

Strengthening the Role of the Young Generation as the Influencers to Accelerate the Implementation of Green Economy: A Co-Creation Value Perspective

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ABSTRACT

The role of the green economy is very important, where the fulfillment of needs does not sacrifice the goals of sustainable consumption and production as well as resource efficiency. Indonesia has made a National Action Plan (RAN) to implement the 12th principle in the Sustainable Development Goals, known as Responsible Consumption and Production (RCP) aimed at improving production processes and consumption practices to reduce resource consumption, waste generation, and emissions throughout the life cycle of processes and products. RCP requires citizen involvement about community, increased awareness, willingness to pay, and environmental-friendly lifestyle. This research is intended to analyze the role of the Young Generation to become Influencers (through co-creation of values) so that they can encourage the implementation of good practices as green consumers. To gain insights on people's willingness to participate in green economy, preliminary research has been conducted involving 229 respondents. A model was constructed to identify the antecedents of willingness to participate. The antecedents were Attitude, Perceived Behavioral Control and Behavior. Descriptively, the field findings can explain the behavior and willingness to participate of the younger generation in green economy practices. The findings of the preliminary research can be used as the basis for proposing a more predictive model using the role of influencers as a moderating variable that intervene in the influence of behavioral intention on willingness to participate.

Keywords: Behavior, Co-creation of Value, Influencers, SDG, Willingness to Participate.

INTRODUCTION

The consequences of waste, air pollution, climate change, and global warming have all received more attention over the last two decades. This is shown by the attention of experts in the world of solutions to reduce the negative impact of environmental damage by finding solutions to important issues regarding "environmentally friendly" that support the implementation of a green economy. Indonesia in 2020 ranks 9th (score 40.7) as the most polluted country in the world. The 26th Conference of the Parties meeting (COP 26 - Net Zero 2050) which was attended by 197 countries was held to discuss tackling global climate change issues. At COP 26, an evaluation of COP 21 (see Fihure 1) was carried out where each country promised to do important things such as: reducing greenhouse emissions, encouraging the increase in renewable energy, and maintaining global temperatures below 2 degrees Celsius (detikNews, 2021). Indonesia committed to creating a green economy and improving the environment for investments during the meeting.



Figure 1. COP 26 –Net Zero 2050

The role of the green economy is very important, where meeting needs does not sacrifice sustainable development goals or known as Sustainable Development Goals (SDGs). The SDGs are 17 interrelated global goals designed to serve as a blueprint for achieving a better, sustainable future. Indonesia has made a National Action Plan to implement the 17 SDG's. SDG No. 12 emphasized the importance of each country to pay attention to and implement sustainable consumption and production as well as resource efficiency for sustainable development. SDG no 12, known as responsible consumption and production (RCP) is aimed at improving production processes and consumption practices to reduce resource consumption, waste generation, and emissions throughout the process and product life cycle (UNEP, 2015). RCP requires the involvement of various parties including the community. It was emphasized that citizen involvement was related to community, increased awareness, willingness to pay, environmentally friendly and live style.

RCP requires collaboration and a systematic approach between stakeholders operating in the supply chain, producers to end consumers. Consumers are the main key that will drive sustainable production and consumption (OECD, 2008). In a more specific realm, RCP requires the involvement of consumers with sustainable consumption patterns, namely by protecting the environment. In Indonesia, SDG No 12 is intended to involve the community as consumers and education about consumption and sustainable lifestyles. The movement to protect the environment gives rise to types of consumers who have specific characteristics, namely green consumers. Green consumers are environmentally responsible consumers with environmentally friendly behaviors to meet their needs and protect the environment at the same time (Waskito & Wahyono, 2017; Guckian, de Young, Harbo, 2017; Nasoha, Ngarbingan, & Ginting, 2022, Ginting & Dewi, 2022).

