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The Role of Gen-Z in Supporting Sustainable Development Through Green Economy Towards Golden Indonesia 2045

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Abstract

Generation Z is currently a generation that has a big influence in determining future direction and policies. They also play a very important role in efforts to achieve the Sustainable Development Goals (SDGs) set by the UN. A green economy can help address environmental and social problems while expanding economic development. By promoting and facilitating the development of a green economy, generation Z can help build a Golden Indonesia 2045. This vision focuses on efforts to make Indonesia a developed and just country by 2045. A green economy can help achieve this vision by expanding economic development while paying attention to environmental balance and social. The method used in this research is the narrative review method. The narrative review method aims to identify and summarize previously published articles, avoid duplication of research, and look for new fields of study that have not been researched. The results of this research, namely the role of generation Z in supporting the SDGs through green economic development, are important and must be accepted as a responsibility. together. They have the ability and potential to lead sustainable development efforts and help achieve a Golden Indonesia 2045.

Keywords

Generation Z, SDGs, Green Economy, Golden Indonesia 2045

1. Introduction

Unsustainable global economic development has a negative impact on the environment and the quality of human life. Economic growth that is unbalanced and not environmentally friendly causes an increase in greenhouse gas emissions, environmental degradation and a decrease in natural resources (Nadiroh et al., 2019). This all has a negative impact on human health and the environment. At the same time, environmental damage and poor quality of human life affect long-term economic growth. Poor environmental conditions can reduce productivity and increase health costs. This all creates an economic burden for the government and society, and slows down overall economic growth (Abi, 2017).

Generation Z is a group of individuals born between 1997 and 2012. They follow the millennial generation and are known as the generation that was born and grew up with technology and the internet. Generation Z has better access and is accustomed to using technology and social media in everyday life. They are also known as a generation that cares about social and environmental issues, and has a more global and open view (Mukri, 2018; Sutadji, 2023). Generation Z plays an important role in realizing the Sustainable Development Goals (SDGs) launched by the United Nations. Generation Z is a generation that has extensive access and knowledge about social and environmental issues, so they have great potential to lead and help realize sustainable development goals. Generation Z also has the ability and motivation to work together and coordinate with government, business and other communities to achieve SDGs goals. Therefore, building capacity and providing support to generation Z in playing its role in realizing the SDGs is very important (Maulida & Ali, 2023).

Green economic development is an effective solution to improve the environment and improve human welfare in a sustainable manner. A green economy is an economic model that emphasizes sustainable development and growth, which considers the environmental and social consequences of every economic activity (Fathani et al., 2022; Susdarwono & Wiranta, 2023). This makes it possible to improve the environment and ensure that sustainable development brings benefits not only to the present, but also to future generations. By using responsible resources and technology, green economic development can ensure that sustainable development not only brings economic progress, but also improves the quality of human life and the environment (Romadhon & Mutmainah, 2023).

Indonesia has great potential to build a green economy and achieve its vision as Golden Indonesia 2045. Generation Z has an important role in realizing this vision because they have the ability and motivation to play an active role in developing the green economy (Kabir et al., 2022; Fatah et al., 2023). Generation Z can help promote an environmentally responsible lifestyle through their business and consumption activities. They can also help promote environmentally responsible business practices and products, as well as facilitate collaboration between government, business and society in efforts to develop a green economy. The aim of this article is to determine the active role of generation Z in developing the green economy in realizing the vision of a Golden Indonesia 2025.

2. Methods

The narrative review method is a method used to discuss or study a topic or issue through narrative description and analysis. Researchers can collect and analyze various sources of information about the role of Generation Z in realizing Sustainable Development Goals through the development of a green economy and the vision of a Golden Indonesia 2045. This information can be in the form of case studies, journals, reports and other publications related to this topic. After collecting

information, researchers can compile a narrative that explains the role and contribution of Generation Z in efforts to develop a green economy and realize the Sustainable Development Goals and the vision of a Golden Indonesia 2045.

3. Results and Discussion

The Role of Generation Z in Realizing Sustainable Development Goals (SDGs) Generation Z plays an important role in realizing the Sustainable Development Goals (SDGs) launched by the UN. Generation Z has great potential to influence change and make a positive impact on the environment and society through their actions in business and consumption (Nuringsih & Nuryasman, 2021). Generation Z is known as a generation that cares about the environment and has a strong social orientation. They have a tendency to choose environmentally friendly products and services and show concern for social and environmental issues. Therefore, they can be pioneers in changing unsustainable consumption and business patterns to become more environmentally responsible (Wijaya & Kokchang, 2023; Chairia et al., 2024).

