecosystem that can be resulted in establishing an Islamic Financing Institution and a Conventional Financing Institution in the Bangsamoro. This study recommends among Bangsamoro people with knowledge in Islamic economics to create an association that will constantly promote Islamic economics principle through social media.

INTRODUCTION

Sustainable development is the key for overall prosperity of the world. The word sustainable development has many definitions and the most popular definition had been coined by report of “Brundtland”, which defines sustainable development as “development that meets the needs of present without compromising the ability of future generations to meet their own needs”. To achieve sustainable development of prosperity and for protecting planet by 2030, SDG, i. e. Sustainable Development Goals which had been developed. There are 17 SDGs and have specific targets for each (Choudhuri, 2019).

The key to sustainable development is achieving a balance between the exploitation of natural resources for socio-economic development, and conserving ecosystem services that are critical to everyone’s wellbeing and livelihoods (Falkenmark et al., 2007 as cited by McCartney, M. et al., 2015). Ecosystem services are the benefits people get from nature. Tangible benefits include supplies of food and freshwater, flood mitigation and improvements to water quality. Less tangible benefits include contributions to cultures (McCartney, M. et al., 2015).

After Industrial Revolution, in order to realize rapid development and achieve the maximization of economic benefit, human adopted the value of conquering and plundering the nature and unilaterally pursued the economic development, which directly led to environmental deterioration, ecological imbalance, and various unharmonious relationships between the real location of non-renewable resources and human who demands sustainable development. The existence and development of human are being severely threatened. To solve the most difficult problem in human history, human should keep ecological consciousness in his mind, and realize that human is a natural organic system at higher level. Human should maintain harmonious relationship with nature and make benefit for the nature and human with the science and technology. It is the responsibility of modern education, especially the modern higher education, to promote the all-round development of human in the aspects of spirit, intelligence, creativity and appetency (Lan, 2008).

As a relatively independent subsystem in the large system of education, influenced by the social environment that shows the ecological crisis, higher education exhibited various phenomena of ecological imbalance. Keeping the ecological balance of higher education system is the only rational choice to achieve the healthy and sustainable development of Chinese higher education. Ecology is a subject to study the dialectical unification relations between the biotic environment and abiotic environment, and is a scientific thinking method. The thinking method in Ecology will be a new angle and an effective tool to study the rule of education. Higher education should, from the angle of ecology, resurvey its value concept and construction system, timely regulate its developmental orientation and guideline, so as to establish a new educational system that accords

with the ecological rule, create democratic, harmonious and assimilative school culture, and build beautiful, humanistic and harmonious ecological campuses (Zhang, 2006 as cited by Lan, 2008).

During the last two decades, the media environment has become increasingly digital with the development of ever more advanced and often cheaper digital devices, improved connectivity, and increased supply of digital media content, products, and services. Generally speaking, print readership is declining, television viewing has been broadly stable (but the audience is aging), and time spent with digital media has increased rapidly. In high income democracies with high levels of internet use, over half of all time spent with media is now spent with digital media, including both internet use via personal computers and the use of mobile devices like tablets and especially smartphones. Most medium income countries with a relatively developed technical infrastructure are rapidly developing in the same direction as more and more people get internet access at home and via mobile devices and as digital media account for a larger and larger share of overall media use (Nielsen, R.L. et al., 2016).

With the world in the midst of a social media revolution, it is more than obvious that social media like facebook, twitter, orkut, my space, skype etc., are used extensively for the purpose of communication. This form of communication can be with a person or a group of persons. Today, most of the people specially the youngsters are hooked on to the different social media for keeping in contact with their peers. Social media is media for social interaction as a superset beyond social communication. There are pros and cons to the use of social media. One most important advantage is the online sharing of knowledge and information among the different groups of people. This online sharing of information also promotes the increase in the communication skills among the people especially among the learners/students of educational institutions. The social media tools have virtually brought people close to one another specially those living in far off places (Baruah, T.D., 20120).

Thus, in this paper, the author tackles with the query of how an assimilated paradigm of sustainable development for a balance ecosystem can be achieved thru the social media advertisement in way to the people of the Bangsamoro Autonomous Region in Muslim Mindanao. Also this paper labels a pragmatic study into the emerging effects of social media solicitations on acquiring facts associated to sustainable development for a balance ecosystem within online communication.

