

New Media and Green Behaviour Campaign Through Corporate Social Responsibility Collaboration

SRI HILMI PUJIHARTATI
ISMI DWI ASTUTI NURHAENI
DRAJAT TRI KARTONO
ARGYO DEMARTOTO
Universitas Sebelas Maret, Indonesia

ABSTRACT

This research delves into the role of new media in promoting green behaviour campaigns as part of community development programs supported by corporate social responsibility (CSR) initiatives. In particular, the program under investigation involves a collaboration between the community and the CSR division of Indaco Warna Dunia Company. Employing the sociology of communication analysis, this study aims to reveal the importance of new media platforms in disseminating environmental messages that resonate with the younger generation. In the current age of rapid communication and information exchange, new media has the potential to overcome the challenges posed by traditional channels and engage young people, who play a crucial role in driving social and environmental change. By leveraging new media, environmental messages can be effectively communicated to the youth, fostering a generation that is conscious of sustainable practices and environmental issues. To investigate the impact of new media on promoting green behaviour, this research utilised a single holistic case study methodology. The findings of this study indicate that social media, as a form of new media, can serve as a contemporary and effective means of disseminating environmental education. By utilising these platforms, green behaviour campaigns can reach a wider audience, inspire young people to adopt eco-friendly habits, and ultimately contribute to the development of environmentally-conscious communities through strategic CSR collaborations.

Keywords: *CSR, green behaviour, new media, Indaco, sociology.*

INTRODUCTION

Multiple environmental problems, including global warming, water shortages, and noise, threaten environmental sustainability (Amankwah-Amoah, 2020). Because these challenges are mostly anchored in human behaviour, it is vital to know how human behaviour on environmental issues may be affected and modified, especially in the era of the internet (Chua et al., 2020). To be ecological is to act in a way that promotes or does no damage to the natural world (Lange & Dewitte, 2019). Information, knowledge, education, social ties, social support, social involvement, and motivation are all key variables in fostering ecologically responsible behaviour (Ahmad et al., 2021; Li et al., 2019; Li & Wu, 2020). (Ahmad et al., 2021; Li et al., 2019; Li & Wu, 2020).

The environmental difficulties that we face today are not just global in scope, but also regional, and one of these locations is Karanganyar Regency. It is generally agreed that the rapid expansion of significant companies in Karanganyar is one factor that led to the onset of environmental issues in the region. According to the data obtained from the Central Bureau of Statistics of Karanganyar Regency, there were a total of 148 medium and large enterprises in Karanganyar Regency in the year 2016. Jaten Sub-district included the greatest number of these establishments, with 88 of them. The Kebakramat Sub-district came in second with 20

units, followed by the Gondangrejo Sub-district with 16 units, and finally Colomadu Sub-district with 13 units. These sectors can employ a total of 41,907 more people.

Many different features of driving are to blame for the world's current environmental challenges. Because of an increase in the number of new settlements and an increase in the population, there will be an increase in the demand for the facilities and infrastructure necessary for day-to-day life. This demand will include things like the need for water, electricity, energy or fuel, sanitation infrastructure, and so on. In addition to this, it has an impact on the amount of pollutants that are created.

The fast expansion of the industry harms the quality of the natural resources available and even alters the hue of the environment in its immediate vicinity. In addition to this, it has an impact on the socioeconomic and cultural climate of the community that surrounds it, as well as the development of environmental degradation as a result of the trash that is created. Negative effects of environmental pollution include but are not limited to water pollution, air pollution, soil pollution, and other forms of pollution that put the lives of all living things in jeopardy.

The management of the environment in Karanganyar demands a new paradigm, namely one that is founded on the concept of sustainable development. To effectively manage environmental issues, such as garbage, a new paradigm is required. The traditional method of managing garbage, which is also the one that is followed by many organisations today, consists of collecting, transporting, and disposing of trash. Waste management via conventional methods is often believed to be unproductive, and these methods frequently result in unintended consequences or other complications. This strategy leaves a significant issue of waste buildup, which results in unpleasant smells, potential sources of illness, and terrain prone to landslides. Because of this, we need a strategy for the management of garbage that is more optimal. Following the requirements outlined in Law No. 18 of 2008 concerning Waste Management and Government Regulation No. 81 of 2012, Actions may be carried out to reduce waste by carrying out activities to minimise the buildup of garbage, recycling waste, and finding new uses for waste.

