EcoNusa Internal Study

Youth Mobilization

Author: OG Behaviorlab by Established Jakarta

TABLE OF CONTENTS

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EXECUTIVE SUMMARY

Report on EcoNusa's Youth Programs in Maluku and Papua

This report presents the findings of a 5-year internal study of EcoNusa's youth programs. The purpose of the study is to provide recommendations for EcoNusa's programs for the next 5 years.

1. Methodology

The study used a mixed-methods approach, combining qualitative and quantitative methods. Qualitative data was collected through focus group discussions (FGDs) and in-depth interviews (IDIs) with internal stakeholders (EcoNusa management and staff) and external stakeholders (Papuan and Maluku youth who participated in the program, as well as those who did not, and the locals in Papua and Maluku). Quantitative data was collected through a survey for external stakeholders.

2. Findings

2.1. Perceptions towards the Youth Program

The findings show that young people have a generally positive perception of EcoNusa's programs. However, there are some concerns about a lack of transparency in communication between EcoNusa field staff and program participants.

2.2. Internal Challenges

Internal stakeholders at EcoNusa feel that the number of programs exceeds the organization's human resources capacity, making it difficult to effectively implement the

youth program. Staff turnover also affects the program, as it can lead to confusion and a lack of direction for youth participants.

2.3. Motivations and Barriers for Youth Participation

The study found that young people are motivated to join EcoNusa for a variety of reasons, including:

- Concern for the environment and the rights of future generations
- The opportunity to gain experience and build their resume

However, there are also a number of barriers that prevent young people from participating in or continuing their activity with EcoNusa, including:

- Infrastructure challenges
- Time constraints
- Financial constraints
- Social barriers

3. Recommendations

Based on the findings of the study, the following recommendations are made for EcoNusa:

1. Enhance the Capacity of Youth Groups

2. Adopt a Communication Style that is Preferred by the Young People

3. Communicate SOPs to Participants and Youth Partners

4. Focus the Programs to Help Young People Form their Identity

5. Use Public Figures to Promote Youth's Behavior Change

6. Create Screening Procedure for Future Applicants

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7. Address and Fulfill Opportunistic Motivations

8. Use Behavior Change Communication (BCC)

4. Conclusion

The findings of the study show that young people in Maluku and Papua are already in the learning and growth zone, indicating that they are ready to take action and maintain positive behavior change. This suggests that young people in Maluku and Papua are open to participating in organizations that address issues such as education, human rights, the environment, and the economy.

Note: This is a summary of the report. The full report can be read after this chapter.

I.   INTRODUCTION

1. Background

Indonesia is a country rich in natural resources, both renewable and non-renewable. Indonesia's natural diversity has been a valuable asset for economic growth and community well-being, especially since Indonesia's tropical rainforest is the third largest in the world and is the lungs of the Earth because it contributes to supporting the world's oxygen (Fiona, N., 2020). However, this natural wealth often experiences serious damage, resulting in many areas experiencing deforestation, coral reef damage, declining clean water quality, declining clean air quality, and so on. This is mainly caused by people's behavior who lack understanding and awareness of the impact of their daily activities that actually damage the environment, and how important it is to protect the environment and natural resources. Activities ranging from littering, burning garbage, illegal logging, illegal forest burning, to coral reef damage and so on, cause alarming environmental damage in Indonesia (DISHLK, 2017; Fiona, N., 2020). If these things are not stopped, Indonesia could experience a natural crisis that can also accelerate global warming. One way that can be done to overcome these problems is to equip young people as the future generation with the knowledge and activities they can do to prevent environmental damage, such as what EcoNusa has done.

The damage to nature and the environment that occurs also has a direct impact on the Indonesian people. For example, the forests in Kalimantan to Papua that are still being exploited and destroyed, such as deforestation, can trigger natural disasters such as floods and landslides (WALHI, 2021), where many natural resources are located in Eastern Indonesia, especially Papua.

To address environmental issues in Eastern Indonesia, there are already many organizations whose programs focus on Eastern Indonesia, especially Papua, so that many

young people can also participate in helping the environment in Eastern Indonesia. Therefore, mobilizing young people is an important thing, because young people are the future generation and agents of change who have great potential to influence public awareness and behavior in protecting nature and the environment. By mobilizing young people, other young people from different regions will also be inspired to take an active role in protecting the nature of Eastern Indonesia.

One of the organizations that focuses on Eastern Indonesia is EcoNusa. EcoNusa is a local non-government organization (NGO)that was established in 2017 with the hope of helping problems in Eastern Indonesia, especially Papua and Maluku. Since 2018, EcoNusa has carried out various programs to help the people, nature and environment of Papua and Maluku through youth activities to help mobilize young people, such as the *Aksi Muda Jaga Iklim*, School of Eco Diplomacy, and *Penjaga Laut*. To create a series of programs that are tailored to the needs of the Papuan and Maluku communities, it is necessary to review EcoNusa programs that have been carried out over the past 5 years. Therefore, EcoNusa appointed local consultants namely Resource Management Development and Consultant SwaPrakarsa (REMDEC) which focuses on civil society organizations (CSOs) and Established Jakarta (ESTB) to assist in reviewing EcoNusa's programs for the past 5 years to provide recommendations for the next 5 years. This report will outline the findings of the activities carried out by ESTB.

2. Objective

As the author, ESTB was appointed to assist REMDEC in conducting research related to the youths under EcoNusa. The research includes a study of EcoNusa's programs, which is used as a basis for providing recommendations for EcoNusa's programs for the next 5 years. The study conducted by the author is an internal study, which includes:

1. Collecting data reports, analyzing, evaluating, and finding key takeouts on the quality of program implementation and achievements, as well as EcoNusa's relations with stakeholders and the public at large.

2. Identifying strengths and weaknesses related to the capacity of EcoNusa's human resources, program management, including communication, marketing and activity development together with stakeholders (building communities).

3. Conducting an analysis of the achievements that EcoNusa has made.

4. Providing analysis results in the form of report on EcoNusa's program performance and recommendations for strategies, and indicators for performance achievement measurement for the future for EcoNusa's role in the future.

From the internal study that the author has conducted, the author will provide several research results that will be explained in this report, the research results that will be reported are as follows:

1. Stakeholders' behavior analysis results.

2. Recommendations based on research conclusions from stakeholders.

3. Recommendations for Behavior Change Communication (BCC) or behavior change communication.

4. Advantages and disadvantages of EcoNusa programs that have been/are running based on research results.

5. What can be developed by EcoNusa for their next programs.

6. What EcoNusa can do to attract new users to participate in the EcoNusa program.

3. EcoNusa Programs

EcoNusa has several different programs to help with issues in Eastern Indonesia. The program focus that the author received from EcoNusa are as follows:

1. *Pengelolaan Sumber Daya Alam*
2. *Advokasi kebijakan dan riset*
3. *Kelautan*
4. *Komunikasi dan Mobilisasi Anak Muda*
5. *Operasional, Keuangan, SDM, dan Kemitraan*
6. *Perencanaan, Pemantauan, Evaluasi, dan Pembelajaran*
7. EcoBusiness

From the stated programs, those that are focused on Indonesian youths are: School of Eco-Diplomacy (SED), *Ilmuwan Muda Papua* (IMP), *Penjaga Laut*, and EcoDefender, which are SED alumnus. The youth programs are youth initiative development programs through communications and youth mobilization (CYM).

II. METHOD

The research method that was used for EcoNusa's internal study was a mixed method to gain insights and perceptions from the stakeholders that we have mapped out. For the qualitative approach, we conducted focus group discussions (FGD) on the field (in Sorong, Papua, and Ambon, Maluku) and also virtually from 14 August 2023 until 22 August 2023. For the quantitative approach, we distributed surveys through social media and WhatsApp.

1. Research Process

The research process that the author conducted can be seen on the following flowchart:
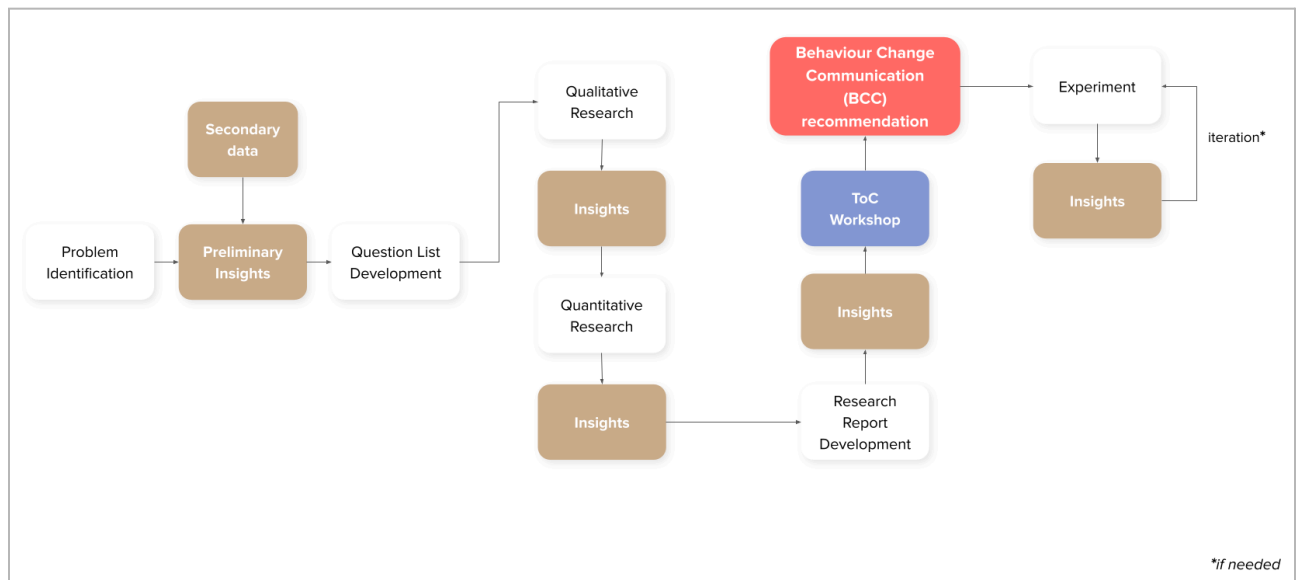
Figure 1. Research Process for EcoNusa

As can be seen in the figure above, after collecting the results of the qualitative and quantitative research, the author will write a research report. The results of this research will be brought to the Theory of Change Workshop with REMDEC and EcoNusa for a joint

discussion on the findings of each consultant team to develop the most appropriate approach that can be used to develop EcoNusa's behavior change communication. To determine the most appropriate behavior change communication, the author will conduct an experiment using a behavioral science approach.