THEORETICAL REVIEW

Concept of Sustainable Development-Meaning and Origin

The concept of sustainable development originated with the Report of the World Commission on Environment and Development (WCED), *Our Common Future* (the Brundtland Report) of 1987 which defined sustainable development as "development which meets the needs of the present generation without compromising the ability of future generations to meet their own needs." The concept of sustainable development was first given prominence at the United Nations Conference on Environment and Development (UNCED) (the "Earth Summit") in Rio in 1992, following which the

notion of sustainable development rapidly gained wide currency and encouraged a greater awareness of the major environmental problems and disparities in the world. It marked a decisive stage by recognizing the existence of challenges and problems that were common to the entire planet and all humankind, and by seeking to identify cases where joint responsibility could be established. It thereby considerably widened the scope of global problems to include such matters as the environment, health, trade and poverty. It also highlighted the links between globalization, planet-wide risks and shared responsibilities that created a need for concerted action by the international community (Dias as Cited by Archana K, 2013).

Objectives of Concept of Sustainable Development

Sustainable development combines the two terms, 'sustainability' and 'development' to indicate a pattern of growth which strengthens both the national capabilities to care for their people in relation to their total relationship with the resources of earth. It focuses upon a relationship between humans and their environment and indicates a warning that human being can not push development which is against nature. Sustainable development has some forward looking and broad based objectives which transcend class, caste, language and regional barriers. These are; 1) to maintain the standards of living of the largest number of people with equity and justice, the consideration of trans-boundary and cumulative impact in decision making has to be realized.; 2) to conserve and protect earth's natural resources from misuse and wasteful consumption.; 3) to innovate new technology and scientific techniques which work in unison with laws of nature and not opposed to it.; 3) to respect diversity and involve local and indigenous communities for a more grass roots oriented and relevant development policies.; 4) to plan international institutions which recognize the requirements of poor nations and support them to achieve their growth targets without destroying their natural wealth and environment.; and 5) to seek peaceful co- existence of all nations of the world; this demands honoring of treaties and international agreements (Archana K, 2013).

Conceptually, sustainable development can be conceived of as integrating three 'pillars'; namely- International Environmental Law, International Human Rights Law and International Economic Law. The integrated structure of sustainable development is such that it requires support from each of the pillars. In stating that human beings are at the center of concern for sustainable development and that they are entitled to a healthy and productive life in harmony and nature, Principle 1 of the Rio Declaration employed language of Human Rights Law. The emergence of sustainable development has coincided with a broadly increasing consensus in International Human Rights. The third pillar of sustainable development is International Economic Law. Concepts of Economic Law have been borrowed as concepts of International Environmental Law. They are: 1) The concept of internalizing the economic costs of pollution and environmental degradation, referred to in environmental law as "full cost pricing"; 2) The "polluter pays principle" which seeks to make the polluter fully responsible for all costs of pollution, be they economic, human, social or cultural; 3) The concept of

environmental responsibility and liability based upon a product's "cradle-to grave life-cycle"; and 4) The mechanism of "economic instruments" which provide incentives and disincentives regarding desired environmental performance or behavior (Archana K, 2013).

Aspects of Balanced Ecosystems

Humanity's Effects

In balanced ecosystems for the pollination of plants, healthy soil, fish and meat, there are often negative consequences of human interaction. The introduction of waste (be it industrial, agricultural etc.) into an ecosystem by humans can lead to imbalance of nutrients. Clear-cutting timber leads to soil erosion and habitat destruction. The delicate ecosystems of rain forests have been threatened by such land conversion. Overfishing leads to disrupted food webs in the ocean. Encroachment of human populations into formerly sheltered ecosystems threatens them. Fortunately, sustainable practices can offset human activity. Some examples include implementing fish quotas, using biofuels and replanting forests. Through continued awareness and research, humans can help study and maintain the Earth's balanced ecosystems, and learn how to help restore ecosystem disruption (<https://sciencing.com/describe-balanced-ecosystem-5761235.html>, September 2020).