The expansion of the industrial sector is followed by a movement towards more widespread adoption of what is known as corporate social responsibility, or CSR, by industry participants. A significant number of businesses, as part of the process of adopting CSR, make an effort to play a part in the growth of the community as well as the resolution of issues that affect either the target region or the community itself. On the other hand, one other thing that has to be taken into consideration is whether or not the CSR program that has been developed is capable of reaching the goal and having a beneficial influence because, at its core, the purpose of adopting CSR is to ultimately bring about good change in the world. A departure from this statement is that the efficacy of the CSR program may be determined by looking at the influence that it has had on the community in the form of social change (Abang et al., 2020; Abdulsalam et al., 2013; Widhagtha et al., 2019; Yuhani et al., 2020; Rahim & Omar, 2017).

It is safe to say that every civilization, at some point in its existence, goes through phases or processes of change in life. Whether these shifts come about gradually or suddenly, one thing is certain: societies always go through change. Growth in a community is an indication that society is maturing in its responses to a variety of factors; the more mature a community is, the more autonomous it is about the change that is occurring. To put it another way, the greater the ability of the community to look after its members' lives, the more significant the effect will be on the members' level of life. The communities that make up a

society take the initiative to bring about necessary societal changes by educating and collaborating to make the most of the opportunities and assets already available.

The community will be given the ability to empower itself via the creation of independence that will lead to community welfare if the positive changes that result from the implementation of CSR are embraced by the community. The Harmoni Foundation prepares strategic plans through community empowerment programs by using community development methods including in terms of education, economy, and the environment to increase the benefits of CSR for the community and the environment. These plans are prepared to increase the benefits of CSR for the community and the environment. By enhancing and developing the local potential of Harmoni Village, particularly for disadvantaged community groups, the strategic planning that was designed by the Harmoni Foundation is intended to meet a variety of human needs. This is accomplished through the various forms of social intervention.

There will always be a connection between sustainable development and the interaction between natural resources and the surrounding environment. There is no such thing as sustainable development that does not have some kind of impact on natural resources and the environment. The economic, social, and environmental sectors will all be affected by the effect that comes from pursuing sustainable development. On the other hand, in Indonesia, sustainable development has traditionally been equated with rapid economic expansion. It should be understood that economic considerations are just one component of the standard for measuring the performance of a sustainable development project. To achieve sustainable development, other aspects must be taken into consideration, including social and environmental aspects. These three aspects of development are more often referred to as the "three pillars" of sustainable growth.

It is not sufficient to depend on only three pillars of sustainable development in Indonesia; rather, all five pillars—social, economic, ecological, environmental institutions, and law enforcement— should be utilised. As a result, it is anticipated that not only will the management of natural resources and the environment be controlled and adequate for the time being, but also it will be sufficient for generations to come in the future. To grow in a way that satisfies present requirements without sacrificing those of future generations is the essence of sustainable development.

Community empowerment in Harmoni Village refers to the formation of an independent community in responding to various problems and is no longer dependent on external assistance. The Harmoni Foundation in its program of activities indirectly trains the community in the freedom to express their opinions on the program implemented, where the residents and cadres of Kampung Harmoni can provide input and rebuttal to every program implemented by the Harmoni Foundation. Community empowerment in Harmoni Village also refers to the formation of an independent community in responding to various problems and is no longer dependent.

In the realm of social welfare, empowerment activities are often pursued to elevate the quality of life of the community to a higher level. This is accomplished by investigating the causes that contribute to the powerlessness of the community as a whole. Conducting program planning by gathering facts that already exist in Harmoni Village and carrying out social activities where the community may organise themselves and combat the current issues. The Harmoni Foundation's plan of action is an endeavour to create changes to empower the people of Kampung Harmoni towards improving welfare situations via planning

that is presented more completely. Throughout the process, the community is helped and facilitated in analysing existing needs and problems until finally, the community can identify these problems and find solutions by relying on local resources and creating activities using their abilities. This is accomplished by the community being assisted and facilitated, meaning that the community is allowed to respond to problems with the initiative of the community itself, and the Harmoni Foundation only facilitates the activity process. In this context, "giving the opportunity" means "extending the chance to respond to problems with the initiative of the community itself."

The success of the program designed to empower the community, particularly the more vulnerable members of the community, through the provision of training for waste banks, assistance in obtaining business capital, and the establishment of Harmoni PAUD is what led to the creation of community welfare in Harmoni Village. According to the findings of researchers, the activities of the program carried out by the Harmoni Foundation were successful. CSR programs are carried out by giving socialisation, training, and monitoring the highest priority. For each program that the Harmoni Foundation implements, socialisation, training, and routine monitoring are carried out to maintain public memory of the program that is being formed. Therefore, the implementation of the program by the Harmoni Foundation is completely community-based. To optimise the effectiveness of program implementation and usage of local village resources, the Harmoni Foundation relies on the energy, ideas, and feedback from the community itself.