The government is obligated to meet the requirements of its residents with the available resources due to the country having the fourth most populated population in the world (270.2 million people) and a growth rate of 3.26 million per year (BPS, 2020). Sustainable development is the best method to meet the requirements of the current population without jeopardizing the capacity of future generations. So, community participation is the key to success in implementing RCP. The results of the BPS survey (2015) regarding Environmental Care Behavior Indicators for 75 thousand households throughout Indonesia show that the community is not yet optimal in taking an active role in protecting the environment. The lack of a comprehensive strategy for preventing environmental damage that involves all stakeholders, as seen from the perspective of legislation and regulation implementation, is one of the factors increasing environmental harm in Indonesia. Sectoral government policies continue to exist. The key issue is that the implementation of SDG 12 (RCP) hasn't been done correctly and needs everyone's cooperation to make sustainable consumption and production a reality and meet the COP 26 agreement to build a green economy through the year 2050.

Supporting community groups as agents of change, such as green consumers who practice green behavior (behave environmentally friendly to meet demands and at the same time safeguard the environment), is vital to advance the environmental awareness movement and prevent further environmental damage (Akintunde, 2017; Christiani, Kristina, Hadi, Rahayu, 2017; Ismulyati, Ngarbingan, & Ginting, 2022). One of the community groups that have the potential to become agents of change is the younger generation because they have interests and will become future consumers. Change catalysts, also known as agents of change, are those who may bring about changes by motivating and influencing others (Rachman & Jakob, 2020).

According to BPS processed data (2021), 144 million Indonesians, or half of the country's population, are considered members of Generation Z and Millennials. Generation Z was born between 1997 and 2015, whereas Millennials were born between 1980 and 1996. These two generations, who were raised in an era of online communication, social media, and mobile devices, represent the future of the e-consumer market (facebook, Whatsup, Twitter, Youtube). Young people are the ideal research subjects. Barbosa, Portilho, Wilkinson, and Dubeux (2014) stated that because they typically receive a lot of environmental knowledge and instruction, and because their environmental awareness is generally higher than that of earlier generations (Gen X and Baby Boomers). To identify the facts that will serve as the foundation for creating strategies to accelerate the adoption of the green economy, the base 3 theories will be applied. The study's conclusions can be used to create a model for stakeholders nad to create an all-encompassing and creative approach.

LITERATURE REVIEW

How Much Behavior Can Promote Willingness to Participate?

The essence of the role of the younger generation to become agents of change needs to be supported by behavior shows that they have started to implement their role as green consumers. There are two behavioral theories that can be used as a basis to find out how far the younger generation has implemented green consumer practices (environmentally friendly behavior), namely: The RAA (Theory of Reasoned Action Approach). RAA is a development of TRA and TPB which consists of five major parts: 1) learned behavior (behavior), 2) intention, 3) actual control which is a moderator of intention, 4) predictor of intentions and behavior consisting of attitudes toward behavior (ATB), perceived norms (PN), perceived behavioral control (PBC), 5) determinant factors consisting of behavioral beliefs (behavioral beliefs = BB), normative beliefs (normative beliefs = NB), control beliefs (control beliefs = CB); and the background factor (background factor = BF).