2.   Stakeholder Mapping

There are 2 types of stakeholders that the author mapped, which are internal and external stakeholders. Internal stakeholders consist of EcoNusa staffs and youths that are a part of EcoNusa, whereas external stakeholders are people outside of EcoNusa. The stakeholders that the author managed to interview are individuals who were obtained through EcoNusa's contacts in Eastern Indonesia, and also from ESTB's local facilitator in Sorong, Papua.

The following is the stakeholder mapping that the author have carried out:

1. Internal stakeholder:
- Board of Directors (BOD) & management

    ○ Stakeholders within EcoNusa who are part of management.

- EcoNusa Youth Group

    ○ 18-35 year-old individuals who are a part of EcoNusa as a volunteer.

    ○ 18-35 year-old individuals who are a part of EcoNusa as a partner, such as local communities or organizations that worked together with EcoNusa at least once for an event or program.

2. External stakeholder:
- Donor

○ Private sectors that have given or are currently giving donations to EcoNusa.

● Local people

○ Locals who live in Maluku and Papua.

○ Locals who are highly regarded by society, such as tribe leaders/traditional figures, or religious figures.

● Youth Group

○ 18-35 year-olds who have never joined or even heard of EcoNusa, or who once was a part of EcoNusa but not anymore.

The schedule for on-field and virtual interviews that was carried out can be seen in the table below:

Day	Date	Time (WIT)	Location	Activity
Sunday	13 Aug 2023	05:00 WIB	Papua	depart to Sorong, Papua
		15:00		arrive at EcoNusa's youth meeting event
Monday	14 Aug 2023	10:00-12:00		FGD Youth Group
		13:00-15:00		FGD virtual Volunteer/Field Practitioner Papua Group 1
		14:00-16:00		IDI religious figure
Tuesday	15 Aug 2023	10:00-12:00		FGD EcoNusa Youth Group
		14:00-16:00		FGD Papua locals
		13:00-15:00		FGD virtual Volunteer/Field Practitioner Papua Group 2
Wednesday	16 Aug 2023	10:00-12:00		IDI traditional figure
		14:00-16:00		FGD EcoNusa Youth Group
		13:00-15:00		FGD virtual Volunteer/Field Practitioner Maluku Group 1
Thursday	17 Aug 2023	TBA	Maluku	depart to Maluku, Ambon
Friday	18 Aug 2023	10:00-12:00		FGD EcoNusa Youth Group
		14:00-16:00		FGD Youth Group
		13:00-15:00		FGD virtual Volunteer/Field Practitioner Maluku Group 2
Saturday	19 Aug 2023	10:00-12:00		IDI religious figure
		-		-
Sunday	20 Aug 2023	-		-
Monday	21 Aug 2023	10:00-12:00		IDI traditional figure
		13:00-15:00		FGD virtual Volunteer/Field Practitioner outside Eastern Indonesia Group 1
		14:00-16:00		FGD Maluku locals
Tuesday	22 Aug 2023	10:00-12:00	Jakarta	FGD Maluku locals
		afternoon		depart to Jakarta
		13:00-15:00		FGD virtual Volunteer/Field Practitioner outside Eastern Indonesia Group 2

Table 1. On-field and virtual FGD schedule

There are 2 teams for this research from ESTB, which are the Eastern Indonesia team and Jakarta team, where the Eastern Indonesia team will handle all the on-field FGDs and IDIs in Sorong, Papua, and Ambon, Maluku, whereas the Jakarta team will handle all the virtual FGDs from Jakarta.

3.   Research Method

This research used a mixed-methods approach, combining qualitative and quantitative methods. For the qualitative research, the author conducted FGDs and IDIs. The author developed a question list based on the research objectives and key research questions that were developed and approved by EcoNusa and REMDEC.

For the quantitative research, the author distributed a survey to two types of stakeholders: locals from Maluku dan Papua, and the youth of Eastern Indonesia. The author developed a questionnaire based on the findings of the qualitative research. The survey questions were in Likert scale format. The author used two types of Likert scales: 4-point and 5-point. The 4-point Likert scale was used to avoid respondents from answering neutrally (choosing 3 on a 5-point scale). The answer choices for the 4-point Likert scale were: Strongly disagree (1), Disagree (2), Agree (3), Strongly agree (4).

One section of the survey used a 5-point Likert scale, this was because the author wanted to capture the respondents' behavior in the learning zone model. The section was designed as a 5-point Likert scale to allow the author to calculate the respondents' position in the learning zone model. The calculation of the learning zone model will be explained in the research results chapter, subsection 1.6.

There were a total of 42 participants through FGDs and IDIs in the field. The participants came from various stakeholder categories, as shown in the following table:

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FGD Location		Stakeholder	Number of participants
Sorong, Papua		EcoNusa Youth Group	4
		Youth Group	9
		Local people	3
		Religious figure	1
		Traditional figure	1
Ambon, Maluku		EcoNusa Youth Group	4
		Youth Group	4
		Local people	3
		Religious figure	0
		Traditional figure	1
Virtual	Papua	Volunteer	5
	Maluku	Volunteer	5
	Outside Eastern Indonesia	Volunteer	2

Table 2. Total of the FGD Participants

The initial target for FGD participants in the field was 10 participants from EcoNusa youth groups, 10 participants from youth groups, 6 participants from Eastern Indonesian locals, 2 religious figures, and 2 traditional figures, for a total of 30 FGD participants in the field. The target for virtual FGD volunteers was 22 participants. This brought the total target number of participants to 52, with a difference of 10 participants.

For BOD and management stakeholders, there were 6 IDI participants and 1 FGD participant who were interviewed in person at the EcoNusa office and virtually. The number of BOD and management stakeholders who were interviewed was in line with our initial target.

The snowball technique was used for the recruitment process for the interviewed participants, which allowed the author to obtain participant recommendations from individuals from various networks, both within and outside EcoNusa.

One example of the snowball technique is how the author obtained the contact details of a traditional figure to be interviewed from one of the FGD participants from the local NGO

Moluccas Coastal Care (MCC). In addition, the author also met with young people who were members of a training center or 'dojo' for Kempo athletes in Sorong, Papua. This group was found through a local facilitator who accompanied the author during the data collection process.

The use of the snowball technique allowed the author to find data that could provide a broader and more holistic picture of the issues developing in Papua and Maluku and EcoNusa's role in them. Thus, the data collected can be used as a step in strategic planning that starts from the identified opportunities.

For the quantitative data, the sample size obtained was 183 respondents. The sample consisted of two categories: young people (18-35 years old) and the Eastern Indonesian locals (>35 years old). The sample was determined using a non-probability method, consisting of individuals who were from Eastern Indonesia, namely Maluku and Papua.

The initial target number of respondents was 100 young people and 100 members of the Eastern Indonesian locals for both regions. The number of respondents obtained was 119 young people and 64 members of the general public, as shown in the following figure:

Respondents' Domicile

OUTSIDE EASTERN INDO
2.5%

PAPUA
22.7%

MALUKU
74.8%
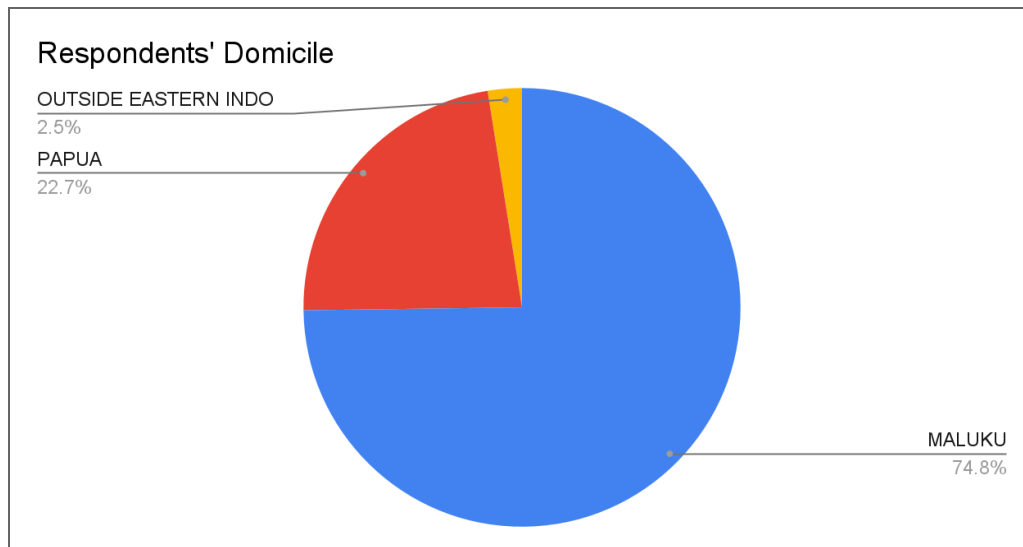
Figure 2. Number of respondents based on their region

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III. FINDINGS

The data collection process revealed several areas of concern. The findings include the perceptions of young people regarding EcoNusa, the views of young people and partners on the program, the position of young people in the Learning Zone Model, the role of groups in shaping perceptions and behavior, and the motivations for youth participation.

In addition, the results of the data collection indicate that almost all FGD participants had heard of EcoNusa, but many had not yet been exposed to it. This finding is in line with the quantitative findings of the author's survey, as shown below:

Young people in Maluku and Papua's awareness on EcoNusa

Haven't heard about EcoNusa
43.7%

Have heard about EcoNusa
56.3%

Figure 3. Young people in Maluku and Papua's awareness on EcoNusa

The data above shows that out of 119 young people who responded to the survey, 56.3% had heard of EcoNusa, while 43.7% had not. This indicates that EcoNusa is already quite well-known among young people, but there are still many who have not been exposed to it yet.