On the other side, businesses in Karanganyar are aware of their obligations to the community. Companies now not only have responsibilities based on the aspect of economic profit, which is the value of the company that is reflected in its financial condition but also have to pay attention to the aspects of society and the environment, which is commonly referred to as the "Three Bottom Line." The notion of sustainable development relies on the harmonious interaction of these three components to be successful.

As a business with its headquarters in Karanganyar, PT. Indaco Warna Dunia has a moral obligation to assist the local community in effectively addressing issues related to the environment. The Harmoni Foundation is a corporate social responsibility entity established by PT. I Indaco Warna Dunia. In terms of its past, PT Indaco Warna Dunia began doing business in Jakarta in the year 2005. In the beginning, the sole activities that the Company was involved in were the manufacturing of anti-rust paints for the heavy metal sector and NC paints for the automotive and synthetic alkyd areas. In light of later advances, the firm is working towards the production of water-based decorative paints, which are particularly well received by the Indonesian paint market.

In this instance, the corporation has carried out CSR activities for the benefit of the local community. These activities have taken the shape of, among other things, the refurbishment of houses of worship, the creation of Harmoni PAUD, and the implementation of Harmoni Village. The harmonious village is going to be the primary focus of this investigation.

The Kampung Harmoni CSR program is a long-term program that is intended to form a pilot village with high public awareness in terms of environmentally sustainable sustainability, such as in waste management, utilisation of yards, and efforts to improve family economic conditions by improving the skills of housewives in the home craft business. The goal of the program is to form a pilot village with high public awareness in terms of environmentally sustainable sustainability.

This CSR program is a form of company support for one of the efforts made by the government in overcoming and managing problems regarding waste, specifically the formulation of Law Number 18 of 2008 concerning Waste Management. This law was passed to improve the country's overall waste management. The legislation specifies that waste management includes both the reduction of waste and the handling of trash. Activities to reduce trash buildup, recycle waste, and find useful applications for waste are included in the aforementioned waste reduction. In the meantime, the activities referred to as waste handling include sorting, which consists of grouping and separating waste according to the type of waste, as well as transporting waste from the location where it was generated to a temporary shelter and then to the location where it will be processed.

Due to the near proximity of these two regions to the PT Indaco Warna Dunia paint factory, which is situated in Karanganyar, the Harmoni Foundation decided to perform CSR projects in each of these places. More than just a garden dedicated to the cultivation of peace, the community of Harmoni encompasses the whole region. The management of garbage in Kampung Harmoni is being done to make the community as self-sufficient as feasible in this regard. As a result of this, each and every RT is required to include auxiliary components, namely a waste bank, and a composer. Residents of Indaco have access to support from the Community Support Role (CSR), which is designed to help them develop and use their responsibilities. The aim is to expand people's understanding of environmental concerns to encourage the growth of community autonomy, and this will be accomplished through raising awareness. According to the Harmoni Foundation, the effort known as Kampung Harmoni was in line with the government's goal of being less harmful to the environment. The existence of harmony park in the neighbourhood serves not only as an additional amenity but also as a medium for the spread of educational information to the surrounding community.

LITERATURE REVIEW OR RESEARCH BACKGROUND

With the fast expansion of the internet and the urgent need of tackling current environmental problems, the combination of the internet and the environment has become one of the most significant topics. Due to data limitations, however, we still don't know how internet usage relates to eco-friendly actions. Considering the use of the internet significantly influences information and knowledge acquisition, individual attitudes, social relations and social participation (Chen & Lin, 2019; Gong et al., 2020), it is meaningful to examine the effect of using the internet on the individual's pro-environmental behaviour. By leveraging cloud computing, big data technology, and Tencent's city services platform, for instance, the Ministry of Environmental Protection and Tencent, one of the most prominent internet companies in China, formed a strategic cooperation in 2017 to provide the public with the most authoritative air quality index. Also, Ant Forest, a direct payment mobile application built by Alibaba, another renowned internet firm in China, has allowed users to minimise carbon pollution by encouraging people to walk and utilise public transit. These instances have proven that the chance to examine the link between internet usage and pro-environmental behaviour has appeared under the scenario of the fast growth of the internet and the urgent need of tackling current environmental issues in China.