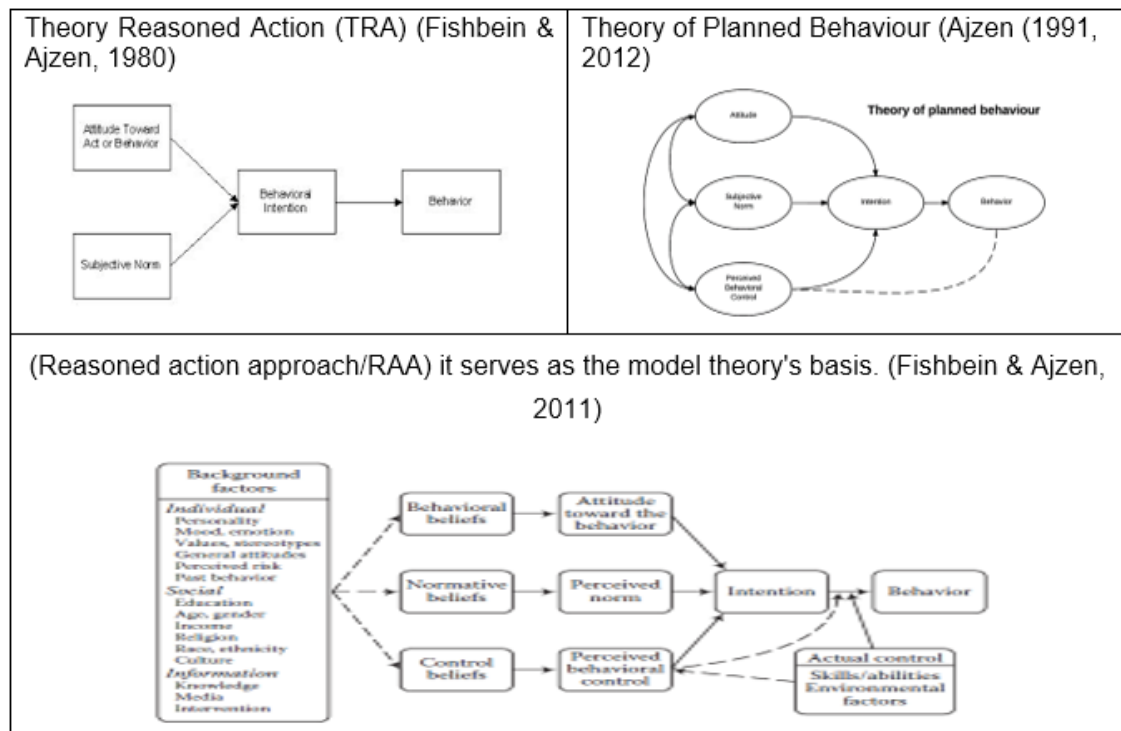


Figure 1. Behavior Theories - TRA, TPB dan TRAA

Theory Willingness to Participate (van Stekelenburg & Kalndermans, 2017).

This theory studies about why an individual participates or abstains in a group social activity that is influenced by identity, cognition, motivation and emotions that mediate between a group's identity and collective behavior (see Figure 2).

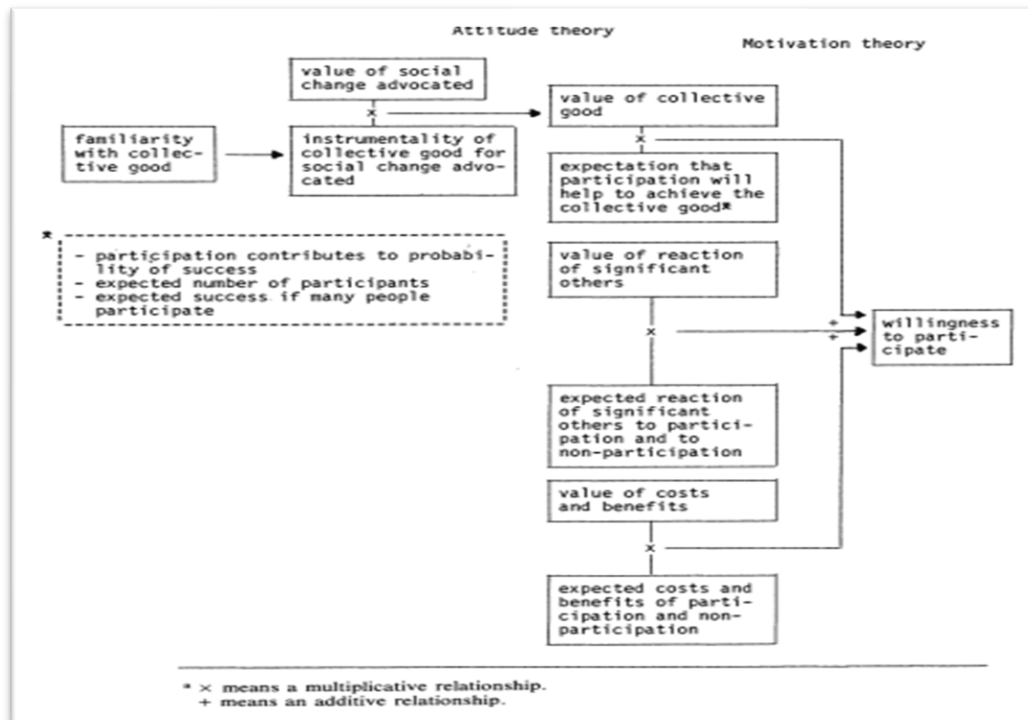


Figure 2. Theory of The Willingness to Participate (van Stekelenburg & Klandermans 2017)