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However, the author's findings differ from the Audience Conversion Assessment research conducted by Kadence for EcoNusa. Kadence's findings showed that 37% of 400 respondents had heard of or been exposed to EcoNusa. This is because the Kadence research respondents were spread across Jabodetabek, Bandung, Makassar, Sorong, and Ambon, while the author's research respondents were only spread across Eastern Indonesia, namely Maluku and Papua. From th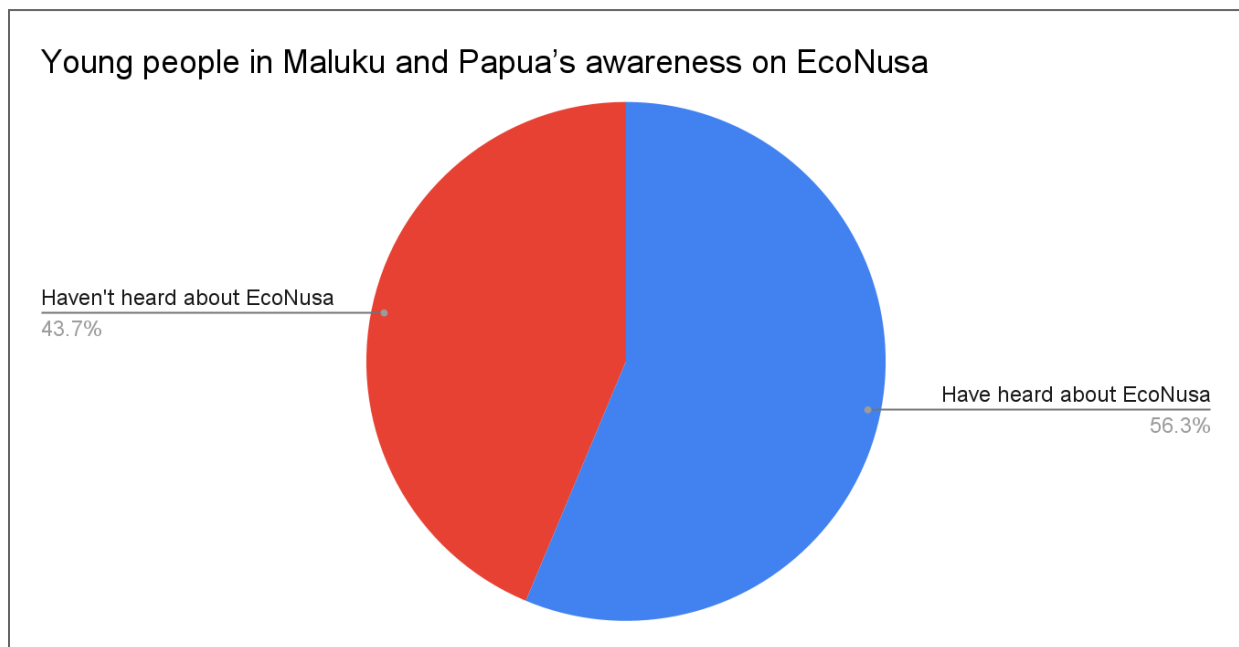e findings of both the author's and Kadence's research, it can be seen that the areas with the most exposure to EcoNusa are those in Eastern Indonesia, compared to those in Western Indonesia.

1. **General Perception towards EcoNusa**

In the research we conducted, we tried to capture the views of participants towards EcoNusa. Through the interviews and FGDs conducted, EcoNusa received quite a positive sentiment. In general, the positive views of the participants towards EcoNusa consisted of the perception that EcoNusa has a vision that is in line with the needs of Eastern Indonesia, namely environmental issues and community/people's rights. In addition, EcoNusa is also seen as an organization that is capable of running the right programs to achieve said vision.

This is reflected in the answer of one of the FGD participants from Maluku:

> *"The advantages of EcoNusa are that it can voice from those in the East [Indonesia], and continue to guard them. It continues to recruit young people in the East to teach them how to manage everything, to manage without damaging the nature that exists in Eastern Indonesia."*

Another participant also emphasized EcoNusa as an organization that has a wide network, including the government, making them feel that EcoNusa has a strong bargaining position.

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Translated transcript:

> *"For me, it's the network, the wide network. The bargaining position is more powerful. Because they also work with the government in formulating concepts and strategies for what the community should do. That's all."*

Original transcript:

> *"Kalau aku sih jaringannya, jaringannya yang luas. Bargain position-nya lebih dapet. Karena dia sama-sama dengan pemerintah juga kan dalam menyusun konsep dan strategi untuk masyarakat apa yang harus dilakukan. Gitu aja ya."*

The strength of EcoNusa's network can be seen from the level of institutions that EcoNusa is able to reach. In its operations, EcoNusa is able to connect with the government at the local, central, and international levels. Furthermore, EcoNusa also has a network with local NGOs and an approach to involving individuals at grassroots level. With this approach, EcoNusa is considered to be capable of becoming an initiator that can reach stakeholders at the micro to macro levels.

EcoNusa is also considered to be an organization that is able to amplify the voices of Eastern Indonesian people because of its shared identity. This stems from the founder of EcoNusa, Bustar Maitar, who was born and raised in Papua. In addition, EcoNusa also involves many indigenous people of Eastern Indonesia as EcoNusa's staff and volunteers, therefore EcoNusa is considered very relevant by the participants to voice the issues developing in Eastern Indonesia, specifically environmental issues and the rights of indigenous people.

The programs initiated and implemented by EcoNusa also contribute to the positive sentiments towards EcoNusa. The participants assessed that the youth programs initiated by EcoNusa, such as the School of Eco-Diplomacy and being an EcoDefender, are already

quite good. The participants' direct experiences are the elements that shape their views towards EcoNusa. There are several things that are direct experiences that play a role in shaping the participants' positive views towards EcoNusa's programs, which are:

1. EcoNusa's role as a facilitator;
2. The ability to fund personal aspirations and activism; and
3. The communication style of the EcoNusa field team in embracing young people.

1.1. EcoNusa as Facilitators

As facilitator, EcoNusa also plays a role as a facilitator for EcoNusa youth groups, especially those who are interested and passionate about developing their region. EcoNusa provides a platform for these young people, both in developing individual skills and providing the same enthusiasm for the group, as expressed in the following quote:

Translated transcript:

> "The reason why I wanted to join is because there is an impact to be gained. A lot of my friends wanted to do something on their own, but no one actually did anything. Well, EcoNusa provides that platform through its activities, and it attracts a lot of young people, where a lot of my friends also joined. So, their desire is higher than if you were to do it alone, so it's not consistent."

Original transcript:

> "Alasannya kenapa mau gabung ya, karena ada dampak yang didapat. Banyak teman-teman yang memang mau bergerak sendiri, gak ada yang tepatin. Nah, EcoNusa memberikan wadah itu lewat kegiatannya, dan ramai, Banyak teman juga yang sama-sama bergabung. Jadi, rasa ingin itu lebih tinggi daripada kayak kalau gerak sendiri, malah nggak konsisten, gitu."

In addition, EcoNusa also provides young people with opportunities to initiate ideas for activities relevant to the issues in their region. The young people interpret this as a form

of EcoNusa's care and concern, because they feel facilitated to provide input on programs in their own region, as described in the following quote:

Translated transcript:

> "...EcoNusa mobilizes young people and gives us the opportunity to ask questions. If you want to create a program, just submit it. Proposals and others—it's up to us what we want to make. So, I think that's great, because it's a foundation from outside [of Papua], from Jakarta and there's an office in Sorong, but it wants to facilitate young people and local NGOs to be able to thrive."

Original transcript:

> "...EcoNusa menggerakkan anak muda, dan memberikan kesempatan pada kami untuk bisa bertanya. Mau bikin program apa, kasih masuk sudah. Proposal dan lain-lain—terserah kami mau bikin apa. Jadi, itu yang menurut saya itu hebat, karena dia yayasan dari luar, dari Jakarta dan ada kantor di Sorong, tapi mau memfasilitasi anak muda dan NGO lokal untuk bisa berkembang."

This finding shows that EcoNusa provides a platform for its youth and volunteers to express themselves, especially in creating programs that are tailored to the conditions, problems, and needs of each of their regions.

1.2. Support for Personal Aspirations and Activism

EcoNusa also contributes to the aspirations and personal activism of young people in Maluku and Papua. This ranges from the participation of young people and volunteers in other organizations outside EcoNusa, to educational backgrounds that intersect with EcoNusa's spirit, to the freedom to participate in programs offered by EcoNusa. One example of a related quote can be seen below:

Translated transcript:

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"Actually, the reason why I wanted to join EcoNusa's program is because before joining EcoNusa's activities, I was personally involved in environmental activities. Besides being involved, my major is also related to it."

"...so it's not by project, but based on what we want to make. Well, that's what's special about EcoNusa. And that makes us creative."

Original transcript:

"Kalau saya sih sebenarnya kenapa mau bergabung dengan programnya EcoNusa, yang pertama karena sebelum bergabung dengan kegiatan EcoNusa, saya pribadi juga sudah terlibat dalam kegiatan-kegiatan lingkungan. Selain terlibat, jurusan saya juga berhubungan ke situ."

"...jadi bukan by project, tapi apa yang kami mau buat. Nah, itu yang spesialnya dari EcoNusa seperti itu. Dan itu membuat kami jadi kreatif.

This support is not only for procedural and program determination aspects, but also for funding aspects for volunteer activities at EcoNusa. In fact, one of the participants said that the funding aspect is crucial when an organization wants to mobilize young people in the archipelago area to help their own region, as in the following quote:

Translated transcript:

"...and there are funds for the movement. Because mobilizing young people in small islands is bullsh██ if there is no funding. So, there must be funding and that's realistic; if you want to reach the islands, there must be funding."

Original transcript:

"...dan ada dana untuk pergerakan. Karena menggerakan anak muda di pulau-pulau kecil itu bulls██ kalau nggak ada dana. Maka, harus tetap ada pendanaan dan itu realistis; kalau mau menjangkau pulau-pulau ya harus ada pendanaan."

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This finding shows that EcoNusa is seen as an organization that is able to support individuals to get involved and address the main issues of concern to the individual from a funding perspective.

1.3. Communication Style of EcoNusa Field Team

In terms of communication, the youth and volunteers also expressed their appreciation for some of EcoNusa's staff for their ease of communication and knowledge transfer, from discussing procedural aspects of the program to organizational management. This is reflected in the following quote:

Translated transcript:

> *"So far, I feel comfortable and very happy with the other EcoNusa staff. The coordination is good. I also learned a lot from them, taking experience from the EcoNusa staff in running a program and managing an organization. It's good."*

Original transcript:

> *"Sejauh ini aku nyaman, enak banget sama staf-staf EcoNusa yang lain. Enak koordinasinya. Saya juga banyak belajar juga dari mereka, ngambil pengalaman dari para staf EcoNusa terkait menjalankan suatu program, menjalankan suatu manajemen. Enak lah, aman."*

On the other hand, the youth and volunteers highlighted the need for budget and funding to run various programs, which was communicated well with some of EcoNusa's staff.