According to a study by Zhang et al. (2019, 2020), Chinese internet users had far lower levels of satisfaction with their living and working environments. This conceptual shift toward a more resource-conserving, ecologically responsible way of living is essential. Examples of recent trends that have dramatically enhanced individual resource usage and decreased

carbon emissions include the sharing economy and mobile payment (Mi & Coffman, 2019). Building sustainable societies is made possible by the sharing economy's four pillars, which include the resale and reuse of goods, the increased usage of durable assets, the exchange of services, and the sharing of productive assets. The term "subjective norm" describes the internalised peer pressure that influences an individual's decision to engage in a certain action. Those who are ecologically unfriendly have undoubtedly been greatly deterred by the prevalence of online media and the weight of public opinion. Furthermore, the power of prominent people or organisations operating incognito online determines the extent of their effect (Kim et al., 2012; Rangan et al., 2015; Wu et al., 2016; Van Lange et al., 2018).

As a major media, the internet plays a considerable role in providing environmental protection information and affects individual behaviour, because it can facilitate the speed, cost-effectiveness, interactivity, freedom of expression and global reach for environmental organisations (Hamzah & Tanwir, 2021). Yang and Weber (2019) revealed individual perceived responsibility for pro-environmental behaviour differs by GDP per capita.

This decade has seen a significant acceleration in the rise of the "green" movement, which may be attributed to the rapid development of technology, which in turn has caused people to become more conscious of the problems facing the environment. In addition, various other ideas are implemented, such as eco-friendly campaigning. People and consumers change their actions to be more environmentally friendly because they are worried and concerned about environmental issues. They do this by implementing environmentally friendly behaviour by changing their living pattern and beginning to use environmentally friendly products. These are the reasons why modern businesses and industries care and highly think of the eco-friendly environment when producing, marketing, and selling their products. Environmental problems such as climate change, global warming, and plastic waste forced business stakeholders or companies to be wiser about using natural sources and forced them to be more into using environmentally friendly products (Acharya & Patnaik, 2018; Amran et al., 2013; Joshi et al., 2015).

The advancement of science and technology has had an impact on how people live their lives. These shifts in lifestyle are distinguished by an increase in the consumption of products that are harmful to the environment and result in the generation of garbage. Such garbage is currently one of the environmental issues that countries worldwide are struggling with today. The rise in the number of landfills is intimately linked to the expansion of both the economy and the population, as well as to varying patterns of consumer behaviour. Waste made of plastic becomes one of the types of waste that needs to be treated right away. Plastic garbage can harm the environment in the long term if it is not handled and disposed of appropriately. Indonesia is responsible for the disposal of the second-greatest amount of trash plastic into the waters across the world. Bags made of plastic have emerged as a significant source of garbage produced from plastic products. This issue has arisen because plastic bags, due to their lightweight and convenient nature as well as the fact that they may be used as containers for carrying groceries, have become an inseparable component of human life (Jambeck et al., 2015).

The behaviour that is raised by the individual arises because of the intention to behave while the emergence of the intention to behave is determined by three determining factors, namely: behavioural beliefs, normative beliefs, and control beliefs. Sequentially, behavioural thoughts produce attitudes and intentions towards positive or negative behaviour, normative beliefs produce perceived social pressure, and control beliefs produce control. Factors that can influence individual interest in behaving environmentally friendly are a form of concern

for the environment. The results of the study (Julianti & Pramudana, 2017) found that green behaviour has a positive and significant influence on interest in using green products. The higher the form of concern for the environment owned by the individual is, the more positive the individual's interest in using green products will be. Different results were found by Usadi et al. (2015) who stated that green behaviour has a positive and insignificant effect on interest in using green products. However, similar studies by Rini (2017) and Ma et al. (2018) also state that green behaviour has a significant positive effect on interest in using green products.

METHODOLOGY

This research was conducted in the tranquil hamlets of Karanganyar using a case study approach, specifically employing a single holistic case study research method. The area was selected as the focus of this study Since PT. Indaco Warna Dunia will be performing its Corporate Social Responsibility (CSR) operations here, which served as a determining factor in the decision. Karanganyar Regency's Kebakkramat Sub-district is home to a village named Pulosari, which comprises four hamlets: Karangkidul, Gronong, Pengawat, and Klolok. Pulosari itself is the name of the main settlement. The target population for this research consisted of the residents of the Harmony Village in Karanganyar. The community of Kampung Harmoni serves as the focal point for the CSR efforts being undertaken by PT Indaco Warna Dunia. To ensure a rigorous and trustworthy academic inquiry, the research employed a combination of primary data collection methods, including interviews, observations, and written documentation.

