Best Practice Of Leadership In Developing Millennial Environmental Legal Awareness In Indonesia

Lusy Tunik Muharlisiani [1*], Budi Sulistiyo Nugroho[2], Irma Rachmawati Maruf[3], B.M.A.S. Anaconda Bangkara[4], Ratna Puspita sari[5], Loso Judijanto[6]

[1] * Teacher Professional Education, Faculty Of Language And Science, Universitas Wijaya Kusuma Surabaya, Indonesia
[2] Oil And Gas Processing Engineering Study Program, Politeknik Energi Dan Mineral Akamigas, Cepu, Indonesia
[3] Master Of Notary Study Program, Faculty Of Law, Universitas Pasundan, Bandung, Indonesia
[4] Civil Engineering Study Program, Faculty Of Engineering, President University, Cikarang Bekasi, Indonesia
[5] Social Studies Tadris Study Program, Faculty Of Tarbiyah And Teacher Training, IAIN Syekh Nurjati Cirebon, Cirebon, Indonesia
[6] IPOSS, Jakarta, Indonesia

*Corresponding Author: Lusy Tunik Muharlisiani
* Teacher Professional Education, Faculty Of Language And Science, Universitas Wijaya Kusuma Surabaya, Indonesia
lusytm_fbs@uwks.ac.id

ARTICLE INFO	ABSTRACT
	Efforts to save the environment may come from the younger generation, who are now increasingly intelligent and aware of the laws of protecting the environment. We have succeeded in identifying several facts which are best practices in developing environmental law awareness among the young generation of Indonesia. We got it through an online search of several materials and content related to best practice leadership, environmental development, and millennial awareness. We study, among others, code data, analyze critical self-evaluation, and interpret it to get relevant results to answer the problem after a series of discussions. Several best practices have been proven by millennials, including being a wise and environmentally friendly customer and several principles oriented towards legal awareness and understanding of the importance of protecting the environment in Indonesia. These findings will likely become valuable inputs for the development of environmental studies in the future. **Keywords**: Identify Best Practice, Millennial Development, Environmental Law Awareness

Introduction

Green leadership departs from the idea that the problems of natural resources and the environment, and forestry in Indonesia are very complex and require the attention of all elements of the nation, including the young generation or millennials (Swainson & Mahanty, 2018). Indonesia needs the next generation as future environmental and forestry managers equipped with education, knowledge, leadership, and awareness of environmental law. Millennials are the young generation of the early future with the potential to build and protect the environment as a young generation who loves Indonesia, which is rich in all environmental resources (Irawati, 2019). Likewise, green leadership is the ability of an individual leader to determine pro-environment policies and influence and mobilize other individuals in organizations such as government and other industrial sectors. In supporting these pro-environment policies, leadership best practices are needed to develop the quality of millennials who love and are environmentally aware because these best practices will determine the future of the country and the nation (Alonso-Almeida & Llach, 2019). Because environmental health will impact the quality of life of future millennials, economic quality, food security, social culture, and environmental education are essential.

In addition, the knowledge possessed, technology, behavior, and commitment are also essential factors in the sustainability and quality of interaction with the environment. Today's young generation is the determinant (Luna Scott, 2015). As a country currently enjoying a demographic bonus, Indonesia now has many young

people who are potential drivers of change. Based on statistics, of the 270 million Indonesian population, around 25.87 percent are millennials (current ages 24-39 years), and 27.94 percent are Generation Z (ages 8-23 years). The potential they have in the form of idealism, high mobility and dynamic, social concern and solidarity, innovation and creativity, as well as courage and openness, can be maximized to become a driving force for the preservation of Indonesia's natural resources and environment going forward. In the current era, generation X (current age 40-55 years) are generally the top leaders in various organizations/companies, with the millennial generation as middle management and generation Z as the new workforce (Diz, 2021).