Translated transcript:

> *"Maybe our [Jakarta Youth Generation Association, PGM] communication with EcoNusa is only about the budget, regarding problems, which can be communicated with EcoNusa."*

"Our communication with EcoNusa is good, the cooperation is good. It's just a matter of budget, if we need to do various activities, we are guided and financed by EcoNusa."

Original transcript:

"Mungkin komunikasi kami [Perkumpulan Generasi Muda Jakarta, PGM] dengan EcoNusa pada saat ada kendala, mungkin cuma di anggaran, yang kami bisa komunikasi dengan EcoNusa."

"Kalau komunikasi kami dengan EcoNusa, komunikasi bagus, kerja sama bagus. Cuma maksudnya soal anggaran tadi, kalau misalnya kami butuh macam-macam kegiatan, kami dituntun, dibiayai oleh EcoNusa, gitu."

This finding shows that the communication style of some of EcoNusa's field team staff creates the impression of ease between the EcoNusa youth group and some of EcoNusa's staff. This smooth communication is indeed needed, especially when the EcoNusa youth group experiences problems in running the program. This is then described more concretely through the participants' views on the communication style of some of the EcoNusa internal team staff in their experience with the EcoNusa program.

2. Views on EcoNusa's Youth Programs

As mentioned in the previous section, the youth programs initiated by EcoNusa received quite positive sentiments. This stems from EcoNusa's ability to act as a facilitator for young people and other local communities.

One participant described that EcoNusa can act as a platform for young people in the Maluku Islands to express their aspirations and connect to a wider network.

Translated transcript:

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"That's why when EcoNusa came along, they became a suitable place for us. For example, we were supported by EcoNusa to carry out activities related to environmental protection. We create and build new communities to organize young people in Ambon and outside Ambon; how to take action and educate others about environmental sustainability in the Maluku Islands."

Original transcript:

"Makanya pas dengan adanya EcoNusa, ada wadah yang cocok, gitu. Misalnya, kami disupport oleh EcoNusa untuk bikin kegiatan-kegiatan yang berkaitan dengan penyelamatan lingkungan. Kami bikin dan bangun komunitas baru untuk mengorganisir anak-anak muda di Kota Ambon maupun di luar Kota Ambon; bagaimana melakukan aksi hingga melakukan edukasi soal keberlanjutan lingkungan di Kepulauan Maluku."

The name of events that most often came up from the interview about EcoNusa's successful programs were the School of Eco-Diplomacy and being an EcoDefender and its activities. This is in line with the findings that these programs are specifically designed for young people in Maluku and Papua who can be a place for them to express themselves and also discuss together.

One participant in Jayapura who is an EcoDefender also specifically said that the EcoDefender program in Jayapura is quite good. This stems from the level of participation and program planning of EcoDefender. One thing that can be noted is the consistency of the activities carried out by EcoDefenders in Jayapura.

Translated transcript:

"As for EcoDefender itself, I think the impact is good for the village, they are consistent in going to the village schools twice a week, the impact is quite visible even though it's only been a few months since they started last year that I know of, but I think there is an impact to motivate everyone to keep protecting the environment and so on. In my

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opinion, maybe it's not visible yet, but it's already there, it's already quite built up in the community."

Original transcript

"Kalau EcoDefender sendiri dampak yang saya rasa bagus untuk di kampung, mereka konsisten dua minggu sekali terus untuk ke sekolah-sekolah, dampaknya lumayan kelihatan meskipun baru berapa lama yang mereka start tahun lalu yang saya tahu seperti ini tapi dampaknya saya rasa ada untuk memotivasi teman-teman semua untuk tetap jaga lingkungan dan lain-lain. Menurut saya, kalau sekarang mungkin belum terlihat, tapi sudah ada, sudah lumayan terbangun di masyarakat."

The findings of the study also show that the capacity building for the program participants is one of the things that they like. This is related to EcoNusa's activities that bring in experts to the program for the EcoNusa youth group such as School of Eco-Diplomacy.

In addition, there are campaigns that are considered to be able to trigger direct actions or actions that take place in the digital media. One participant described the *Aksi Muda Jaga Iklim* (Young Action to Protect the Climate) campaign as successful because it had spread across many locations and created quite a buzz on social media. This buzz brought together the direct actions carried out in various locations under the *Aksi Muda Jaga Iklim* campaign.

Translated transcript:

"But I think Aksi Muda Jaga Iklim *is effective because it's a campaign on a large scale, in almost all locations in Ambon, so it's not just focused on one location, even though in their respective areas they can do their own actions and I think the social media campaign also has a big impact because after the* Aksi Muda Jaga Iklim *activity, a lot of my friends uploaded [on their social media] and because they actively participated, it didn't stop there, but in every activity they did, they always carried the* Aksi Muda Jaga Iklim *campaign."*

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Original transcript:

> *"Tapi kalau Aksi Muda Jaga Iklim menurut aku efektif karena memang dia langsung aksi besar-besaran di semua, di hampir pokoknya banyak titik ya di Ambon lah terus jadi bukan hanya terfokus pada satu titik biarpun di daerahnya masing-masing mereka bisa melakukan aksi sendiri terus campaign sih menurut aku campaign sosial media juga sangat berdampak besar ya untuk teman-teman soalnya pada saat setelah kegiatan Aksi Muda Jaga Iklim itu banyak sekali teman-teman yang upload dan karena mereka berpartisipasi aktif juga bukan sampai di situ juga tapi setiap kegiatan yang mereka lakukan mereka selalu membawa campaign itu Aksi Muda Jaga Iklim Jaga iklim."*

On the other hand, participants also emphasized EcoNusa's communication approach to young people who join EcoNusa's program. According to the participants' views, a fun communication style, a supportive and collaborative attitude are some of the things that the participants like.

Translated transcript:

> *"...together with the youth group and staff at EcoNusa, we work together in the sense that if we have any problem, we ask for help. Such as if EcoNusa has any problem, they ask for our help to facilitate what they want to do. We definitely help each other, coordinate with each other."*

> *"I mean, the activities on the field are fun for young people who don't really like formal things, then after that there is* Aksi Muda Jaga Iklim *in October in accordance with* Sumpah Pemuda. *So far, that's it."*

Original transcript:

> *"...kita dengan EcoNusa sama kakak-kakak di EcoNusa, staf-staf semua di Eko Nusa, kita saling bekerja sama dalam arti macam kita ada kekurangan, kita minta bantu, macam*

ada EcoNusa kekurangan mau minta bantu kita untuk fasilitasi apa yang mereka mau lakukan. Pasti kita saling membantu, saling mengkoordinasi."

"Maksudnya kegiatannya di lapangan gitu yang asik buat anak-anak muda yang memang tidak terlalu suka hal-hal yang formal kemudian setelah dari itu ada Aksi Muda Jaga Iklim di bulan Oktober Sesuai dengan sumpah pemuda Sejauh itu sih kayak gitu kak"

Based on the statements of these two participants, it can be seen that the communication style and approach that is appropriate for young people is one of the factors that shapes a more positive perception of EcoNusa. Regarding the participants' views, there are at least several main driving factors that shape the perception of young people towards EcoNusa's programs:

1. Their role as a facilitator for youth networking
2. Planning and consistency of the program implemented
3. Program approach aimed at participants' capacity building
4. Communication style between the EcoNusa internal team and program participants

To validate the findings, the author also researched using quantitative method to see the general opinion from various program participants. The quantitative findings can be seen on the following figure:

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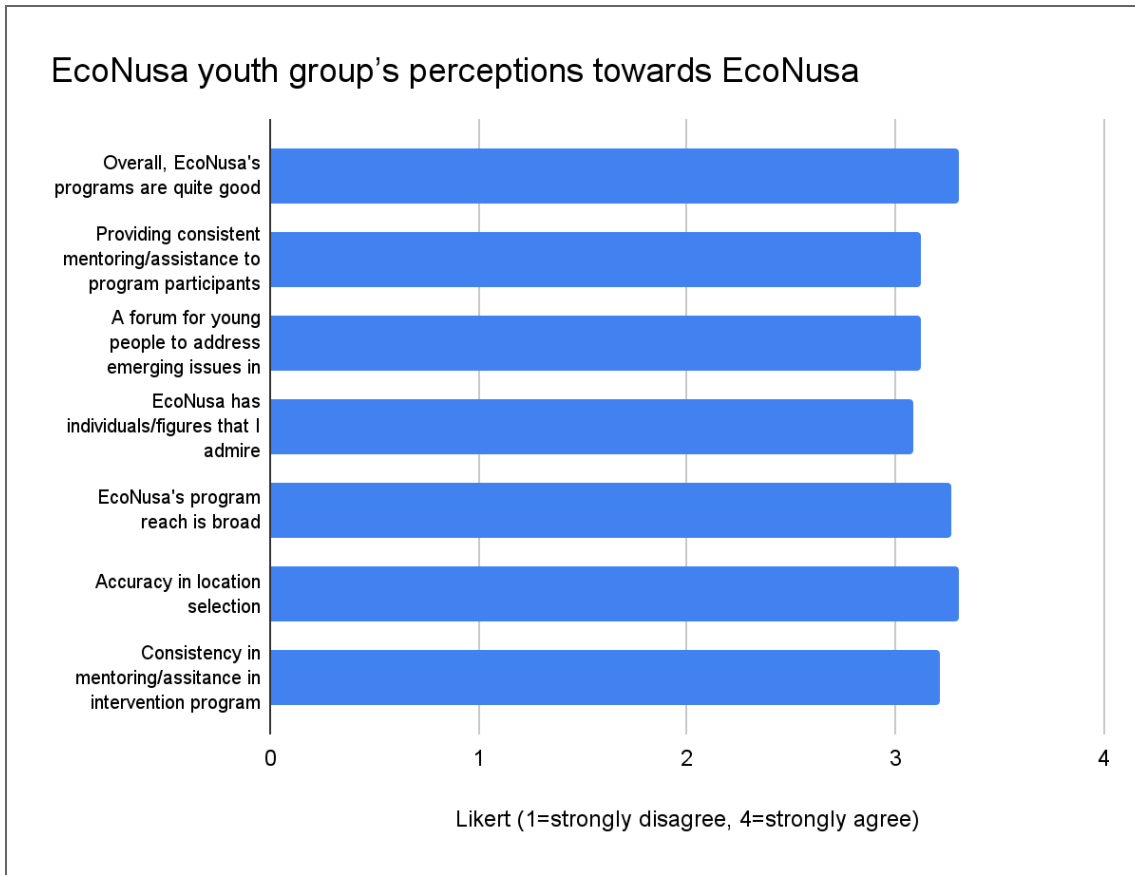
Figure 4. EcoNusa youth group's perceptions towards EcoNusa

It can be seen from the figure above that EcoNusa youth group's' perceptions towards EcoNusa are relatively positive. This is based on the average of answers that have a likert value of above three (3).

