

SUSTAINABLE PRODUCT: ENDLESS CAMPAIGN FOR A HEALTHY LIFE

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ABSTRACT

The depletion of the ozone layer causes environmental changes, one of which is caused by the instantaneous human lifestyle. This raises various problems such as damage to ecosystems and the environment which increases the level of public awareness of the threat of health problems and problems of survival. That is the last 30-40 years since the introduction of synthetic plastic goods, the natural conditions have changed significantly. Indonesia currently occupies the second position in the world as a country that disposes of plastic waste into the South China Sea as much as 0.52 kg/person/garbage. With problems that threaten the destruction of ecosystems and the environment, people are expected to consume sustainable consumption that is not harmful to the environment. The government also seeks to support the environmental saving program by enacting Government Regulation of the Republic of Indonesia Number 46 of 2017 concerning Environmental Economic Instruments, which encourages ministries/agencies/regional work units or institutions to use environmentally friendly goods and services. This community service would like to research green products and purchasing decisions of young consumers in Indonesia because there has not been much research on the effect of green products on purchasing decisions in the young consumer segment. Therefore, the purpose of this study is to determine whether there is an influence between environmentally friendly products that have been made by companies on purchasing decisions of environmentally friendly products among young consumers in the world.

Keywords: green product management, environmental damage, health hazard, green campaign

1. BACKGROUND

Human activities are carried out arbitrarily in utilizing and managing natural resources without paying attention to the environment. Individuals who are responsible for environmental damage are difficult to determine because they are cross-sectoral, between actors, between institutions, between regions, and even between countries. As we know, the earth is currently experiencing problems that are currently facing a crisis of natural disasters caused by human carelessness. The consequences of this carelessness include natural disasters such as floods, landslides, drought, and erratic weather, as well as the destruction of protected areas. The environmental crisis will directly threaten security and increase the vulnerability of every citizen's life. The threat of comfort in the form of natural disasters caused by human activities. In the 21st century, there are changes in the environment, one of which is caused by an instant human lifestyle. This raises various problems such as damage to ecosystems and the environment that raise a level of public awareness about the threat of health problems and survival problems (Kautish & Sharma, 2019; Firmansyah et al., 2019; Bhutto et al., 2019). Azaria & Prawidya (2014) explained that in the last 30-40 years since the introduction of plastic synthesis items that cause natural conditions to change significantly. Indonesia currently occupies the second position in the world as a country that dumps plastic waste into the South China Sea as much as 0.52 kg/person/garbage (Jambeck et al., 2015).

With problems that threaten damage to ecosystems and the environment, people are expected to consume sustainable consumption that is not harmful to the environment. The government also seeks to support environmental rescue programs by establishing Government Regulation of the Republic of Indonesia Number 46 of 2017 on Environmental Economic Instruments, which encourages ministries/institutions/work units of regional devices or institutions to use environmentally friendly goods and services. Strict government regulation and environmental law make economic instruments pay more attention to environmental resources and the utilization of natural resources, these factors give rise to consumers who care about the environment (Khoiriyah & Toro, 2014). Companies that understand the regulation and care about environmental issues will get an opportunity to implement green marketing strategies (Aldoko et al., 2013). The concept of green marketing has the goal to provide satisfaction, desire, and desire in meeting the needs of consumers while still paying attention to environmental issues (Risyamuka & Mandala, 2015; Aulia & Hidayat, 2018).

Islam (2018) presents this green marketing mix strategy including green consumption, green products, green advertising, green distribution channels, and green prices. Green products have been shown to reduce harmful side

effects, reduce toxic substances, reduce health problems, increase recycling, and increase levels of environmental friendliness (Azevedo et al., 2011). Research conducted Risyamuka & Mandala (2015) said green marketing variables have a significant influence on the decision to buy green products. In addition, in his research Dimiyati et al. (2018) also mentioned that green marketing has a positive and significant influence on green product purchasing decisions. This research will focus on green products because the concern about the importance of environmental safety and environmental issues causes public awareness of the importance of consuming green products (Rahayu et al., 2017; Kristiana, 2018).