The younger generation should be at the forefront of environmental safety issues. Therefore fast and inspiring leadership is needed to make people's behavior and mindsets that will be dominated by millennials, where the younger generation is the one who will change the pattern and way of life in a place (Edmondson, 2012). Showing the attitude the millennial generation needs will undoubtedly be the most influential factor in the percentage composition of millennials who continue to dominate all sectors of life and work, which is closely related to environmental safety. It is understood that the younger generation has a vital role in forming new awareness and habits as well as impacting the sustainability of Indonesia's environment in the future. This is a lion castle run down with pleasure and law. Therefore, the role of the younger generation will certainly have a significant impact on the lifestyle that has an impact on other generations as well with tiny things but significant impacts such as throwing away plastic and others (Törőcsil et al., 2014).

As the generation that determines Indonesia's future, the millennial generation must play an active role and be directly involved in real action in environmental conservation efforts with the potential for leadership in environmental law awareness (Suryani et al., 2019). For example, in the role of waste and waste management, the younger generation can work together to become ecopreneurs, apply the concept of a circular economy, and encourage sustainable waste and waste management efforts. In addition, the younger generation can participate in forest and land rehabilitation activities by continuing to plant and care for trees. Regarding environmental law enforcement, millennials can act as agents of change (Stanturf et al., 2014). They can play an active role in open discussions; campaigns through social media; social surveillance; iron stock agent; and information delivery in environmental management. In this case, the younger generation can do this by adapting and mitigating, where adaptation is an adjustment activity in climate change; simple examples are throwing garbage in its place, saving water, using public transportation, and so on. There are many ways to maintain a clean and healthy campus environment, for example, throwing garbage in its place, not smoking anywhere, flushing again after using campus toilets, etc (Sholihah et al., 2020). These little things are easy, but many are still reluctant to do them.

This millennial generation can also participate in controlling forest and land fires by instilling self-awareness to preserve nature and the environment, creating and spreading positive and constructive content or opinions on social media that supports nature and environmental conservation, and proactively conducting campaigns and direct outreach in villages prone to forest and land fires and visits to schools; and participate in the development of forest and land fire control innovations (Felice, 2013). For example, additives for extinguishing peatlands. "It is great when there is a generation pioneer in caring for environmental issues. For that, we need the support and attention of a more mature generation to keep this generation on an idealistic path."

The Indonesia Green Leaders Program was initiated by the Indonesian Green Institute (Burstein, 2013). This program will facilitate the young generation as the nation's next generation to have a perspective of social and environmental justice and harmony with the environment. This program aims to recruit potential leaders from various backgrounds so that all layers of society have prospective leaders who have a green perspective and are committed to saving and preserving the environment. This learning will be done entirely online, through digital platforms such as zoom or other virtual platforms. Each meeting session will be spent approximately 180 minutes of face-to-face learning virtually, with details of 120 minutes of lectures and questions and answers, and FGDs will fill 60 minutes. FGDs are held to help hone participants' skills and knowledge after listening to resource persons' presentations (Szente, 2020).

There are various methods to identify best practices for saving the environment for millennials. One approach is to look at who produces the best results and is, therefore, most likely to use good practices (Jerome et al., 2014). Having figured out how these people worked, we then needed to distinguish which part of the overall approach or method they used was good practice. Identifying healthy environmental best practices and legal awareness of millennials is essential. Best practices are important for processes that are best done by Indonesian millennials, so they need them to function correctly (Liburd et al., 2020). Through trial and error, they were discovered to be the most reasonable approach and simply the best way to do things. Changes and enhancements to the organization and development of actions are examples of Good Environmental Practices which aim to lessen the adverse effects of activities and processes on the environment.

Researching the industry and competitors, communicating standards to all employees, establishing metrics, managing change, and evaluating and improving best practices are all aspects of establishing best practices." Just in Time" and "Kaizen" are two standard inventory management best practices. Protecting the natural environment by individuals, groups, and governments is known as environmental protection. The aim is to conserve existing natural resources and the natural environment and, where possible, to repair damage and reverse trends. Based on the questions above, we want to voice and look for the best practical examples of

efforts to raise awareness among Indonesian millennials for a better future by identifying best practices in environmental protection by millennial Indonesia (Uglitskikh & Klishina, 2014).