EcoNusa Youth partner's perception towards EcoNusa
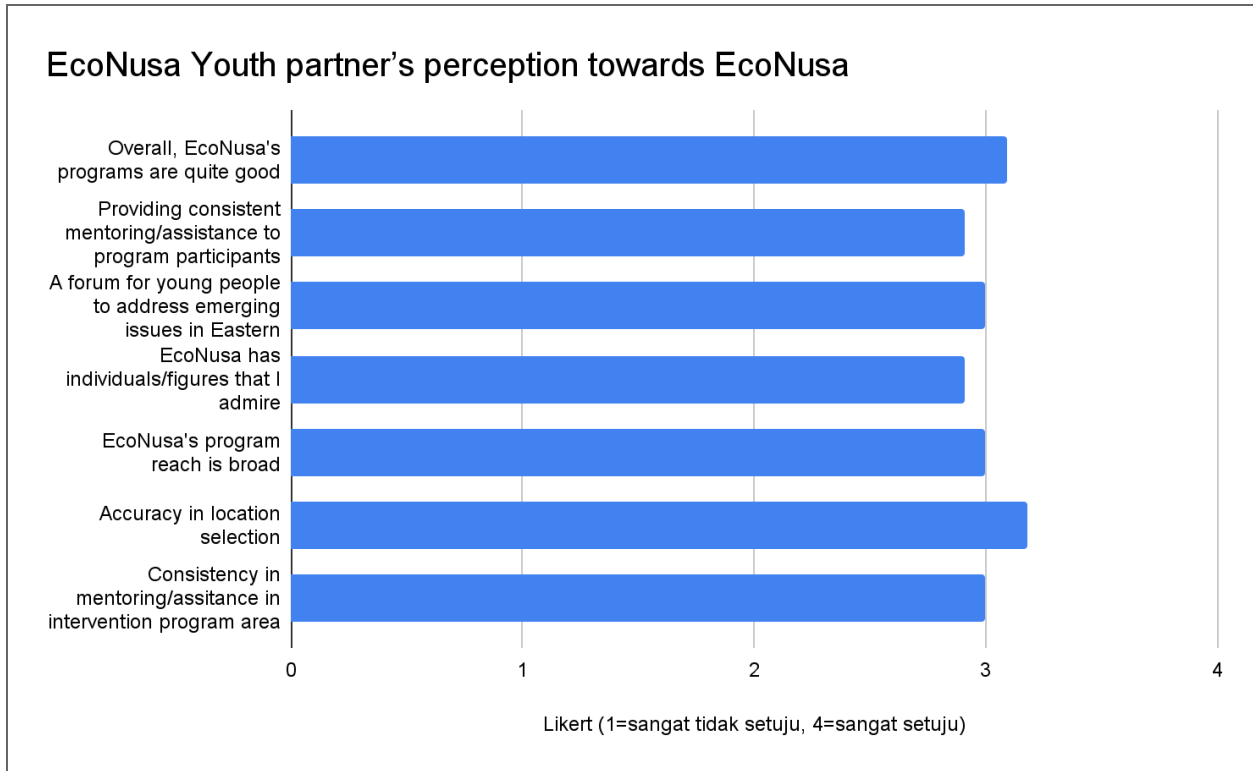
Figure 5. EcoNusa Youth partner's perception towards EcoNusa.

Whereas the youth partner's perception (n=11) towards EcoNusa seems to be lower than EcoNusa youth group's perception, which means that the average of answers that have a likert value of below three (3).

Furthermore, the author also surveyed the perception of respondents towards EcoNusa's internal team that can be seen in the figure below:

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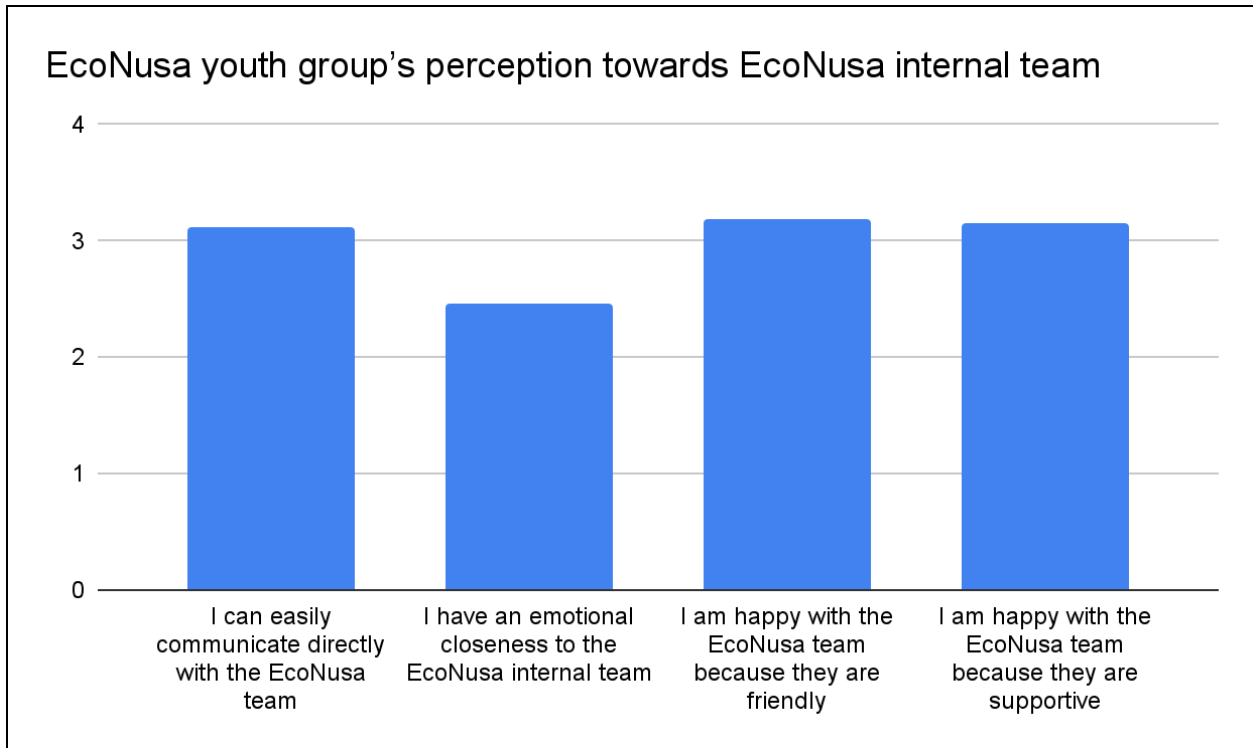
Figure 6. EcoNusa youth group's perception towards EcoNusa internal team

Based on the results, it can be seen that the program participants (n=33) have quite positive sentiments towards the EcoNusa internal team. This is related to the good communication process, as well as the friendly and supportive attitude of the EcoNusa internal team towards the participants. This justifies the qualitative findings that highlight the participants' assessment of the communication style of EcoNusa's internal team.

However, it can be assessed that the quantitative respondents do not yet have a strong emotional closeness with the EcoNusa internal team, which is the way EcoNusa staff maintain relationships through communication and an approach that is more in line with the EcoNusa youth groups, for example by inviting them to hang out together for a chat, and so on. Therefore, this can be a note for the internal team in how to approach young people who participate in the EcoNusa program.

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EcoNusa's partners' perception towards EcoNusa's internal team
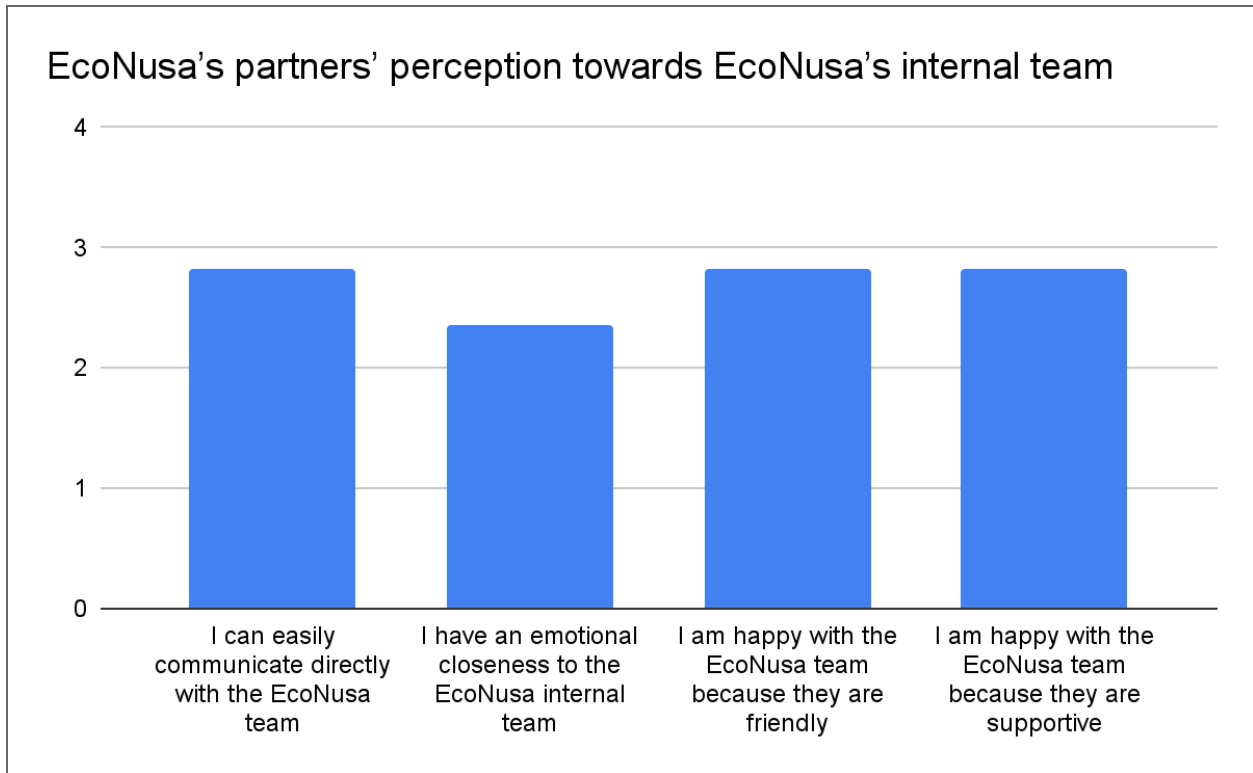
Figure 7. EcoNusa's partners' perception towards EcoNusa's internal team

Meanwhile, from the EcoNusa's partners survey, it can be seen that EcoNusa partners (n=11) also have quite positive perceptions, although lower than the perceptions of the EcoNusa youth group. The quantitative findings are somewhat in line with the qualitative findings, where the perceptions of the partners towards EcoNusa are already quite positive.