These two theories can be used as the basis for building propositions: *The younger generation's motivation to participate in implementing green economy practices is affected by environmentally responsible behavior that has been demonstrated.*

Involving the Young Generation to Become Influencers (Co-Creation Value) Can Encourage the Implementation of Good Practices as Green Consumers

The function of influencers is crucial in the age of digital technology since social media is used by the younger generation to communicate with the community and develop engagement (Chopra, Vrushali, and Sonali, 2020; Nafees & Christy, 2021). Now everyone can access and control their own media, whereas previously only a select few could. An influencer is someone who can influence others because of his or her capacity. The capacity in question can be in the form of authority, knowledge, position, or relationship with the audience. Influencer can also be interpreted as someone who can change the way of thinking and the way other people act. These changes can occur in every aspect of the person's life. Not only changes that are commercial in nature but can also have an impact on other aspects, such as ideology.

Influencers are those who have the power to affect the target audience's purchasing decisions in the context of marketing. Furthermore, influencers are also expected to be able to influence public perceptions and preferences in general towards a brand (Campbell and & Farrell, 2021). The role of content creators is increasingly influential among the younger generation. Research results in America show that 58% of the younger generation (Gen Z) buy products that are recommended by influencers they follow. According several experts (Anwar, Achiraeniwati & Djaohari, 2020; Glucksman, 2017; Hariyanti & Alexander,

2018) influencer marketing is one of the best strategies to bring in potential consumers on social media and is a more economical alternative than celebrity brand endorsers. Influencers have the potential to become unofficial brand ambassadors.

Involving the younger generation as influencers is relevant to the concept of co-creation value. The young generation as green consumers are very interested in accelerating the implementation of the green economy by directly involving them in influencing their environment. The younger generation as green consumers can play an influencer role by actively participating in campaigning for environmentally friendly behavior. Service Dominant Logic (SDL) theory from Vargo and Lusch (2008), introducing the premise "the customer is co-creator value". SDL views consumers as proactive party that can be involved in creating value. Customer participation becomes dominant factor in supporting the success of service offered by the company. Customer participation is consistent with the term "prosumption" defined by Xie, Bagozzi, and Troye (2008) as the activity of creating value done by customer that will end up the production of product/service that will be consumed by the customer to provide consumption experience. Organization also must facilitate the active participation of consumers through a specific process so as to reduce investment level that must be fully filed (Payne, Storbacka, & Frow, 2008). In short, "...SDL suggests that all participants in the value co-creation process are viewed as dynamic operant resources. Accordingly, they should be viewed as the primary source of firm and national innovation and value creation..." (Vargo & Lusch, 2008, p.10). Therefore, it can be said that consumers become one important resource to create value by themselves.

Customer participation becomes an important concept because of the development of SDL paradigm, where a service process occurred when there is interaction between a service provider and sharing resources (knowledge and skills) to co-experience benefits. Study by Dong (2015, p.498) analyzes the participation of costumers involved in the process of value co-creation namely "*I am producing*" versus "*I am designing*". If the consumer is involved physically in creating service, then customer participation is classified as "*producer*", while if the consumer directly provides information to design a service, then the customer participation is classified as "*designer*". A concept developed with consumer in co-creating value proposed by Xie et al., (2008, p.109) states that "prosumption *implies that buyer buy products for their own consumption...*". Prosumption combines the meaning of producer and consumer. This term emphasizes the fact that consumers in the value creation process also act as co-producer of value when they add value to the product and use it. The role of consumer alters from just buying a service/produce becomes a pro-summer which effectively participating the process of producing value. Interaction requires consumer participation so that consumers are actively involved in production activity and service delivery. Customer participation can be in the form of sharing knowledge and skill and providing input. Thus, the company that can involve its consumers to participate actively will be able to get close to or build relationship with customer and encourage customer behavior (Bendapuli & Leone, 2003; Kunwar, 2021; & Payne et al, 2008).

