

INCREASING COMMUNITY ENVIRONMENTAL AWARENESS THROUGH GEODIVERSITY CONSERVATION ACTIVITIES IN THE GEOPARK

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Phenomena in Indonesia about precious stone in which its demand have increased sharply, threatens the environment sustainability. Geopark is one form of sustainable development that implement new paradigm natural resources management, which makes natural resources as a source of economic growth but through tourism development. Geoheritage is geodiversity that have more value as an inheritance, as it became a record of an event on the earth. Significant geological features of scientific, educational value, cultural, and aesthetic. Geological Conservation is an extraordinary geological phenomenon (outstanding) which is the first step to take advantage of geodiversity through a planned program to protect its existence. Three main reasons geodiversity conservation, namely: has the values of science, which is beneficial for human life and ecosystems supporting, non-renewable nature, many forms of geodiversity is very sensitive to disturbance, especially threatened (damaged or destroyed) due to various human activities. Ciletuh region have unique geological diversity and the age of the rocks are amongst the oldest in West Java. The results showed that the level of public awareness of the environment is still low, because they tend to prioritize their livelihood, and have the tendency to exploit natural resources. Therefore, it is needed a strong environmental campaign to raise public awareness that geodiversity needs to be protected.

Key words: Environmental Awareness, Geological Conservation