A total of fifteen informants participated in this research, representing various stakeholders within the Harmony Village community in Karanganyar. The informants were carefully selected to ensure diverse perspectives and a comprehensive understanding of the research topic. The selection process aimed to include individuals who were directly involved in or impacted by the CSR initiatives and the use of new media for environmental empowerment. The informants were categorised into three main groups:

- Local residents (8 informants): These informants were members of the Harmony Village community who had firsthand experience with the environmental programs and initiatives, as well as the use of social media platforms for learning and sharing information. They provided insights into the community's perception, engagement, and the impact of the CSR efforts and new media on their daily lives.
- Community leaders (4 informants): This group included village heads, local government officials, and representatives of community organisations who played a significant role in the planning, implementation, and monitoring of the CSR initiatives and environmental programs. Their perspectives offered valuable information on the successes, challenges, and opportunities for improvement in the community's environmental empowerment efforts.
- PT Indaco Warna Dunia representatives (3 informants): These informants were employees of the company responsible for the CSR operations in the Harmony Village. They provided insights into the company's motivations, goals, and strategies for supporting the community's environmental empowerment, as well as their perspective on the role of new media in facilitating these efforts.

The interview process involved engaging with various stakeholders within the community, such as local residents, community leaders, and representatives of PT Indaco Warna Dunia. This allowed for the collection of diverse perspectives and insights into the role of new media in the community's environmental empowerment and the impact of CSR initiatives. Observations were conducted through direct engagement with the community, participating in and documenting activities related to waste management and creative recycling, as well as the use of social media platforms for learning and sharing information. Written documentation, such as reports, meeting minutes, and program materials, was also collected and analysed to gain a further understanding of the community's context and the ongoing CSR efforts. To ensure the validity of the data collected, this research made use of a technique known as source triangulation. This method involves cross-verifying the information gathered from different sources, such as interviews, observations, and written documentation, to establish the credibility and trustworthiness of the findings. By corroborating the data from various sources, the research aimed to minimise potential biases and strengthen the overall conclusions.

The data analysis process involved three primary steps: data reduction, data presentation, and the generation of results. In the data reduction phase, the collected data was organised, categorised, and coded to identify relevant themes and patterns. This facilitated a comprehensive understanding of the research findings and allowed for the development of clear connections between the various data points. In the data presentation phase, the reduced data was visually represented through tables, charts, or other illustrative tools to facilitate a clear and concise understanding of the findings. Finally, in the generation of results phase, the research findings were synthesised, and conclusions were drawn based on the established patterns and relationships within the data. By employing a rigorous academic methodology, this research aimed to provide a trustworthy and in-depth analysis of the role of new media in the environmental empowerment of the Harmony Village community in Karanganyar and the impact of PT Indaco Warna Dunia's CSR initiatives. Through the use of interviews, observations, and written documentation, along with source triangulation and a structured data analysis process, the study aimed to contribute valuable insights and recommendations to the fields of environmental communication and communication sociology.

RESULTS AND DISCUSSION

The participation of new media in the process of the empowerment of communities is of critical significance. Utilising new media to expand capacities is one example of environmental empowerment, which may be seen in a trash bank. The same holds for squandering creative potential by way of YouTube media. In the beginning, all they did was practise the outcomes of the socialisation material that had been provided, which was making plates out of the mouth of a water bottle. After that, the community developed their creativity by watching videos on YouTube and trying to put what they learned into practice by making pencil cases and soap holders. Eventually, they were successful in making bags and baskets for mineral water. Over time, either wrapping the work of creativity in knitting yarn or wire ribbon may make it more aesthetically pleasing. The new media was successful in eliminating the reason that the Dukuh Dadagan community was less interested in learning and pursuing waste creativity because the community was dominated by factory workers who had a shift work system. The reason for this lack of interest in learning and pursuing waste creativity was that the community was dominated by factory workers.

The results of this waste creativity will be promoted via social media; members of the public will promote it through WhatsApp and provide it directly to close friends. In addition, the Harmoni Foundation will promote the outcomes of this waste creativity through Instagram. The Dadagan trash bank often takes part in events to market the goods and educate visitors on how rubbish can be changed into something valuable and helpful. This is done in conjunction with the sale of creative waste products that have been developed from waste. When Indaco held a large event, the Dadagan waste bank took advantage of the opportunity to promote its products to Indaco colleagues by holding a bazaar at the event. At the bazaar, the products that were created through the creation of waste were displayed, and they generated a lot of interest among the attendees.