However, it can be assessed that the quantitative partner respondents do not yet have a strong emotional closeness with the EcoNusa internal team, similar to the quantitative results from the EcoNusa youth group. So, this can also be a note for the EcoNusa internal team in approaching EcoNusa partners.

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3. Inputs on EcoNusa's Youth Programs

Although EcoNusa and their programs already have quite a positive sentiment in general, there are still some things worth considering. There are several aspects that showed up during the interviews and FGDs in Maluku and Papua. The aspects that showed up include: program reach, mentoring/assistance, program focus, and communication.

3.1. Outreach of Youth Programs

From some participants, there were a couple of notes related to the area scope of the youth-focused program carried out by EcoNusa. The area scope of the program in question is the scope in terms of the location of Papua and Maluku areas where EcoNusa can run its programs, and the scope in terms of cooperation with local NGOs and organizations.

One participant from Papua said that although the program that was run was quite good, the location of the program was still quite limited to urban areas.

Translated transcript:

> "Okay, from me, the one I participated in where EcoNusa was in Merauke, overall was good, because we are closer to the community directly. Currently, we may only be working within the city, we are only raising awareness within the city, but we sometimes forget about our friends or young people in the villages."

Original transcript:

> "Oke, kalau dari saya, kalau untuk yang saya ikuti selama yang EcoNusa ada di Merauke, sudah bagus perjalanannya, cuma mungkin kita lebih dekat lagi ke masyarakat secara langsung. Kalau saat ini kan kita mungkin hanya bergerak di bagian kota, kita menyadarkan yang di bagian kota saja, tapi kita kadang lupa dengan teman-teman atau pemuda kita yang ada di perkampungan."

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This can also be seen from the statement of another participant regarding the area scope of the program as follows:

Translated transcript:

> "...Maybe they do approach villages, but only villages that are in the city. Only in the city. So, it just so happens that there is an EcoDefender program in Jayapura, the village is a village within the city center."

Original transcript:

> "... Mungkin mereka jangkau kampung, tapi kampung yang memang betul di kota. Di kota sekali. Jadi, kebetulan ada kalau di Jayapura punya program EcoDefender, kampungnya kampung di pusat kota."

In addition to the program area coverage, the participants also felt that EcoNusa could expand the program coverage by partnering with local NGOs and communities more widely. This is related to local NGOs and communities that have the desire to join EcoNusa, but do not have information about the partnership process with EcoNusa.

Translated transcript:

> "...I hope that in the future there will be cooperation with EcoNusa and hopefully they will be more extensive in reaching out because Maluku is a large area with many islands, the more people are invited to work, the better."

Original transcript:

> "...semoga kedepannya bisa ada kerjasama dengan EcoNusa dan ya mudah-mudahan mereka lebih luas lagi dalam menjangkau karena Maluku kan luas banyak pulau-pulau, semakin banyak diajak untuk kerja juga lebih baik"

On the other hand, the participant from Maluku said that they assisted the local community in North Gane Barat District in the youth program that they participated in. There were three villages, namely: Posi Posi, Samo, and Gumira. This shows that the reach of EcoNusa's programs are not only in urban areas, but findings in the field also indicate that there are differences in program reach in each region. Thus, this indicates that there is an uneven distribution of program reach in each region. This can be due to the different focus areas for each EcoNusa program, where the youth program is indeed focused on urban areas which are expected to be able to spread messages from and to rural areas.

The uneven reach of programs for young people can also be due to the lack of personnel in EcoNusa's internal team in each region. This was also conveyed by the EcoNusa internal team in Maluku that there is currently a shortage of EcoNusa staff in Maluku. The uneven reach of the program can also be due to obstacles in terms of geographical challenges and infrastructure in the remote area of Eastern Indonesia, which will require more time, human resources, and funding.

3.2. Youth Assistance / Mentoring

Another input that emerged from the participants who came from the volunteer category is mentorship. The mentorship mentioned is divided into two types, namely:

- Mentoring by the EcoNusa internal team to youth program participants such as the School of Eco-Diplomacy and guidance for EcoDefenders.

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- Mentoring for program beneficiaries, such as the community where the program is run.

Several participants said that the mentoring approach for youth program volunteers is still not quite consistent, where some participants feel that there are differences in the mentoring approach in different areas with different staff. This is also related to the role of EcoNusa's internal team that can engage program participants on a personal level, and staff turnover which also affects the consistency of volunteer mentoring/assistance. This is important considering that one of the factors that shapes the views of program participants is individuals in EcoNusa. Other than that, the results of the interviews and FGDs show that there are indications of symbolic participation from program participants. This is related to the involvement of participants in certain activities carried out by EcoNusa, such as mangrove planting.

In addition, other participants also described how mentoring/assistance for program beneficiaries can be maximized.

Translated transcript:

> "So maybe after the activity takes place, we might want to supervise it more. So, is this activity really going well, and if not, what should we do in the future to fix what's lacking, what's insufficient, like that."

Original transcript:

> "Jadi mungkin setelah kegiatan berlangsung, kita mungkin lebih mengawasi gitu, Kak. Jadi, apa benar ini kegiatan sudah memang terlaksana dengan baik, terus kalau belum, terus apa yang harus kita lakukan lagi kedepannya untuk memperbaiki apa yang kurang, apa yang kurang lengkap, gitu, Kak."

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Other participants also highlighted the mentoring needed and how programs aimed at young people reach a wider location, in this context villages that are located far from the city.

Translated transcript:

"That's all I want, us being more focused on mentoring, to the community, and having a specific program for young people who actually lives in the rural area/village, how they can manage, how they should love the nature that is around them. Mentoring, back to mentoring."

Original transcript:

"Saya itu saja sih, kita lebih ke pendampingan, ke masyarakat, terus ada program khusus untuk pemuda yang memang betul-betul ada di kampung gitu, bagaimana cara mereka mengelola, bagaimana mereka harus mencintai alam yang ada di tengah-tengah mereka. Pendampingan, kembali lagi ke pendampingan."

Furthermore, other participants highlighted the mentoring issue where the capacity of EcoNusa's internal team is not proportional to the program plans.

Translated transcript:

"...the mentoring is not balanced with the big ambition, so we can only manage 5 but their ambition is to want 15."

Original transcript:

"...pendampingannya tuh gak seimbang dengan ambisi yang besar jadi kita cuma mampunya ngelola 5 tapi ambisinya pengennya 15."

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The issues related to mentoring and assistance that emerged can be due to the limitations of EcoNusa's internal team. This is because there are limited funds to recruit more teams in the field, therefore not all EcoNusa programs and activities can be properly accommodated.

Therefore, mentoring also has a close correlation with the relationship between EcoNusa and partners in Eastern Indonesia. The role of partners in running programs and provide mentoring and assistance is quite crucial for EcoNusa. Hence, funding is one of the concerns of partners for the programs' sustainability.

Translated transcript:

> *"Maybe EcoNusa as, ...building partnerships and empowering local NGOs, perhaps my hope as one of EcoNusa's partners, maybe in the future EcoNusa can help EcoFund to continue, so that when the program is finally running, it means that now a business is being built. Well, the point is that at least we also have an approach to the community, right."*

Original transcript:

> *"Mungkin EcoNusa sebagai, ...membangun mitra dan memberdayakan NGO-NGO lokal, ya mungkin harapan saya sebagai salah satu mitra EcoNusa, mungkin ke depan EcoNusa bisa bagaimana membantu untuk ya, EcoFund tadi itu dia bisa tetap berlanjut sehingga ketika program juga berjalan di lapangan artinya sekarang kan lagi dibangun bisnis. Nah, maksudnya bisnis itu minimal kita juga punya pendekatan dengan masyarakat, kan."*

The quote from one of the participants also illustrates the complexity of the program's success that exists at EcoNusa. Funding is a determining factor considering that the mentoring carried out by EcoNusa is based on internal and external factors, namely:

- Increasing the number of internal staff at EcoNusa so they can provide a more consistent mentoring and assistance for young people who are involved in the EcoNusa program.

- Increasing the number of internal staff at EcoNusa so they can provide a more focused and consistent mentoring and assistance to directly reach the program beneficiaries.

3.3. Program Focus

Another view related to the programs at EcoNusa is related to the program focus. There are participants from the EcoNusa internal staff who highlight the number of programs at EcoNusa. Thus, the view emerged that the programs at EcoNusa are becoming less in-depth and sometimes spread too wide. This is understandable considering that EcoNusa has a focus on the environment and community rights. However, the view that the large number of programs is becoming less effective is also correlated with the current number of staff in EcoNusa.

Given the complexity of the issues raised by EcoNusa, program linkage is considered key to the impact created. One of EcoNusa's internal teams highlighted the advocacy for the review of land permits in Papua that is happening. The success of this advocacy is considered to be related to the results obtained in various EcoNusa programs. Therefore, through advocacy, building the capacity of young people and communities through EcoNusa programs allows for greater participation in advocacy that can support more young people to advocate for issues that they believe are important. This is also related to building the capacity of the community regarding land management, so that the community is more aware of sustainable practices.

However, EcoNusa's internal team also said that the large number of people who need to be assisted and the focused communities are also one of the obstacles. Therefore this is also related to the operational capacity of the EcoNusa team, specifically the number of

staff to run the program and assist EcoNusa program participants and local and customary communities.

This can be seen in the following statement from the EcoNusa internal team:

Translated transcript:

> "... sometimes, when it comes to community assistance, there are too many people we assist. So the way I see it, we don't focus on a couple, but we want to take all of them, we are too ambitious... true, there are many, but it seems like it's still neglected, it's still here so the progress is slow. It's slow because we assist too many people and we don't focus on the community."

Original transcript:

> "...cuman kadang tuh kalau dari pendampingan masyarakat kita tuh terlalu banyak yang kita dampingin ya. Jadi aku melihatnya, kita tuh nggak fokus cuma berapa aja gitu Tapi semuanya tuh pengen kita ambil, kita terlalu ambi sih ... bener, banyak, tapi kayak masih terbengkalai, ini masih disini jadi progresnya tuh lambat. lambat itu karena kita terlalu banyak yang kita dampingin dan kita gak fokus sama komunitas."