Research Methods

We repeat that this study aims to identify the best leadership in developing legal awareness of the environment by young Indonesian millennial citizens. The way that millennials have done this includes their behavior towards protection. For this reason, we are trying to identify what we are doing by obtaining several scientific evidences from reports in the form of books and written communication journals released 12 years ago (Scammell, 2010). After getting the books and documents, we conducted an in-depth study and analysis involving several steps, such as coding the data, critically evaluating the data, and interpreting in-depth data. Hence, we get a summary that can answer the problem with high validity. The data search will be carried out on the application electronically, reporting in a descriptive qualitative design. This study is carried out to obtain resilience by identifying the millennial generation's best practices in responding to the law on environmental sustainability. Carry out studies related to the methods and materials used to complete this study Jamal et al., (2013).

Result and Discussion

Environmentally Conscious among millennials
According to consumer behavior, environmentally conscious consumers act in a manner that they believe is environmentally friendly when purchasing goods. It also means purchasing a product that is good for the environment, can be recycled, does not harm society or the environment, and avoids products that do so. People who care about the environment are the ones who only want to buy goods that have little or no effect on the environment. According to Anggraeni & Balqiah (2021), "green buying behavior" is the use of products that are good for the environment, can be recycled, last a long time, or are responsive to environmental issues. Past exploration observed a gap between the longing to purchase green items and actual purchasing conduct, particularly among recent college grads who had natural worries yet did not matter to their utilization conduct. Naturally, cognizant shopper conduct addresses the buying conduct of harmless ecosystem items and does not simply center around the longing to buy harmless ecosystem items (Asrul, 2016).
We found that 70% of young people have altered their purchasing or behavior due to climate change, and the majority tell us that they are concerned about the effects of climate change. According to new research, Generation Z demonstrates the most significant concern for the planet's well-being and encourages others to prioritize sustainability when purchasing (Hossain et al., 2022). Eighty-five percent of people worldwide will consider sustainability when making purchases by 2021 because they have changed their behavior to be more eco-conscious. With 24% participating in eco-friendly living, Millennials have the most significant impact as clients. Millennials and Generation Z increasingly called "Generation Green," exhibit environmentally and socially conscious consumer behavior. They are turning their awareness into environmentally conscious, organic, and spending-power-increasing product choices thanks to increased access to digitally enhanced information and spending power (Gupta, 2020).

Millennial environmental knowledge
The term "environmental knowledge" refers to a general understanding of sustainable environmental practices and concepts. This knowledge is connected to understanding the ecological process, environmental issues, and their causes. Environmental knowledge also includes knowledge about the sustainability of the environment, such as water, soil pollution, energy use, energy efficiency, waste management, and the effects of these factors on society and the environment. A person's general understanding of the facts, ideas, and connections between the environment and ecosystem influence how people act is known as environmental knowledge. Environmental awareness, according to previous research, has an impact on behavior (Noor et al., 2012) found that environmentally conscious purchasing practices and environmental awareness are positively correlated. Previous studies demonstrated that primary ecological information had no effect on naturally cognizant behavior. Kumar et al., (2017) also discovered that by raising environmental concerns, environmental awareness could influence consumer behavior.
Environmental knowledge refers to a person's ability to comprehend and evaluate environmental issues regarding their impact on society and the environment. Higher levels of environmental knowledge are significantly correlated with conservation and pro-environment behaviors (Kautish & Sharma, 2020). The knowledge, abilities, values, and attitudes that the general public needs to develop and support a society that reduces the impact of human activity on the environment are called environmental awareness skills. If informed, people are more likely to recycle and conserve energy and water.Environmental education benefits from the following; it boosts academic achievement, encourages environmental stewardship, fosters personal growth and well-being, and strengthens communities. Environmental education is a way for people to learn about environmental issues, solve problems, and do things to make the environment better. As a consequence

of this, people acquire a more in-depth comprehension of environmental issues and the ability to make decisions that are responsible and based on information (Mills et al., 2017).