In the case of the trash bank, new media played a vital role in fostering environmental awareness and encouraging waste reduction practices among the community. Residents initially practised the outcomes of the socialisation material provided, such as making plates from the mouth of a water bottle. As their exposure to YouTube videos grew, the community further developed their creativity, learning to create pencil cases, soap holders, bags, and baskets for mineral water. Over time, they enhanced the aesthetics of their creations by wrapping them in knitting yarn or wire ribbon. The use of new media, particularly YouTube, was instrumental in overcoming the initial lack of interest in learning and pursuing waste creativity among the community, which was predominantly composed of factory workers with shift work systems. By offering accessible and engaging content, new media helped break down barriers to learning and enabled the community to explore and embrace waste reduction and recycling practices in their daily lives.

Analysing this phenomenon through the lens of communication sociology, it becomes evident that the new media has influenced social interactions, a sense of identity, and collective consciousness within the community. The shared experience of learning and creating through YouTube videos has fostered a sense of unity and common purpose, empowering the community to actively engage in environmental stewardship. The decentralised nature of new media has enabled the community to bypass traditional gatekeepers of information, such as government institutions and mainstream media. This democratisation of information has led to a more participatory model of communication, which is consistent with the principles of empowerment and sustainability.

To seek the development and progress of activity programs, such as PAUD, waste banks, and business capital assistance, many references are taken from social media or information distributed by the Harmoni Foundation. The ease of access to information and new media has also contributed to the success of the programs that have been implemented by the Harmoni Foundation. The PAUD gets a lot of input on learning models from social media, the waste bank can develop its activities with the inspiration of waste creativity on the internet, and the use of the Rapel application is also a manifestation of the use of media that supports the progress of the waste bank program. All of these things come from the use of the media to help the progress of the waste bank program. Additionally, the availability of venture capital aid in Dukuh Dadagan, which was launched by the Harmoni Foundation has brought to the attention of company owners the fact that they may access a significant amount of information on capital assistance via the use of social media.

The use of social media in everyday life has become almost inevitable at this point. As a result of developments in industrialization, scientific research, technological innovation, and globalisation, several environmental problems are now being experienced both locally and

internationally. It is possible to make use of social media as a tool to raise awareness about a variety of pressing environmental concerns in a manner that is much more expedient and to a significantly larger population in a relatively short amount of time. It is possible to determine the significance of environmental education with the value of social media via contact between environmental educators and students or common people. People in this day and age are turning to social media platforms in order to show their support for environmental initiatives and to interact with others on a local and worldwide scale on small to large environmental concerns. Additionally, it gives regular people the opportunity to monitor the quality of the air, water, and temperature around them, and then share the information they gather with other people.

Online communities that exist across a variety of digital platforms can bring about change, and this potential is itself subject to change. Consumers are also becoming more conscientious about their shopping selections and are more likely to purchase items and services that do not hurt the environment since this tool is becoming an increasingly effective instrument to disseminate knowledge about the significant changes that are occurring in the environment. It is critical to immediately begin formulating and putting into action solutions that may contribute to the protection of the natural world. This may be accomplished via the participation of private institutions, the general public, and newly developed creative platforms in the effort to raise awareness about the significance of environmental preservation and sustainable development for the maintenance of a safe and healthy future. The findings from interviews with other informants indicate that the ease of access to information in Harmoni Village is not only channelled through the Harmoni Foundation, but residents have been able to access more information through social media to seek to achieve the sustainability of the programs that have been implemented, and the greater the ease with which residents can access information, the greater the opportunities for the community to become independent and empowered are. The interviews were conducted to find out how the residents of Harmoni Village have been able to access more information through social media.

CONCLUSION

This research underscores the influential role of new media in promoting green behaviour campaigns, specifically those that are supported by Corporate Social Responsibility (CSR) initiatives. The Indaco Warna Dunia Company's CSR division exemplifies how such collaborations with the community can drive impactful environmental change. Social media, a form of new media, has emerged as an effective tool for disseminating environmental education and fostering a generation attuned to sustainable practices and environmental issues. The study's findings emphasize that, with the use of these platforms, green behaviour campaigns can reach a broader audience and inspire young people to adopt eco-friendly habits. The eventual outcome is the formation of environmentally-conscious communities, showcasing the potential of strategic CSR collaborations to effect substantial social and environmental change.

