

BACKGROUND

From the early 2000s until now, Through the mass media and the internet, consumers are aware about safety and environmental health issues which are continuously conveyed to create new awareness among the world community. These issues are then comprehensively manifested in a short slogan, namely “Go Green”. Safety and health issues are closely related to human consumption patterns which should be more directed to "Go Green" products that minimize and even eliminate harmful synthetic chemicals in a product. A healthy and natural lifestyle with the slogan "back to nature" appears together with the issue of Go Green. The “back to nature” lifestyle is expected to become a new trend in the world. Consumers are also educated about their responsibility to the environment. Through the issue of Go Green, a back to nature lifestyle, and education about their responsibility to the environment, public awareness is slowly starting to grow, to try to minimize environmental damage and use natural resources efficiently.

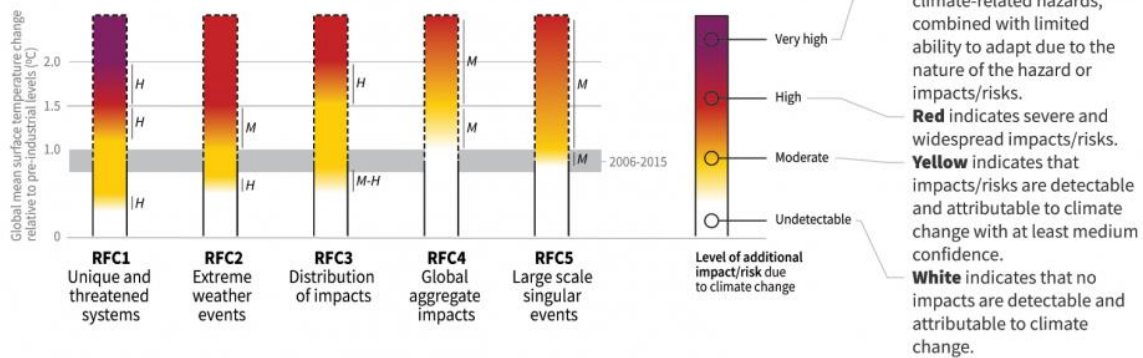
At the end of 2021, COP26 or commonly known as the Summit for Change (UNFCCC) held a conference in order to agree on new funding for climate damage and build a better environmental condition for the world. As we all know, climate change is a big challenge for Indonesia and the world. Starting from changes in temperature, changes in rainfall patterns, drought and lack of clean water, extreme weather changes, to rising sea levels, climate change occurs due to increasing concentrations of greenhouse gases in the atmosphere such as carbon dioxide (CO₂), methane (CH₄), and nitrogen oxides (N₂O). (ICCTF, 2021)

Based on the graph below, it can be said that there is not a single human being who does not feel the impact, even not only humans but animals and plants, as well as other natural resources, are also affected. Humans who have contributed the most to the increased risk of climate change have caused quite a variety of consequences, ranging from repeated natural disasters or phenomena that have only happened once. Of course, the younger generation is the generation most affected by the impacts of climate change. At present, efforts to maintain a temperature of 1.5C are said by some scientists to be difficult. According to current plans, the world will exceed 1.5C in a few decades and reach 2.7C-3C by the end of the century. Scientists say urgent action must be taken to keep the temperature at 1.5C but some say it is too late. (BBC, 2021)

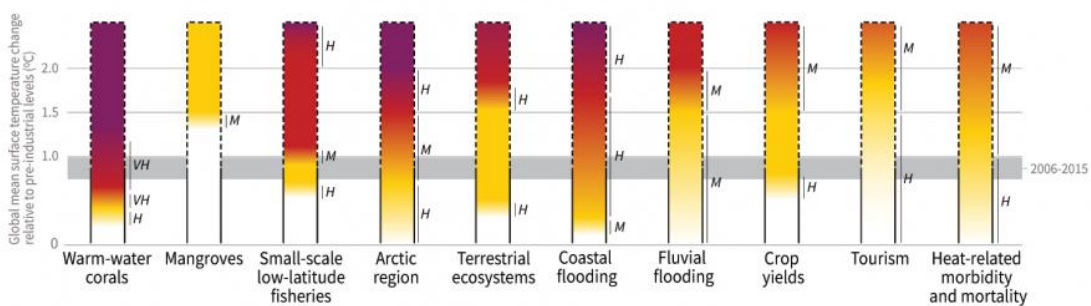
How the level of global warming affects impacts and/or risks associated with the Reasons for Concern (RFCs) and selected natural, managed and human systems

Five Reasons For Concern (RFCs) illustrate the impacts and risks of different levels of global warming for people, economies and ecosystems across sectors and regions.

Impacts and risks associated with the Reasons for Concern (RFCs)