In the context of a green economy, the active participation of the younger generation as influencers can accelerate the implementation of green economy practices. The essence of co-creation value is that young people can become strong influencers because they also practice their daily lives as green consumers. Based on the theory of co-creation value, which involves the young generation to participate directly in voicing

environmentally friendly behavior, the following proposition can be built: *Involving the participation of the younger generation as influencers can encourage good practice as green consumers (willingness to participate).*

RESEARCH METHOD

This study employed descriptive and verification method. In this study, the target population was the younger generation residing in the areas of Jakarta, Bogor, Bekasi, Tangerang, and Depok. The data used are secondary and primary. Secondary data are references from various sources to identify factors that influence the formation of the willingness to participate in voicing the prevention of environmental damage. Primary data is data from respondents (young generation). Data retrieval technique is done by filling out a questionnaire via Google Form. The questionnaire consists of several indicators which are measured using a likert scale. Sampling was carried out using a non-probability sampling method with the type of sampling selected was judgment sampling because the researcher determined the respondents' criteria needed.

Data Processing and Analysis Techniques:

1. Descriptive Analysis (Kuncoro, 2013): to present demographic and psychographic data of respondents so that they can produce consistent data patterns and the results can be studied and interpreted.
2. PLS-SEM analysis (Hair et al, 2017): to analyze the youth participation model to prevent environmental damage for the young generation in Indonesia. The results of this analysis are expected to build a green consumer model and the variables that influence it.

To measure the research variables, a Likert Scale was used with a level of agreement in five points: 1 = strongly disagree 5 = strongly agree. The variables used as preliminary research are:

1. Willingness to participate actively is the willingness to be an agent of change to prevent environmental damage.
2. Behavioral is approval of environmentally friendly behavior
3. Attitude related to the implementation of environmentally friendly activities
4. Perceived Behavioral Control (PBC) is a view in carrying out environmentally friendly activities.

RESULTS

This paper is intended to explore and find facts in the field regarding the influence of the behavior of willingness to participate among the younger generation. Preliminary research has been carried out involving 229 respondents and succeeded in obtaining interesting findings that can be used as a basis for proposing a model for the involvement of the younger generation as influencers using a co-creation value perspective. The profile of respondents with the largest age range is 21-25 years (58%) and 15-20 years (37%) with unmarried status. The total monthly expenditure is around less than Rp. 1 million (62%) and 1.1 million-5 million (37%). Respondents' locations were spread from various regions: Jakarta, Bogor, Bekasi, Tangerang and Depok.

To identify the role of antecedent variables on willingness to participate, a model has been built using 3 variables, namely attitude, Perceived Behavioral Control and behavioral. Descriptively, the field findings can explain the behavior and willingness to participate of the younger generation towards green economy practices.

Respondents' perceptions of their own environmental behavior are gauged using five variables (Table 1). Respondents' answers indicated that they had implemented environmentally friendly practices. This is evidenced by the range of respondents' answers which show a high percentage ($\geq 87\%$). The environmental practices that are most frequently used are using water as needed (96%), managing environmentally friendly consumption activities (94%), using energy sensibly and efficiently (93%), taking part in environmental care, and managing waste properly (87%).