BIODATA

Sri Hilmi Pujihartati is a lecturer at the Department of Sociology, Faculty of Social and Political Sciences, Universitas Sebelas Maret, Indonesia. Email: srihilmi@staff.uns.ac.id

Ismi Dwi Astuti Nurhaeni is a Professor of Public Administration at the Faculty of Social and Political Sciences at Universitas Sebelas Maret. Email: ismidwiasuti@staff.uns.ac.id

Drajat Tri Kartono is a lecturer at the Faculty of Social and Political Sciences at Universitas Sebelas Maret. Email: drajattri@staff.uns.ac.id

Argyo Demartoto is the Head of the Department of Sociology at Universitas Sebelas Maret. Email: argyodemartoto_fisip@staff.uns.ac.id

REFERENCES

- Abang, M., Ahmad, J., & Saad, S. (2020). Sarawak digital economy and the organisational sensemaking process of CSR: A conceptual view. *Jurnal Komunikasi: Malaysian Journal of Communication*, 36(1), 205-223. <https://doi.org/10.17576/JKMJC-2020-3601-1>
- Abdulsalam, B. K., & Akinboboye, S. (2013). Corporate social responsibility effect on consumer patronage management perspective: A case study of a telecommunication company in Nigeria. *Jurnal Komunikasi: Malaysian Journal of Communication*, 29(1), 55-71. <https://ejournal.ukm.my/mjc/article/view/15029>
- Acharya, J., & Patnaik, S. N. (2018). Corporate social responsibility in community development and sustainability: Rourkela Steel Plant, a unit of SAIL, India. *Asian Journal of Business Ethics*, 7(1), 53-79.
- Ahmad, N., Ullah, Z., Arshad, M. Z., Kamran, H. Waqas, Scholz, M., & Han, H. (2021). Relationship between corporate social responsibility at the micro-level and environmental performance: The mediating role of employee pro-environmental behaviour and the moderating role of gender. *Sustainable Production and Consumption*, 27, 1138–1148. <https://doi.org/10.1016/J.SPC.2021.02.034>
- Amankwah-Amoah, J. (2020). Stepping up and stepping out of COVID-19: New challenges for environmental sustainability policies in the global airline industry. *Journal of Cleaner Production*, 271, 123000. <https://doi.org/10.1016/j.jclepro.2020.123000>
- Amran, A., Zain, M. M., Sulaiman, M., Sarker, T., & Ooi, S. K. (2013). Empowering society for better corporate social responsibility (CSR): The case of Malaysia. *Kajian Malaysia*, 31(1), 57-78.
- Chen, S. C., & Lin, C. P. (2019). Understanding the effect of social media marketing activities: The mediation of social identification, perceived value, and satisfaction. *Technological Forecasting and Social Change*, 140, 22–32. <https://doi.org/ghf4m3>
- Chua, K. B., Quoquab, F., & Mohammad, J. (2020). Factors affecting environmental citizenship behaviour: An empirical investigation in Malaysian paddy industry. *Asia Pacific Journal of Marketing and Logistics*, 32(1), 86–104. <https://doi.org/kfkw>
- Gong, X., Zhang, J., Zhang, H., Cheng, M., Wang, F., & Yu, N. (2020). Internet use encourages pro-environmental behaviour: Evidence from China. *Journal of Cleaner Production*, 256, 120725. <https://doi.org/10.1016/J.JCLEPRO.2020.120725>
- Ma, G., Rau, P. L.P., & Guo, Z (2018). The effects of environmental awareness and consumption value on green makeup product purchase intentions. *Scientific Research Publishing*, 9(7), 1898- 1916. <https://doi.org/10.4236/psych.2018.97110>
- Hamzah, M. I., & Tanwir, N. S. (2021). Do pro-environmental factors lead to the purchase intention of hybrid vehicles? The moderating effects of environmental knowledge. *Journal of Cleaner Production*, 279. <https://doi.org/10.1016/J.JCLEPRO.2020.123643>
- Jambeck, J. R., Geyer, R., Wilcox, C., Siegler, T. R., Perryman, M., Andrady, A., Narayan, R., & Law, K. L. (2015). Plastic waste inputs from land into the ocean. *Science*, 347(6223), 768–771. <https://doi.org/10.1126/science.1260352>
- Joshi, Y., & Rahman, Z. (2015). Factors affecting green purchase behaviour and future research directions. *International Strategic Management Review*, 3(1), 128-143.
- Julianti, N. W. S., & Pramudana, K. A. S. (2017). Peran sikap dalam memediasi pengaruh pengetahuan dan kepedulian lingkungan terhadap niat beli produk hijau. *e-Jurnal Manajemen*, 6(10), 5524-5551. <https://ojs.unud.ac.id/index.php/manajemen/article/view/32357>