Perceived consumers

Consumers who represent confidence that they, as individuals, can contribute to the preservation of the environment through their behavior are referred to as perceived consumer effectiveness (Nguyen & Pervan, 2020). Environmental belief, or perceived consumer effectiveness, is a consumer's belief that their actions can preserve the environment. The idea that individuals are capable of resolving societal and environmental issues is a subjective one. That individual's ability to influence environmental sustainability is that subjective judgment. Green products may be more likely to be purchased if the perceived effectiveness of those products is high. The actual purchase behavior was influenced by perceived consumer effectiveness (Zheng et al., 2020).

Perceived consumer effectiveness refers to a consumer's confidence level in achieving desired outcomes. Clients may be apprehensive about a specific social issue, yet they could feel frail to add to their goal through their activities. For instance, climate change worries many people in the European Union (European Commission, 2015). However, the perception that little can be done can make it difficult for individuals to get involved (Lorenzoni et al., 2017). A customer's confidence level in achieving outcomes consistent with their values and desires is referred to as their "perceived consumer effectiveness. "However, in contrast to the current study, other studies have also found that a consumer's perception of their effectiveness cannot predict whether or not they will make environmentally friendly purchases. Environmentally conscious behavior is influenced by the belief that Millennials can only occasionally contribute to environmental preservation.

Environmental Concerns

An assessment of one's or other people's behavior that affects the environment—that is, one's level of concern for environmental issues—is known as an environmental concern. Genuine concern is a mentality towards the climate impacted by private experience, others' insight, or the media. If factors like price and availability support the intention, eco-conscious consumers are more likely to purchase green product. Wang et al., (2020) discovered that environmental concerns had a more significant impact on purchasing decisions than environmental knowledge. On the other hand, Datta (2011) found that environmental concerns had no significant impact on environmentally friendly purchasing decisions.

Mother Earth is currently confronted with numerous environmental issues. Every person, animal, and nation on this planet is affected by environmental issues like acid rain, air pollution, urban sprawl, waste disposal, ozone layer depletion, water pollution, climate change, and many others (Gonzalez, 2012). The loss of biodiversity due to intensive agriculture, deforestation, pollution, and global warming is alarming. Across the globe, billions of species are or have gone extinct. Numerous issues, including deforestation, air pollution, acid precipitation, and oil spills, are now commonplace. Both the nuclear meltdown at Chornobyl and the disposal of toxic waste in Love Canal, New York, have impacted many people (Rahman, 2019). The COVID-19 pandemic, recurrent wildfires, enduring climate change crises, biodiversity loss, pollution, and waste are just a few of the many familiar challenges facing the world as the new year begins. One of the most pressing issues affecting the environment today is air pollution. According to WHO research, nine out of ten people inhale air with high levels of pollutants, and an estimated 4.2 to 7 million people worldwide die annually from air pollution (Münzel et al., 2020).

Millennials purchase eco-friendly products

New research indicates that millennials place a high value on purchasing from businesses that adhere to environmentally responsible practices. They research the businesses they rely on (Heo & Muralidharan, 2019). Brands are increasingly capitalizing on this consumer behavior, boosting messaging and occasionally altering business practices to attract this group. Sustainability practices are being posted online by numerous retailers and manufacturers, where Millennials spend the majority of their time. To demonstrate authenticity, these businesses are acquiring certifications from third parties. In addition, some companies are sponsoring environmental projects to attract young customers and demonstrate that they share their customers' values. Based on a survey of 1000 Millennials across the US, the marketing communications agency The Shelton Group recently published a report that found 70% of respondents said that a company's environmental focus influences their purchasing decisions. They think big businesses can make a difference (Lerro et al., 2019).

According to Millennials, these businesses have the potential to improve sustainability on a larger scale than they believe they can on their own. Millennials are paying attention to company customer communications changes (Mitchell & Sparke, 2016). When asked about the top three actions businesses could take to gain customers' trust, the most popular response was to address the environmental issues that arise when products are made. This could be accomplished by dealing with the effects of manufacturing processes on air and water quality or by reducing packaging. According to the non-profit organization "Keep America Beautiful," Millennials are especially distrustful regarding recycling (McLaren & Agyeman, 2015). We realize they have more doubt than the overall population 10% more. Reinforcing what recyclable materials can become upon recycling is a priority message that we want to convey to Millennials due to this skepticism; As a first step in raising awareness, Keep America Beautiful believes that "we, including businesses, must reach

Millennials where they live" by promoting the advantages of recycling on social media platforms like Facebook, Twitter, and Instagram (Nelson & King, 2020).