Table 1. Behavioral Perception

No.	Statement	Responses					
		1 (Contrast)	2 (Disagree)	3 (Neutral)	4 (Agree)	5 (Strongly Agree)	Total Score 4 & 5
1.	Manage waste properly.				30%	57%	87%
2.	Smart and effective use of energy				22%	71%	93%
3.	Utilize water wisely.				18%	78%	96%
4.	Managing environmentally friendly consumption activities				28%	66%	94%
5.	Protect the environment.				29%	63%	92%

Willingness to participate actively in implementing green economy practices

There are seven indicators that are used to measure the extent of willingness to be an agent of change to prevent environmental damage. The range of respondents' answers is at a value of 4 (agree) and 5 (strongly agree) (Table 2)

Table 2. Willingness to Participate

No.	Statement	Response					Total
		1	2	3 (Neutral)	4 (Agree)	5 (Strongly Agree)	4 & 5
1.	I would like to encourage people to act sustainably.				26%	60%	86%
2.	I would like to be a part of the environmental campaign.				25%	51%	76%
3.	I will do environmentally friendly behavior that I have never done.				33%	56%	89%

4.	I think that encouraging others to practice ecologically friendly conduct will stop additional environmental harm.				33%	56%	89%
5.	I intend to put in the time and be a role model for making changes to stop additional environmental harm.				32%	50%	82%
6.	I'm happy to be a part of a group that helps raise awareness among others about the value of engaging in ecologically friendly activities every day.				29%	52%	81%
7.	I'm willing and excited to participate in environmental preservation efforts by planting trees.				32%	56%	88%

The tabulation of respondents' responses reveals a high level of interest ($\geq 76\%$) in contributing to the success of the green economy. The goal to encourage others to be conscious of the need of engaging in environmentally beneficial activities and preventing additional environmental damage received the highest score (89%) in that order. Followed by being willing and happy to be involved in environmental saving activities such as tree planting (88%), inviting others to behave environmentally friendly (86%), dedicating time and commitment to being a person who can set a positive example to make changes to prevent further environmental damage severe (82%), feel proud to be part of a community that can remind others to be more aware of the importance of doing environmentally friendly activities in their daily activities (81%), want to join the community of environmentalists (76%).

Behavior and readiness to participate in implementing environmentally friendly behavior are two positive aspects identified in the field, and this is supported by respondents' confidence in the positive influence on them as green economy actors and at the same time as becoming green customers. The amount to which respondents believe that this environmentally friendly action will be successful and have a beneficial impact both economically and avert environmental damage with a scale of 1 to 10 (Figure 3). According to the findings, most participants (83%) firmly feel that environmentally friendly conduct has a good influence (score range: 8–10).

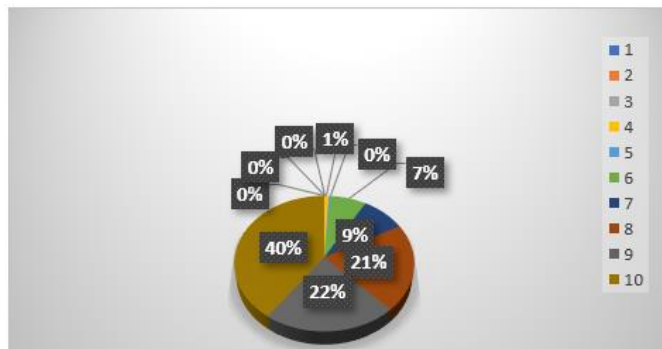


Figure 3. Belief in the Importance of Green Economy

Beside descriptive method, the research model also used to measure the effect of antecedent variables (behavioral, attitude and perceived behavioral control) on willingness to participate using SEM-Lisrel. One of the requirements for a research model to be properly tested is if it meets the goodness of fit index to determine the extent to which the model hypothesis fits the sample. data. The fitness of the model is shown in Table 3.

Table 3. Goodnes of Fit Indices Model

Indeks	Criteria	Model
Degrees of Freedom	Relatively small	381
Chi-Square	Relatively small	411.19
Probability	> 0,005	0.1379
RMSEA	< 0,08	0.019
Standardized RMR	< 0,08	0.054
Comparative Fit Index (CFI)	> 0,95	1.00
Goodness of Fit Index (GFI)	> 0,90	0.84
Adjusted Goodness of Fit Index (AGFI)	> 0,90	0.74
Parsimony Goodness of Fit Index (PGFI)	> 0,60	0.64

The model has a probability value (P. 0.1379), RMSEA = 0.019, SRMR = 0.054, GFI 0.84 (moderate), and PGFI = 0.64. The model fits the data well enough; it can be used for structural analysis.