Generation Z can play an active role in fighting for the rights of women and children, such as equal education and employment opportunities with men. Become ambassadors for these rights and help reduce discrimination and gender inequality. Through social action and advocacy, they can influence public opinion and influence public policies that are more inclusive and fairer for women and children (Nuringsih et al., 2022). Generation Z can utilize social action and advocacy to influence public opinion and influence public policy. They can use social media and technology to spread messages and motivate others to join efforts to fight for women's and children's rights. This can help shape more inclusive public opinion and influence the creation of fairer and more equal public policies for women and children (Hudayah al., 2023).

Apart from that, generation Z also has extensive technological capabilities and access so that they can utilize technology to promote and expand knowledge about green economic development and environmental issues. They can also be pioneers in utilizing green technology to overcome environmental problems and promote sustainable lifestyles. Thus, the role of Generation Z in realizing the SDGs is very important and plays a big role in helping to achieve sustainable development goals. They can lead change and make a positive impact on the environment and society through their everyday actions. Therefore, it is important for the government and society to facilitate and facilitate the role of Generation Z in realizing the SDGs and building a more sustainable and prosperous world (Wijayani & Puspitarini, 2022).

3.1. Green Economic Development

Green economic development can help Generation Z in supporting Sustainable Development Goals (SDGs) in several ways. First, the development of a green economy focuses on the use of environmentally friendly resources and technology, so that it can reduce negative impacts on the environment and improve the quality of human life. Second, green economic development also promotes environmentally responsible business practices, such as sustainable management of natural resources and environmentally friendly production practices (Fathani et al., 2022).

Thus, Generation Z can play an important role in promoting green economic development through selecting environmentally responsible products and services, as well as participating in businesses and activities that promote green economic development. Generation Z can also influence social and cultural change through knowledge and understanding of environmental issues and sustainable development. Therefore, developing a green economy is an important solution for Generation Z to participate in realizing the SDGs and improving the environment and quality of human life in a sustainable manner. By involving the younger generation such as

Generation Z in the development of a green economy, it will ensure that Indonesia's vision as Golden Indonesia 2045 is achieved together.

3.2. The Role of Generation Z in Realizing the Vision of a Golden Indonesia 2045

Generation Z can play an important role in helping Indonesia achieve its vision of Golden Indonesia 2045 through the development of a green economy. They can start by understanding the importance of the environment and how the development of a green economy can help improve the environment and improve human welfare in a sustainable manner. Generation Z can participate in the development of a green economy through environmentally responsible business and consumption activities (Ningsih, 2018). By starting a green business, Generation Z can make a contribution to the economy and the environment. They can also choose products and services that meet green standards, such as reducing plastic use, promoting renewable energy and reducing greenhouse gas emissions. Generation Z can also invite other people to work together to build a green economy by providing education and influencing consumption behavior (Poluakan et al., 2019).

To realize the vision of a Golden Indonesia 2045 through the development of a green economy, Generation Z can take the following strategies (Kabir et al., 2022):

1. **Education and Awareness**
Generation Z can start by increasing knowledge and awareness of the importance of the environment and green economic development. They can participate in social and environmental activities to introduce important issues and ways to help solve them.
2. **Sustainable Business**
Generation Z can start environmentally responsible businesses and integrate green economic development principles in their business models. They can also look for green resources and technologies to increase efficiency and minimize environmental impact.
3. **Responsible consumption**
Generation Z can make responsible consumption choices and prioritize environmentally friendly products and services. They can also increase the use of local products and promote sustainable consumption practices.
4. **Advocacy and Participation**
Generation Z can actively participate in the policy making process and fight for environmental issues and green economic development. They can collaborate with related parties and coordinate with the government to fight for important issues.
5. **Government**
The government can also work together with Generation Z to realize the vision of a Golden Indonesia 2045 through the development of a green economy. The government can provide incentives and support for Generation Z's green business ventures, as well as facilitate education and training on green economic development. Overall, Generation Z's role in building a green economy is important and can help realize the vision of a Golden Indonesia 2045. They play an irreplaceable role in helping to improve the environment and improve human welfare in a sustainable manner.

4. Conclusion

Generation Z plays a vital role in achieving the Sustainable Development Goals (SDGs) as they are the future leaders of development, with immense potential to shape business practices and consumption patterns. Their values and actions can significantly influence the transition towards a greener economy. Green economic

development, which focuses on improving environmental quality while enhancing human well-being, is a key solution to ensure sustainability. By adopting eco-friendly lifestyles, supporting businesses that prioritize sustainability, and raising awareness about the importance of environmental responsibility, Generation Z can actively contribute to building a green economy. Their tech-savvy nature and social influence allow them to advocate for sustainable products and practices effectively. As the driving force behind consumer trends, Generation Z can lead the shift towards products and services that are environmentally friendly and of high quality. Through these efforts, they can help realize Indonesia's vision for a prosperous, sustainable future, and contribute to the nation's Golden Indonesia 2045 vision, emphasizing the importance of long-term sustainability and responsible growth.

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