According to Viswanathan and Jain (2013), social media is more critical than ever. In contrast to other generations, millennials are using the internet to evaluate the environmental consciousness of brands rather than merely focusing on messages in stores or traditional media. Companies that sell consumer goods educate consumers on how to save resources and reduce emissions of greenhouse gases. How their products are getting to market through their distribution network," "Millennials are researching these upstream sustainability issues. "However, they must be more knowledgeable about the downstream aspect (Wunderlich & Martinez, 2018). They will only pressure businesses to take care of that if they know it is necessary.

Natural mindfulness of millennials

Workplace sustainability: essential issues and trends go without saying that environmental and sustainability concerns are familiar. Small businesses and household names alike had attempted (and frequently failed) to combine growth and profitability with growing consumer pressure since the 1970s, when the green movement began (Zoccoli, 2018). Global sustainability trends are beginning to affect the workplace as we enter the second decade of the 21st century. Industries ranging from luxury to agriculture are attempting to respond to consumers' growing interest in sustainability issues (Conway, 2019). Customers are not the only target audience for this novel strategy: Additionally, companies of all sizes are attempting to translate their sustainability strategies in a manner that will pique the interest of both potential and current employees. According to a recent study, nearly half of businesses implementing a robust sustainability strategy saw improvements in employee engagement and retention (Mirvis, 2012). So, what is at stake in the coming years? Sustainability: is a priority for businesses; therefore, it is safe to say that in the current economic climate, businesses cannot afford to treat environmental awareness as an afterthought. The drive for change is also led by employees, regardless of whether businesses approach sustainability as a critical brand commitment or adopt a more pragmatic approach (Clayman et al., 2012).

Badiru & Cromarty (2021) found that worker-driven conversations about maintainability expanded by 52% in 2019 and 2020, making manageability a critical representative assumption in a new shopper study. The topic of work-life balance, work purpose, and social values are all connected. Jiang et al. (2017) agree that sustainability is inspiring and meaningful. It can boost an organization's collective spirit and team cohesiveness. As the best practices demonstrate, sustainability brings about much more positive change than "just" dealing with environmental or social issues in a vacuum. Therefore, how are businesses ensuring that workplace sustainability concerns meet employee expectations? A critical area for improvement is prioritizing internal efforts to increase employee engagement (Balzer, 2020). This could be anything from green architecture to sustainability energy packages on a practical level. In other words, it could be an initiative that is likely to get employees involved on the ground every day.

Conclusion

At the end of this study, we describe the main points we got from a series of studies that identified leadership best practices in developing legal awareness among Indonesian millennial citizens. Through a study of various sources, we managed to get an important point which is also supported by other scientific findings to continue a healthy Indonesian environment requires the involvement of the millennial youth generation, and the effort to organize this has been recognized by many experts through various actions and awareness, especially by millennials. As for the best practices we have obtained, we have presented in the results section, among others, that environmental awareness among millennials is indeed relatively high, where millennial behavior can now be seen from economic actions or choosing products labeled as green buying behavior. Likewise, good leadership behavior followed by, among others, millennials has now become. This institution indicates that the understanding of the millennial environment is getting better.

Furthermore, we found that millennials have the concept of being savvy consumers, believing that the environment must be saved. Likewise, we see that millennials are now increasingly concerned with the environment. Namely, they are aware that this earth needs to be protected following the mandate of the united nations. Likewise, millennial awareness regarding shopping and how to choose environmentally friendly products was essential. On the other hand, we also find that millennials also have a natural mind, meaning they are close to nature at work, in business, and life. The other side of millennials is that they want to be part of a critical generation following the generation of 21 students who care about the environment; such are the conclusions we can summarize from a series of studies identifying the best practice leadership of Indonesian millennials towards environmental protection.

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