The structural model equation is:

Willingness To Participate = 0.70*Behavior - 0.58*PBC + 0.73*Attitude, $R^2 = 0.87$ with the following estimate (Table 4)

Table 4. Estimation of Structural Model Parameters

Model	Variabel Dependent	Variabel Independent	coefisien	Value t	Sig.	R^2
	Willingness To participate	Behavior	0.7	4.06	*	0.87
		PBC	-0.58	-3.88	*	
		Attitude	0.73	5.09	*	

Description: Significant at 10% alpha.

Hypothesis test results:

1. Attitude has a direct effect on willingness to participate (significant 0.73).
2. Behavior influences willingness to participate (significant 0.70).
3. Perceived Behavioral Control influences willingness to participation (significant 0.58).

DISCUSSION

The results of the verification and descriptive analysis indicate that most of the respondents are willing to participate in encouraging the implementation of green economy practices which are represented from various aspects, namely attitudes, behavior control and behavior. The results of the verification analysis show that attitude, behavior, and perceived behavior control have a significant effect on willingness to participate. Willingness to participate, showing approval to become an agent of change to prevent environmental damage. Willingness to participate is shown in various activities carried out by the younger generation, namely: the desire to invite others to do environmentally friendly behavior, join the community of lovers, carry out environmentally friendly behavior that has not been done so far, the intention is to invite others to do environmentally friendly behavior, dedicate time and commit to being someone who can set a positive example to make changes to prevent further environmental damage, feel proud to be part of a community that can remind others to be more aware of the importance of carrying out environmentally friendly activities in daily life and willing and happy to be involved in activities to save the environment.

The impact of attitude on participation readiness is demonstrated by the younger generation's positive attitudes, which manifest themselves in environmental concern. The experience of seeing the harmful effects of the environment requires high awareness. The establishment of a caring attitude towards the environment is created from the school environment (formal) and non-formal experiences (organizational members, community). The results of the hypothesis test also indicate that behavioral control or attitudes toward engaging in environmental activities can boost willingness to engage. The PBC, which is embodied by several criteria including: The significance of environmental preservation, pollution avoidance, influence on long-term welfare, and the capacity to engage in environmentally friendly actions, and influences willingness to participate.

More significantly, the results of this study found that behavioral had a significant effect on willingness to participate. In essence, the real behavior that is shown as environmentally friendly behavior greatly affects the willingness to participate. Real behavior is represented by the following activities: managing waste properly, utilizing energy wisely and efficiently, using water as needed, managing consumption activities that are environmentally friendly and participating in environmental care.

The results of the descriptive analysis indicate that the respondents (the younger generation) have in fact implemented environmentally friendly practices, as evidenced by the high percentage of answers (above 87%). The most dominant response is to use water as needed (96%), followed by managing environmentally friendly consumption activities (94%), using energy wisely and efficiently (93%), participating in environmental care and managing waste properly (87%). The high level of environmentally friendly behavior is directly proportional to the high interest in participating in the success of the green economy (> 76%). Sequentially the highest score (89%) is the intention to invite others to be aware of the importance of doing environmentally friendly activities and

preventing further environmental damage. Followed by being willing and happy to be involved in environmental saving activities such as tree planting (88%), inviting others to behave environmentally friendly (86%), dedicating time and commitment to being a person who can set a positive example to make changes to prevent further environmental damage severe (82%), feel proud to be part of a community that can remind others to be more aware of the importance of doing environmentally friendly activities in their daily activities (81%), want to join the community of environmentalists (76%). The results of the research also show that most respondents (83%) believe in a positive impact if they are involved as green economy actors (co-creation value).