The cost of degraded ecosystems

Many ecosystem services are perceived as "public goods", accruing outside monetary systems. Until recently, many went unrecognized in planning processes and they continue to be under-valued. Consequently, ecosystems are being degraded at an increasing rate. Infrastructure

built primarily to provide people with water for irrigation and domestic, commercial and industrial purposes is crucial for economic growth, for alleviating poverty and for attaining many of the proposed SDGs. However, this infrastructure – especially dams – has impacts on aquatic ecosystems and, by altering flows of water, sediment and nutrients, can weaken the ecosystem services on which poor communities depend. Modifying ecosystems to facilitate socioeconomic development is necessary but how can this be done to avoid damaging important ecosystem services? As a prerequisite, there is a need to understand how ecosystem services contribute to people's livelihoods and wellbeing. In considering ecosystem services, the intent is to identify interventions that offer people possibilities and improve their livelihoods over the long term (McCartney, M. et al., 2015).

An example of how this can be achieved comes from southern Africa. Water from seasonal wetlands or 'dambos' is an important resource for farmers here. Many dambos contain small gardens, growing maize, rice and vegetables. These crops are important during times of drought, when rainfall is scarce. Although increasingly under threat, as populations rise and upland farms are degraded, some dambos have been cultivated for many decades. Variations in soil properties make dambos difficult to use for large-scale agriculture. Yet, at a small scale, farmers can use different parts of a

dambo in different sustainable ways, reducing the risks of crop failure (McCartney, M. et al., 2015).

An Overview of Social Media

The positive aspects of social media include its technical contribution to educational institutions and several industries, such as health, services, tourism, and communities. The positive characteristics include the sharing of opinions with others; the raising of awareness; the sharing of knowledge; the building of relationships, identity, reputation, and contacts; the improving of social influence; and the development of other communication skills. Social media is increasing across the world, and an increasing number of adolescents, student communities, and others are joining these social media sites to interact with friends, family, and strangers. Social media influences human behavior, and technological advancements have contributed technically to improve learning and social interactions, information sharing, and the receipt of updates through social networks. Social media applications are beneficial in educational institutions, medical sciences, and business firms. Social media has significantly transformed over the last decade the ways in which people, social communities, and other organizations create, share, and consume information. The emergence of social media has shaped the world in many ways, and it has been affecting people of all walks of life (Abbas J. et al., 2019).

Social media offers a variety of avenues through which people can communicate with other people. In fact, social media is known to have been used widely in educational field also. Over the last 30 years the nature of communication has undergone a substantial change and it is still changing. Email has had a profound effect on the way people keep in touch. Communications are shorter and more frequent than when letters were the norm and response time has greatly diminished. Instant messaging has created another method of interaction, one where the length of messages is shorter and the style of the interaction is more conversational. Broadcast technologies like Twitter transform these short bursts of communication from one-on-one conversations to little news (or trivia) programs which people can tune in whenever they want an update or have something to say. One of the reasons people prefer such form of media is because of the interactions they can have there, both social and professional. Whether it is as simple as checking back to see what other comments have been added to yours or as involved as attending a workshop or presentation in a virtual world, the nature of the attraction lies in the connections between people that these online spaces afford (Baruah, T.D., 20120).

Collaboration through online mode becomes easy if it is facilitated by social media technologies. For instance, learners can collaborate on team projects. Learners in the same study groups can co-draft documents, spreadsheets, presentation slides and more with Google Docs. Faculty members are cashing on the growing popularity of blogging and micro-blogging by using blogs as additional teaching/learning resources. Social media provide simple, inexpensive ways to organize members, arrange meetings, spread information, and gauge opinion. As more systems emerge, there will be greater capacity for groups to organize and participate in collective action, a hallmark of civil

society. Social media can be effective for building social authority; individuals or organizations can establish themselves as experts in their fields, and then they can begin to influence these fields. Thus, one of the foundational concepts in social media is that, with social media, one cannot control one's message completely, but one can contribute to discourses. Social media technologies are capable of reaching audiences all over the world (Baruah, T.D., 20120).