- Kim, E. E. K., Kang, J., & Mattila, A. S. (2012). The impact of prevention versus promotion hope on CSR activities. *International Journal of Hospitality Management*, 31(1), 43-51.
- Lange, F., & Dewitte, S. (2019). Measuring pro-environmental behaviour: Review and recommendations. *Journal of Environmental Psychology*, 63, 92–100.
- Li, D., Zhao, L., Ma, S., Shao, S., & Zhang, L. (2019). What influences an individual's pro-environmental behaviour? A literature review. *Resources, Conservation and Recycling*, 146, 28–34. <https://doi.org/10.1016/J.RESCONREC.2019.03.024>
- Li, Q., & Wu, M. (2020). Tourists' pro-environmental behaviour in travel destinations: benchmarking the power of social interaction and individual attitude. *Journal of Sustainable Tourism*, 28(9), 1371–1389. <https://doi.org/ghrp42>
- Mi, Z., & Coffman, D. M. (2019). The sharing economy promotes sustainable societies. *Nature Communications*, 10, 1214. <https://doi.org/10.1038/s41467-019-09260-4>
- Rahim, N., & Omar, N. (2017). Online communication and sustainability reporting: The managerial issues. *Jurnal Komunikasi: Malaysian Journal of Communication*, 33(3), 231-249. <https://doi.org/10.17576/JKMJC-2017-3303-14>
- Rangan, K., Chase, L., & Karim, S. (2015). The truth about CSR. *Harvard Business Review*, 93(1/2), 40-49.
- Rini, A. S., Sukaatmadja, I. P. G., & Giantari, I. G. A K. (2017). Pengaruh pengetahuan lingkungan dan kepedulian lingkungan terhadap sikap dan niat beli produk hijau “The Body Shop” di Kota Denpasar. *e-Jurnal Ekonomi dan Bisnis Universitas Udayana*, 6(1), 137- 166. <https://ojs.unud.ac.id/index.php/EEB/article/view/23972>
- Usadi, M. P. P., Giantari, I. G. A. K., & Wardana, M. (2015). Peran kepedulian pada lingkungan dalam memediasi pengaruh pengetahuan tentang lingkungan terhadap niat pembelian produk hijau (Studi pada produk TV LED Merek Samsung di Kota Denpasar). *e-Jurnal Manajemen*, 4(1), 39-58. <https://ojs.unud.ac.id/index.php/manajemen/article/view/10026>
- Van Lange, P. A. M., Joireman, J., & Milinski, M. (2018). Climate change: What psychology can offer in terms of insights and solutions. *Current Directions in Psychological Science*, 27, 269–274.
- Widhagdha, M. F., Wahyuni, H. I., & Sulhan, M. (2019). Bonding, Bridging and Linking Relationships of the CSR target communities of PT Pertamina Refinery Unit II Sungai Pakning. *Jurnal Komunikasi: Malaysian Journal of Communication*, 35(4), 470-483.
- Wu, D., Lin, C., & Liu, S. (2016). Does the community environment matter to corporate social responsibility? *Finance Research Letters*, 18, 127-135.
- Yang, X., & Weber, A. (2019). Who can improve the environment—Me or the powerful others? An integrative approach to the locus of control and pro-environmental behaviour in China. *Resources, Conservation and Recycling*, 146, 55–67. <https://doi.org/gmitcm>
- Yuhani, N. S., Effendi, N. A. M., Rushdan, N. H., Zamri, F. N., & Wok, S. (2020). Factors Influencing the Participation in IIUM Zero Single-Use Plastic Campaign. *Jurnal Komunikasi: Malaysian Journal of Communication*, 36(4), 85-98. <https://doi.org/kfmd>
- Zhang, J., Cheng, M., & Yu, N. (2020). Internet use and lower life satisfaction: The mediating effect of environmental quality perception. *Ecological Economics*, 176. <https://doi.org/10.1016/J.ECOLECON.2020.106725>
- Zhang, J., Cheng, M., Mei, R., & Wang, F. (2019). Internet use and individuals' environmental quality evaluation: Evidence from China. *The Science of the Total Environment*, 710, 136290–136290. <https://doi.org/10.1016/J.SCITOTENV.2019.136290>