In addition, the EcoNusa internal team also stated that the programs held were not quite suitable with the natural conditions in the area, so the focus of the program was not quite fitting, one example being the activity held in Raja Ampat.

Translated transcript:

> "That's why, at a glance, from the results of the program analysis, it turns out that not all areas or recognition or community needs for organic farming can be sustained. It turns out that geographically, it is not supported."

Original transcript:

"Makanya kalau secara sepintas dari hasil analisa program juga ternyata tidak semua wilayah atau pengakuan atau kebutuhan masyarakat tentang pertanian organik itu bisa sustain. Ternyata kalau secara wilayah atau geografis itu kurang mendukung."

Translated transcript:

"...For example, in Raja Ampat, they are on an island, the community lives on island A, but their gardens are on island M. Far away. True. And what is it called, the soil composition on the island is mostly coral and saltwater, so equalizing the commodities that must be planted also turns out that the community needs to be educated. Not all plants can be there, can grow there, but sometimes the community wants to plant everything, even though it affects it. Things like that end up hindering the program and it looks like it's wrong, it shouldn't be on this island or in this village."

Original transcript:

"...Misalnya kalau di Raja Ampat, dia di pulau, masyarakatnya tinggal di pulau A, tapi kebunnya itu di pulau M. Jauh. Betul. Dan apa namanya, komposisi tanah apa itu juga, ya kalau di pulau itu kan lebih banyak karang dan air garam ya, jadi menyamakan komoditi yang harus ditanam itu juga ternyata masyarakat perlu harus selalu di educate gitu, nggak semua tumbuhan itu bisa di sana, bisa tumbuh di sana, tapi kadang keinginan masyarakat bisa dicoba aja semua ditanam gitu padahal itu mempengaruhi gitu, nah hal-hal kayak gitu sih akhirnya menghambat program dan terlihat kayak kayaknya salah nih, harusnya di pulau ini atau di kampung ini gak usah."

Apart from the EcoNusa internal team, several FGD participants from EcoNusa volunteers also felt the same thing. Participants felt that EcoNusa had a lot of programs so it became less in-depth.

Translated transcript:

"...there should be one, if this is the program, then we choose to focus on it, so that it [the focus] doesn't get divided."

Original transcript:

"...harusnya ada satu kalau memang ini programnya seperti ini ya kita pilih fokusnya ke situ, biar jangan terbagi."

Furthermore, several participants highlighted that there is an expansion of the scope of work in carrying out the program. This indication is based on the number of programs and activities at EcoNusa and the number of EcoNusa staff. This finding shows that there is a difference between the scope of work that the EcoDefenders should do and what actually happens in the field, where EcoDefenders should not need to get involved in EcoNusa program activities. This has caused confusion among the participants, and can be seen from the following quote from the EcoNusa youth group in Sorong who are EcoDefenders:

Translated transcript:

"Yes, but what does it mean to be an EcoDefender and its purpose, so that they understand better. Because we focus on this one. Because Eco Defender doesn't have a mission and vision."

"It means that we want to invite other people, where the focus suddenly changes like this because the people who joined did not stay, and the changes are very, very impactful."

Original transcript:

"Bisa, cuma lebih detailnya EcoDefender ini apa dulu dengan tujuannya gitu, biar mereka lebih paham. Karena kita fokusnya ke satu ini. Karena Karena Eco Defender kita tidak punya misi dan visi."

> *"Artinya kita mau ajak orang lain tiba-tiba yang kita fokusnya tiba-tiba ada perubahan yang gini karena orang yang mau jadi ikutnya kan tidak menetap lalu perubahan-perubahan itu sangat sangat ngaruh"*

This confusion regarding direction and scope of work has eroded the identity of the EcoDefender title. This refers to the feeling of 'losing direction' when carrying out activities as EcoDefenders, where participants are directed to carry out activities outside of youth program activities. The following statements describe what the participants feel:

Translated transcript:

> *"Actually, we are a bit confused, because EcoNusa's vision and mission is more about sustainable natural resource management. But for us EcoDefenders, it's really different, more about change, etc."*

Original transcript:

> *"Sebenarnya kita agak bingung ya, karena kayak tadi visi-misi EcoNusa itu kan lebih berhubung kepada pengelolaan sumber daya alam yang berkelanjutan gitu. Tapi kita ini yang untuk EcoDefender ini memang benar-benar kita arahnya itu lebih beda, lebih perubahan, dsb."*

Changes in the scope and focus of the program that cause confusion have the risk of losing the identity of the program that has been initiated by EcoNusa. Therefore, ensuring the focus of the program with appropriate activities according to their roles is key to maintaining the identity of the program that has the potential to be internalized by individuals.

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4. Communications and Instructions

The communication process from EcoNusa is also one of the things that needs to be noted. The communication referred to is communication in the pattern of individual relations, namely between EcoNusa and the young people in EcoNusa as the EcoNusa youth group, and communication in the pattern of partner or program relations, namely between EcoNusa and EcoNusa's partners, such as NGOs and local organizations, and NGOs and local organizations that do not yet have a partnership with EcoNusa.

4.1. High Staff Turnover Frequency

The author found that EcoNusa's internal team has a very strong role in building relationships with external parties, including institutions that are already or have not yet partnered with EcoNusa. Therefore, changes in the structure of EcoNusa will affect the acceptance of information and the relationship between EcoNusa and external parties. Thus, this raises the risk of changes in plans and program activities that have an impact on external parties.

One of the participants who is a partner of EcoNusa, highlighted this as follows:

Translated transcript:

> *"Because EcoNusa often changes staff, the direction of the program sometimes changes. When there is a change, we have to explain it all over again to the new staff."*

Original transcript:

> *"karena kebanyakan EcoNusa itu mengganti staf, jadi direksi [arahan] untuk program itu kadang-kadang nanti berubah. Begitu ganti, Jadi ada yang masuk lagi nanti kita jelaskan lagi yang baru."*

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In addition to partners, the EcoNusa youth group also experiences the same thing. They feel that internal communication to EcoNusa staff is still unclear and often does not have a clear direction. With the lack of clarity in terms of communication and direction from superiors, EcoNusa volunteers feel that they have lost their identity as EcoDefenders. They feel that the change in EcoNusa's internal staff has an impact on the programs and activities that also change.

Translated transcript:

> "...from us EcoDefenders, we feel like this [program activity] is not us, this is not us."

> "We are surprised why, lately, every time EcoNusa has a change in the person in charge of EcoDefender, the goals are different."

> "...from us as EcoDefenders, we feel like we are not the ones who make the decisions."

> "...come on, lead us to deepen our interests and talents! Our skills, so that the promotion can also be in line. The end goal is to be able to influence others to share more about climate change. Influencing young people, to the community in schools."

Original transcript:

> "...hanya kalau dari kita EcoDefender sendiri merasa seperti kayak ini bukan kita gitu kayak ini bukan kita."

> "Kami heran kenapa makin ke sini, tiap kali dia [EcoNusa] punya pergantian yang megang EcoDefender, itu makin beda tujuannya."

> "...kalau dari kami sebagai EcoDefender, merasa seperti bukan kami yang punya keputusan, gitu."

> "...ayolah, pimpin kami untuk perdalam minat bakat kami! Skill kami, biar promosinya juga bisa sejalan. Tujuan akhirnya adalah bisa mempengaruhi orang lain untuk lebih

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berbagi dengan perubahan iklim. Mempengaruhi anak muda, hingga masyarakat yang ada di sekolah."

The above statements indicate two things, namely (1) young people who work as EcoNusa volunteers actually have the spirit to bring about change, but (2) they are aware that changes in staff actually change the goals of the program. However, as on-the-field youth groups, they need clear directions and appropriate job descriptions, which are closely related to the identity of the program and concrete activities in accordance with the plan and not tied to changes in internal staff that occur at EcoNusa.

On the other hand, the author also highlights the point made by one of EcoNusa's donors. This is related to the view of how EcoNusa's internal staff who fall into the category of young people need to be accommodated. This view is based on the turnover that exists in EcoNusa which is considered to stem from the management discrepancy and communication with youth groups. This can be seen from the following quote:

Original transcript:

> *"...they have a lot of young turnover staff. Actually, Bustar also admitted that he told me, sometimes it's hard for me to manage young millennials and Gen Z staff. And he also said that they have to work hard, have to work like we have to start working hard, and if they can't keep up, it's okay, they go. I think this is still like my mind when I was still young in LSM. This is like we are the heroes, we are sacrificing ourselves for the cause. There must be a way to manage young people different from my generation and Bustar's generation and maybe others. The way to manage Gen Z is very different from the past."*

Maintaining EcoNusa's internal staff who fall into the category of youth groups is key to maintaining and growing the number of youth group participation outside the organization with programs initiated by EcoNusa. Moreover, the majority of donors also

highlight how their preference is for organizations that consist of many young people compared to organizations with programs that target youth groups.

4.2. Internal Communication

The author found different views on the communication between internal teams at EcoNusa. According to some internal staffs in Jakarta, overall, EcoNusa's communication and direction to internal staff is quite good. However, the author found a quite contrasting finding, namely the lack of transparent communication both between internal staff in Jakarta and internal staff in Eastern Indonesia. This can be identified from the different answers during the interviews and FGDs. In addition, the results of the on-field interviews when the author conducted research for EcoNusa further strengthened this argument. The author identified inconsistencies in information and unclear communication channels during the field study.

In fact, EcoNusa's internal staffs in Eastern Indonesia also acknowledged this situation, especially in terms of the lack of communication with young people in the field. Statements regarding this can be seen as follows:

Translated transcript:

> "...indeed, EcoNusa's Youth team is still focused in the central area. So, in the Eastern Indonesia region, the representatives of the Youth department are still incomplete. Therefore, direct interaction with the youth is still minimal. That has an impact on the follow-up to the youth groups in the Eastern region. So it's only by event, but active and routine approaches are still minimal."

Original transcript:

> "...memang tim Youth-nya EcoNusa itu masih berfokus di pusat ya, kak. Jadi, di wilayah Indonesia Timur, untuk orang-orang perwakilan departemen Youth itu masih belum lengkap. Sehingga, interaksi langsung dengan youth (anak muda, ed)-nya itu masih minim

gitu loh, kak. Nah, ini berdampak ke follow up ke teman-teman youth yang ada di wilayah Timur. Jadinya hanya by event aja, tapi pendekatan secara aktif, secara rutin, itu memang masih minim."