Research by Kanchanapibul et al. (2014) suggests that young people show a very positive attitude towards environmentally friendly products and will encourage their buyback activities in the future. Meanwhile, the results of research according to Yadav & Pathak (2016) suggest that young Indian consumers have a positive attitude toward purchasing environmentally friendly products for future use. Research on young consumers was also conducted by Waemustafa et al. (2015), where the results of the study provide Dianti & Paramita, 2019: The conclusion that young consumers are aware of environmental concerns, but they show no action in environmentally friendly behavior. Bhutto et al. (2019) research said that young consumers in the Chinese area are very concerned about the environment and direct the intention to buy green products. The study modified the Yadav & Pathak (2016) and Kanchanapibul et al. (2014) study to look at how the influence between green products and purchasing decisions among young consumers, and added green product identification variables as moderation variables (Rahnama & Rajabpour, 2016; Dangelico & Pontrandolfo, 2010).

A purchase decision is a business, where a consumer determines the product to be purchased, which ends with the purchase of the product (Hidayat, 2020). Previous studies have suggested that young people have a more important role to play in protecting environmental safety, and suggest that consumers will first determine which products to buy before making a purchase decision. This study aims to analyze how green products influence the purchasing decisions of young consumers (consumers who have an age range of 18 years - 26 years) with green product identification as a moderation variable. This research also wants to conduct research on green products and the purchasing decisions of young consumers in Indonesia because there has not been so much research on the influence of green products on purchasing decisions in the young consumer segment. Therefore, the purpose of this study is to find out whether there is an influence between green products that have been created by the company on the decision to buy green products by young consumers in the world. Partner's Problem among the cultural, social, personal, psychological, product, price, place, and promotion factors which factors influence the decision to buy green products? What are the factors that influence green product purchasing decisions?

2. METHOD

The Community Partnership Program Implementation Activities are divided into three stages, namely the preparation, implementation, and monitoring stages. The following are the details of the steps to be taken:

The target of this activity is, the implementation method used in this activity in the form of training. The participants were invited to come to an online meeting. Purposes of Activities this activity aims to give knowledge to participants in saving money in the long run, although the cost of production, in the beginning, is generally greater, helping participants market their products with new market access is environmentally sound consumers who buy products with high quality and environmental commitment and improve pride and confidence of participants for their industry's responsibility to the environment. Benefits of Activities Participants understand how to Save money in the long run, Participants know their markets and Improve the ride and confidence of participants in their Industry's.

3. RESULT AND DISCUSSION

Results

This activity is part of Mercu Buana University's Community Service Program, which necessitates a link between the Community Service Institution and the improvement of human resources, particularly in the Jakarta area. In the community setting in west Jakarta, participants are the micro business owner who is members of the canteen around the Mercu Buana campus and students who already have a start-up business. The target of counseling activities and help for understanding halal and green products. We carry out various steps of explanation utilizing a basic language model that can be understood directly by the community, as we do with the extension process in general. The online registration process for this activity begins with the participant's participation in a Zoom Meeting.

Delivery of Training Materials

First, the team conducted a feasibility survey of the service location, licensing coordination for the implementation of activities, and a good response from locals for the implementation of activities at the start of the implementation of

community service activities. The goal of this first step is to give convenience in terms of exposure to the target audience and surroundings, as well as technical assistance if necessary. On Thursday, February 24th, 2022, a community gathering was convened. Mercu Buana University's Faculty of Economics and Business cooperated with Universiti Sains Malaysia's School of Management on a community service initiative. The first presentation, titled "Green Human Resource Management" was given by Assoc. Prof. Dr. Anees Janee Ali from Universiti Sains Malaysia led this activity, and my team gave a presentation titled Mental Strengthening And The Right Strategy In Entrepreneurship In The Development Of Green Halal Product Management. This activity was done to give an overview before the team discussed the desired exposure to ensure that everything ran smoothly and that the knowledge-sharing process was well received by the community.