Impacts and risks for selected natural, managed and human systems



Confidence level for transition: L=Low, M=Medium, H=High and VH=Very high

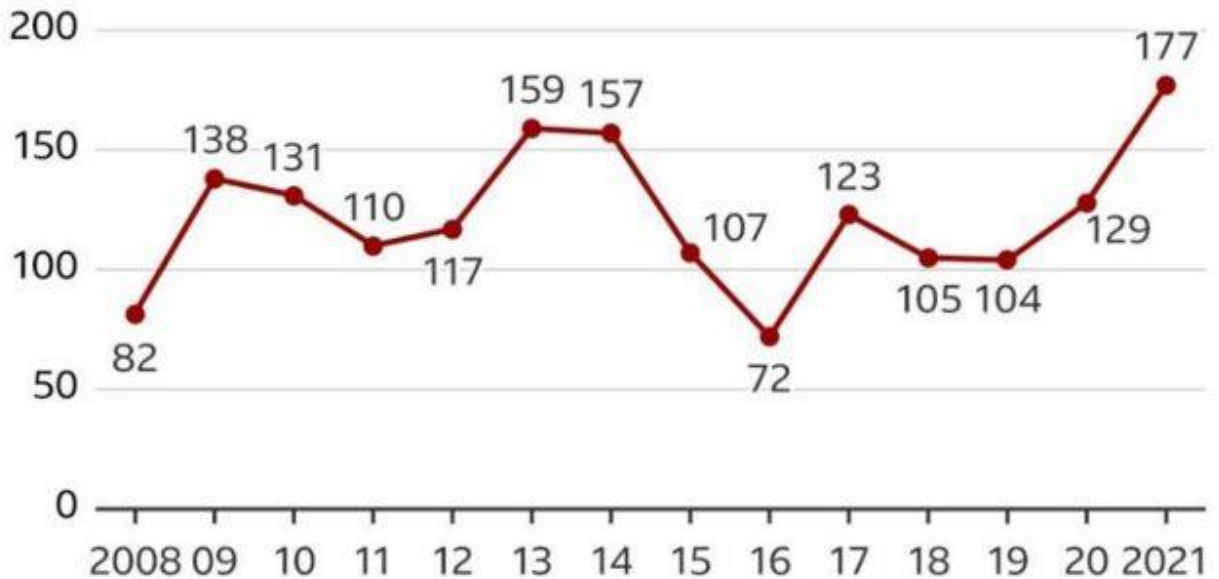
Figure 1.1 RFCs illustrate the implications of global warming for people, economies and ecosystems.

Source: IPCC, 2018

The issue of climate change has also become very relevant for Indonesia to pay attention to, because of two main things. First, Indonesia is the third-largest country with high forest wealth (after the Amazon and the Congo) in addition to the wealth of other natural resources. Indonesia is an archipelagic country where thousands of small islands form the unitary state of the Republic of Indonesia. Second, this condition puts Indonesia in the condition of being both a 'savior' actor and a victim of climate change. (Sudjarwadi, 2015)

Tren banjir pada bulan Januari 2008-2021 meningkat

— Jumlah kejadian



Sumber: BNPB

BBC

Figure 1.2 The trend of flooding in January 2008-2021 is increasing.

Source: BNPB, 2021

With its forest wealth, Indonesia is expected to become the world's carbon sink, and on the other hand, with the condition of an archipelagic country, making Indonesia vulnerable to every symptom of climate change (drought, flooding, changes in the climate cycle) that endanger the livelihoods of the Indonesian people. (Adzkie, 2021)

Currently, there is a lot of damage to the environment caused by the community itself. Often people are not aware of the state of the environment around them. There is even environmental damage caused by the community itself, such as floods, indiscriminate illegal logging which results in forest fires and other environmental damage. Public awareness of the environment is increasing after a lot of environmental damage occurred (Mkik, 2017). The increasing public awareness is due to concerns about air pollution, health, and even natural disasters (Mkik et al 2017). However, at this time, the problem with the environment is the waste

that is often disposed of in any place which causes air pollution and even floods. Flood disasters and environmental pollution are mostly caused by household waste that is difficult to recycle, such as plastic waste. Household waste is also a chronic problem in urban Indonesia today (Sullivan et al 2014).

At a time when people are more worried about environmental events such as floods and environmental pollution, people are starting to think about the prevention of the environment. For example, people who own businesses must think about ways to do business activities that preserve the environment (Mkik, 2017). Where the company must establish an environmental management system, minimize waste, and prevent environmental problems in company activities (Mkik, 2017). One of the activities that companies can do is green marketing. Green marketing is a marketing activity that has the potential as a business strategy and has been successfully used as a business strategy benchmark. Green marketing is one of the marketing strategies for environmentally friendly products.

One company that applies the concept of green marketing is Starbucks. The application of green marketing at Starbucks must be able to create an important market role in the long term and be able to teach consumers to build a brand, product, and service that helps the environmentally friendly concept that is accepted by the community (P Jeevarathnam et al 2016). At this time, green marketing has been widely used by companies with consistency in satisfying human needs and desires without causing an impact on the environment (P Jeevarathnam et al 2016).

Environmental issues are issues all over the world that often arise. Governments, organizations, and some groups have been actively holding business companies to account regarding environmental damage such as unusual climate change, global warming, natural resource degradation, and population. In this case, The aim is to create significant environmental awareness and to make consumers more concerned with green products and their impact on the environment. This is the reason why companies focus on consumer activities related to environmental protection processes with the aim of satisfying customer needs, providing social proof of responsibility, protecting consumer rights, and ensuring the quality of life of future generations (Mkik, 2017). This makes the author interested in discussing this issue.

The concept of this research was formed through observing the reality of people in Indonesia who are still unfamiliar with how to behave in green consumption, especially if they

know and feel that there is no benefit in any form when they are required to carry out environmentally friendly consumption behavior that is offered. This thinking is supported by the findings of Oei (2012) which states that it is necessary to realize that the Indonesian people are currently still thinking about what benefits will be obtained when purchasing certain services and goods or commonly referred to as double benefits. When a consumer is invited to be directly involved in any company's program of activities, Indonesian consumers today will still think about the benefits that the consumer will get when deciding to get involved in the company's green program. In contrast to consumers in developed countries who demand companies to become green companies, run their business in a green manner, giving rise to the concept of corporate social responsibility (Samarasinghe, 2012, p.42), Indonesian consumers, in the current reality, do not really care about how a company carries out activities. daily business.