These results can serve as the foundation for creating a model to influence the younger generation and speed up the adoption of green economic practices. In the era of digital technology, the use of social media as a means of building engagement with the community among the younger generation, the role of influencers is very important. The findings in the field indicate that offline media (Website, FB, Twitter, YouTube, WA), which are considered by respondents to greatly influence the formation of attitudes and behaviors related to environmental awareness can be sorted as follows:

1. Youtube (89%)
2. Whatsap (89%)
3. Website (82%)
4. Facebook (69%)
5. Twitter (64%)

An essential theoretical basis for optimizing the function of influencers is the support for the value co-creation idea. Placement of the moderator variable, which moderates the behavioral influence on willingness to engage, is the original idea presented in this work and can serve as a foundation for future research models. The environmental, economic, and social antecedent factors are the three variables employed in this model to quantify sustainability consciousness. These three factors will be able to pinpoint the degree to which younger generations' understanding of economic, social, and environmental issues influences regular behaviors that are indicative of actual behavior. It will be possible to determine how much the influencer's role can improve or decrease the willingness to engage by employing the influencer role (co-creation) as a moderator (Figure 4).

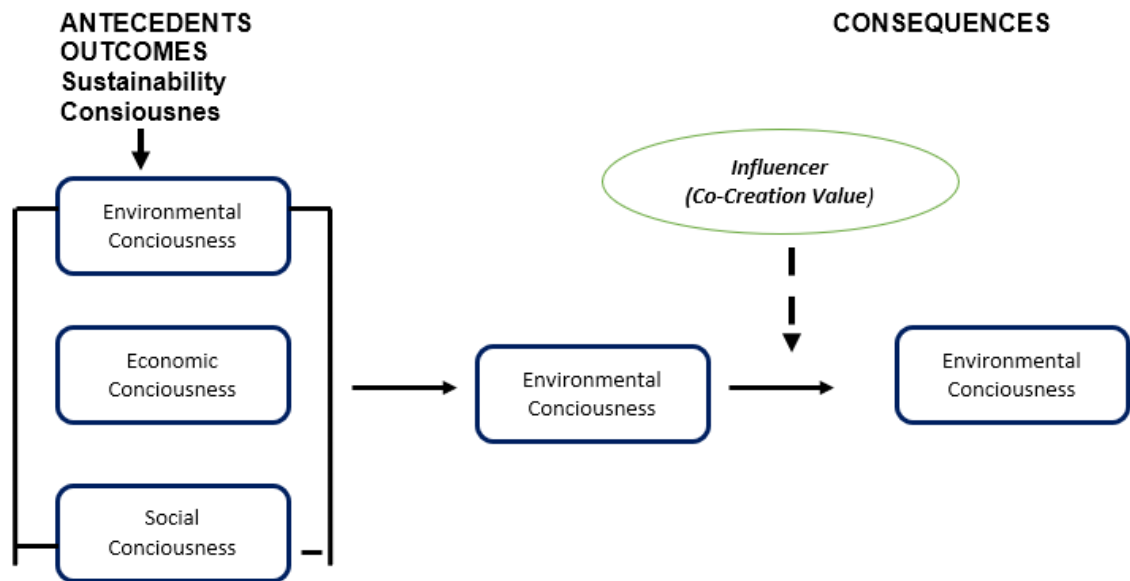


Figure 4. Proposing Model of Circular Economy

CONCLUSION

The focus of this article's discussion is an intriguing phenomenon: using the younger generation as influencers to quicken the adoption of green economy practices. As motivators, they can encourage and promote ecologically beneficial behavior to the larger community. The findings of preliminary research, which involved 229 respondents (younger respondents), show that attitude, perceived behavioral control, and behavior have a substantial impact on willingness to engage. Descriptively, the results show that the respondents (the younger generation) have genuinely adopted ecologically friendly activities and are motivated to contribute to the success of the green economy campaign. Based on three theories—the Theory of Reasoned Action, the Theory of Planned Behavior, and the Willingness to Participate—the influencer function will be increased. The co-creation value viewpoint, on which a model using the role of influencer (co-creation) as a moderator is proposed, will be tied to the three theoretical bases. To gain a better understanding of how much influencers can boost or decrease participation, best practices for the green economy need to be accelerated quickly.

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DECLARATION OF CONFLICTING INTERESTS

To optimize the role of the young generation as the influencers to accelerate the implementation of green economy.

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