Discussion

The socialization process continued with active interaction with participants in the form of questions and answers and discussions where this interaction was important to build a focused professional attitude of the community, which could later be used to describe the importance of Extension Assistance in the management of green and green products. The team paid attention to the differences in people's education levels and tried to explain them in simple language while at the same time trying to create emotional intimacy so that the process of delivering material was conveyed. This condition must be anticipated by providing a kind of counseling with a higher percentage of practice by showing a harmonious implementation during lectures. SME members must also understand the value and use of the importance of halal labels and use environmentally friendly product materials.

4. CONCLUSION AND SUGGESTION

Conclusion

The UMB community service program which was held in Jakarta, West Jakarta on February 24'th 2022 has been carried out well and successfully. The event was attended by 80 participants. The event was held attractively and communicatively. According to participants, this program is very useful because the material provided can add insight and is also useful for improving their business performance. The material is also presented in simple sentences so that it is easy to understand. The material discussed by the speakers was how to manage environmentally friendly halal and green products. The benefit of this training is to increase sales of business products.

Recommendation

Continuous training activities are needed so that mentoring can run more optimally. Assistance activities are needed for participants who can take advantage of the routine schedule of community activities in the SMEs.



Figure 1. Activities Documentation (1)

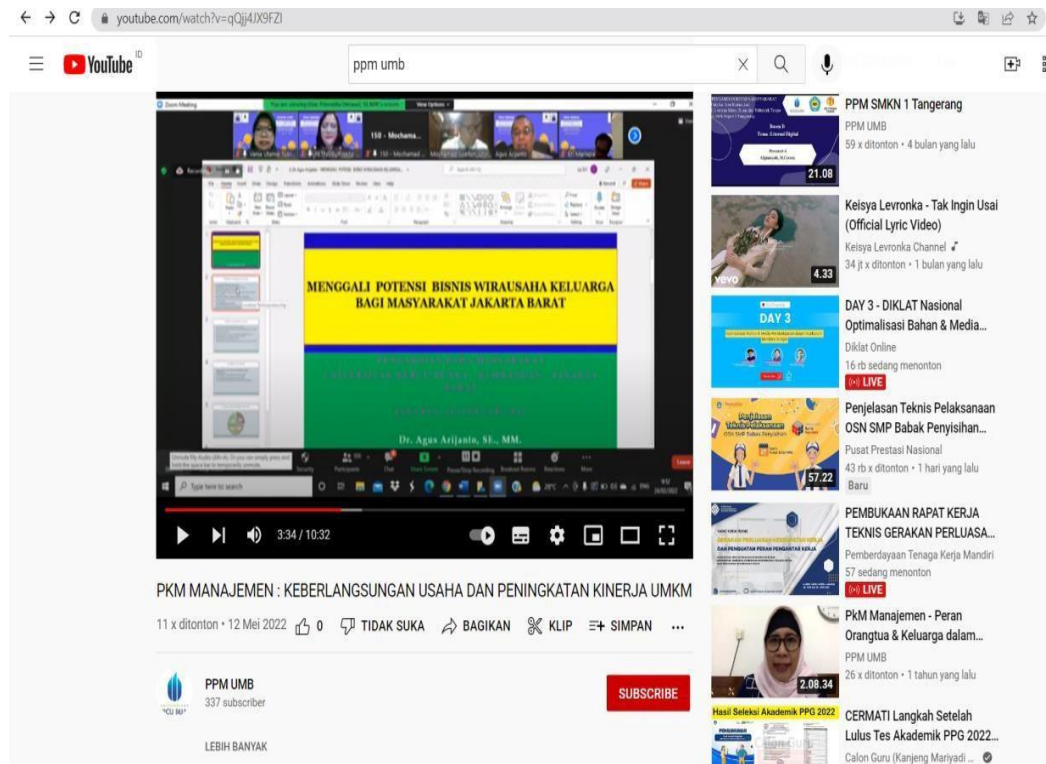


Figure 2. Activities Documentation (2)

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