BARMM

Bangsamoro, officially the Bangsamoro Autonomous Region in Muslim Mindanao or BARMM is an autonomous region located in the southern Philippines. Replacing the Autonomous Region in Muslim Mindanao (ARMM), the Bangsamoro Autonomous Region was formed with the ratification of its basic law, the Bangsamoro Organic Law following two-part legally binding plebiscite in Western Mindanao held on January 21 and February 6, 2019. The ratification was confirmed a few days later on January 25 by the Commission on Election [COMELEC] (<https://en.wikipedia.org/wiki/Bangsamoro>, September 2020).

Administrative Division

Bangsamoro consist of 3 components cities, 116 municipalities, and 2,590 barangays. The city of Isabela, despite being part of Basilan, is not under the administrative jurisdiction of the autonomous region. Likewise, 63 barangays in North Cotabato also are part of Bangsamoro despite North Cotabato and their respective parent municipalities are not under the administrative jurisdiction of the autonomous region. Regional Center; 1) Province of Basilan (Except Isabela City); 2) Province of Basilan, Lanao del Sur; 3) Province of Maguindanao; 4) Province of Sulu; 5) Province of Tawi-Tawi; 6) Cotabato City; and 7) Some Special Geographic Area (<https://en.wikipedia.org/wiki/Bangsamoro>, September 2020).

METHODOLOGY

The researcher used the evaluative design as it tends to make an assessment on the contribution of social media in promoting a sustainable development for a balance ecosystem in the BARMM. It further utilized descriptive approach in the interpretation and analysis of data. This study used a structured survey questionnaire to get the primary data. It also utilized descriptive statistic such as frequency and percentage.

RESULT AND DISCUSSION

This portion illustrates the summary, major findings of the study, the conclusions reached, and the implications drawn. Some recommendations are also advanced for consideration and adoption and the rest for future research, or other possible areas of inquiry.

The Following are the replies sought from the respondents how they acquire facts associated to sustainable development for a balance ecosystem

Majority of the respondents have high level of awareness on sustainable development because of Instagram and Facebook promotion of some selected NGOs. Likewise, majority of the respondents acquired awareness because of their constant reading on sustainable development articles in internet. Such engagement made them embrace the idea of a balance ecosystem.

Majority of the respondents believed that they absorb the advocacy of sustainable development due to some BARMM leaders where they share their insight.

Majority of the respondents read social posts entertaining and informative feeds regarding the campaign on sustainable development.

Majority of the respondents have connection to other individuals that sponsor informative session towards sustainable development.

The Following are the advantages of using social media towards promoting platforms such as engaging sustainable development for a balance ecosystem.

Reaching Potential Audience. Old-style promotion doesn't offer the amenity to reach out to the target audience the way social media advertisements do. When undertaking offline promotion, it's compelling the visionless, social media advertisements tactic where outlays are miserable even if creating immense efforts. Spending social media ads extend out to potential prospects, escalation of communication and in the end develops a sophisticated return on response.

Catching Audience. Focusing on finding significant individual can help spreading about platforms on sustainable development for a balance ecosystem on social media such as Instagram, Facebook and Twitter.

Snatching pictorial attentions. Once the targeted audience is identified, posting images and videos can grab their attention to give them awareness.

Create Discussion. Social media is all about building conversations. This is Showcasing Sustainability Development platform by chatting, tagging and mentioning others and generating hashtags.

Easy to be found via Web Search. Social media has a search engine to explore or browse specific platforms.

CONCLUSION

The position of social media in Promoting a Sustainable Development for a Balance Ecosystem among the people of BARMM can merely be comprehended once they start linking to the result of this study. If the government of BARMM is prepared in the stretched track, social media promotion on Sustainable Development for a Balance Ecosystem can demonstrate to be surely cost effective and efficient and give a productive impact. Since as of now, even the compensated social media campaigns, such as Facebook Ads, are inexpensive than old-style promotion choices such as newspaper. This means there's a higher return of response and reactions. If BARMM officials want a balance ecosystem that can make strong economic status without much hassle they should be ready to get started to operate social media approach. Thus it, is strongly recommended that BARMM governance should explore adapting social media

platform in their policies and advocacies on how to sustain a balance ecosystem for the people of the BARMM to enjoy the benefits of a protected and well managed ecosystem.

ADVANCED RESEARCH

This research still has limitations so that further research is still needed on this topic.

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