This supports what is felt by the youth groups as volunteers at EcoNusa. They feel less supported and there is inconsistency in the communication and direction which can have implications on the youth groups' willingness to continue at EcoNusa. One example can be seen in the following statement:

Translated transcript:

"We are confused about finances and vehicles; because we do it ourselves. What we really need to learn and learn more. The main thing is, we are confused. Even those of us who have been here for a year, two years, even three years, are confused about the direction (for EcoDefender) where it is going..."

Original transcript:

"Kita bingungnya untuk ekonomi, kendaraan; jadi sendiri-sendiri gitu. Yang benar-benar harus kita belajar, lebih belajar lagi. Pokoknya, kita kayak bingung. Kita aja yang udah setahun, dua tahun, bahkan tiga tahun aja, tuh, bingung arahannya (untuk EcoDefender) mau kemana ..."

In addition to direction, the participants also felt confused about the definition of volunteer, because they felt that volunteers should not spend any money, but in reality, they had to spend money while running the program. Some participants felt that they should not have to use their personal funds for gas and vehicle repairs while doing program activities. Another example of the participants' confusion can be seen in the following statements:

Translated transcript:

"So we think is volunteering really like that or what? We are confused about what the word volunteer means, what is volunteering actually, that makes us really confused."

"Maybe doing what volunteers do, we don't know if we are working or volunteering? so that's what we are thinking"

"...we don't just work here. We go to college, look for scholarships, and also look for side jobs. During EcoDefender activities, we also have to spend money too, money again. It's like this, it's really annoying."

"...If we want to focus on MIBI, we have traveled there several times. Some of our friends' motorcycles broke down and we had to help with the costs, which were hundreds of thousands."

Original transcript:

"jadi kita berpikir apakah volunteer memang begitu atau gimana jadi kita bingung kata volunteer itu apa sih relawan ini apa sih sebenarnya, kita akhirnya bingung."

"mungkin menjalankan apa yang seperti volunteer lah, kita yang harus jadi merasa kita ini kerja atau volunteer jadi pemikiran kita seperti itu"

"...kita kan tidak hanya kerja di sini. Kita kuliah, cari beasiswa, juga cari pekerjaan sampingan, masa di kegiatan EcoDefender kita harus keluar uang juga, uang lagi gitu. Gini-gini kita lagi gitu, itu juga sebenarnya sangat-sangat mengganggu gitu."

"...Kalo misalnya kita mau fokus ke MIBI, Kita pernah beberapa kali perjalanan kesana itu Ada temen-temen yang kita sampe motor rusak gitu biaya2 itu kan kita sendiri yang bantu, sampe yang ratusan ribu gitu."

This indicates that there is a lack of communication between the central office and the regional office regarding volunteer activities, the reimbursement process, and other administrative processes. So, they feel that administrative matters when they have to report spending and so on are unnecessary.

4.3. Communication with Partners

In addition to EcoNusa volunteers, some EcoNusa partners also experienced the same thing, namely miscommunication regarding the administrative process. One example can be seen in the following statement regarding financial SOPs:

Translated transcript:

> "Furthermore, for example, in finance and others, the existing SOPs must all be clarified from the start."

Original transcript:

> "Terus dalam misalnya keuangan dan lain-lain, SOP-SOP yang ada itu langsung semua harus diperjelas dari awal."

Administrative processes and SOPs are important in any type of organization to monitor all kinds of data and activities carried out within the organization or company so that they can be evaluated and reviewed for the development of the organization or company. At EcoNusa, after the signing of the cooperation contract, partners will attend a program and budget presentation workshop and induction on financial administration management, including financial SOPs and procurement SOPs. During the workshop, new collaborating partners are given direct assistance in preparing proposals and budgets, while long-time collaborating partners will directly send their proposals and budgets to the program manager from EcoNusa.

Although EcoNusa has explained and communicated the SOP to its partners, it appears that there are still misunderstandings from the partners regarding the SOP, which has led to miscommunication. Miscommunication must be avoided to maintain the relationship between EcoNusa and its partners so that EcoNusa's programs can continue and reach a wider area, so that more program recipients can benefit from EcoNusa's programs and its partners.

One of EcoNusa's partners also felt that as a partner, EcoNusa should communicate and direct in an equal manner, as can be seen below:

Translated transcript:

> "So, in the future, EcoNusa should realize that they are partnering, not that we are their staff. So we are equal, where often during communication we are more like their staff, so the command is top down."

Original transcript:

> *"Jadi EcoNusa kayaknya ke depannya, Bukan kayaknya, harus ke depannya itu Menyadari bahwa mereka itu bermitra, bukan kita adalah staf. Jadi kita ini adalah setara, jadi kebanyakan sering dalam komunikasi itu kita seperti adalah staf mereka jadi kayak komandonya top down"*

In addition to being equal, transparent and open communication from the start is also important for EcoNusa partners to be able to run programs and activities smoothly.

Translated transcript:

> "Because the term is 'partner', so all communications must be clear from the start."

> "...that's my suggestion. Maybe EcoNusa as, what was it, the first one to empower, create partners and empower local NGOs.."

> "...MOU means that we have a one-year target to work with a certain amount of funds, but suddenly it changes in the middle of the project."

Original transcript:

> *"Karena kan namanya bermitra jadi semua harus komunikasinya memang harus clear dari awal"*

"...masukan saya sih itu. Mungkin EcoNusa sebagai, apa ya, yang tadi pertama memperdayakan, apa, membangun mitra dan memberdayakan NGO-NGO lokal.."

"...MOU itu maksudnya kita sudah target satu tahun kita kerja dengan dana sekian tiba-tiba di tengah jalan itu berubah."

Partnership is a cooperative relationship between two or more parties in managing and operating an organization or business together to achieve the same goal (Ramadhani, 2022), in this case the goal is to develop programs to address issues in Papua and Maluku. Therefore, it is better if the communication between EcoNusa and its partners is horizontal communication, namely communication between individuals in the same position. Whereas, the communication felt by EcoNusa's partners is vertical communication, namely communication between superiors and employees, or top-down communication.

Given that most of EcoNusa's partners in Papua and Maluku are young people, they have a preference for an open and two-way communication so that they do not feel ordered around, which should involve a process of discussion and joint problem solving. In addition, it is a good idea for the EcoNusa internal team to provide clarification or explanation to partners about changes in direction that occur, not just giving instructions or vertical communication.

4.4. Communication with non-Partner Local Organisations

Meanwhile, although some members of the local organizations that the author interviewed have not yet become part of EcoNusa's partnership, they feel that EcoNusa's programs are good and actually help the community. So they become more interested in joining as partners, but they feel that there is a lack of information from EcoNusa regarding partnership schemes. This can be seen from the statement of one of the members of a local organization in Sorong:

Translated transcript:

> *"Because people also don't understand, they don't know about this [EcoNusa] because the problem of information is also limited to outreach, inviting people to join. But after I saw the structure, with graphics, and also their work mechanism, I saw it was good for this."*

> *"...Well, for the drawbacks, the first thing I see is that, what is it, there is a need for many more young people [in local organizations] to be embraced, invited, young people who are supported, invited..."*

Original transcript:

> *"Karena orang juga belum paham, belum tahu dengan ini [EcoNusa] karena persoalan informasi [EcoNusa]nya juga terbatas sosialisasi, mengajak orang untuk bergabung seperti pengalaman saya, kebetulan saya jalan. Tapi setelah saya lihat dengan struktur, dengan grafik, dan juga mereka punya mekanisme kerja, saya lihat bagus untuk ini."*

> *"...Nah, kalau dari kekurangan, yang pertama kalau saya lihat, apa ya, perlu untuk banyak lagi teman-teman kawula muda [di organisasi lokal] yang dirangkul, diajak, kawula muda yang dirangkul, diajak ..."*

This indicates that there is a demand from local organizations that want to be involved with EcoNusa. So to accommodate this request, EcoNusa can increase the frequency and area of outreach regarding the partnership process, as well as programs that can be carried out by its partner.

Non-partner participants from local organizations also stated that there is a high demand from young people who want to join EcoNusa. This participant sees how important the role of young people is for changing the situation in Papua. The statement in question can be seen as follows:

Translated transcript:

"...maybe there is also a lack of information related to internships and volunteers being able to intern at EcoNusa or volunteer at EcoNusa. For example, like WWF, like Greenpeace, people compete to be volunteers, even though they are not paid, but why? Because they want to gain experience, knowledge and insight, but what we know at EcoNusa there are none... Because I never got the information, so in my opinion there is none [outreach from EcoNusa]."

Original transcript:

"...mungkin kurangnya juga seperti terkait magang sama volunteer bisa magang di EcoNusa atau volunteer bisa di EcoNusa. Misalnya kayak WWF, kayak Greenpeace, kan orang berlomba-lomba tuh untuk jadi volunteer gitu cuma tanpa dibayar gitu, tanpa digaji tapi kenapa? Karena ingin tambah pengalaman ilmu wawasannya seperti itu cuma yang kita tahu di EcoNusa kan nggak ada ... Kalau saya ga dapet infonya jadi pandangan saya ga ada [sosialisasi dari EcoNusa]."

Based on the statement of one of EcoNusa's internal teams, EcoNusa's volunteer program is a program that is open to the public, but it is not always advertised because of the limited quota. This is in line with the participants' statement that there is a lack of information about EcoNusa's volunteer program for young people, since the program is not always advertised.

The bottom line is, the most important note that EcoNusa can follow up on is communication, so that it can support and invite more young people, and NGOs and local organizations as partners. By embracing more partners, they can become EcoNusa's extension of a lending hand to achieve the big vision it wants to achieve in addressing environmental and human rights issues in Eastern Indonesia.

Translated transcript:

> "I explained earlier that what EcoNusa needs to improve is communication. Communication, outreach, where especially us Papuans, we also want to be leaders, to be the owners, to feel how it is to be the owners."

Original transcript:

> "Tadi kan Abang udah jelasin bahwa apa yang harus ditingkatkan oleh EcoNusa itu komunikasi. Komunikasi, sosialisasi, komponennya terutama kami orang Papua, kita mau juga kita jadi ketua, jadi pemilik ini kita sendiri merasakan."

This statement further illustrates the importance of communication and strengthening the role of involving young people in the formulation of activities in EcoNusa's youth program that is more in-depth. Thus, young people who participate can develop a sense of ownership of the EcoNusa program and activity that is being run. This will trigger the internalization of young people so that the participation is not only symbolic, but also instill a more essential participation to help overcome environmental and human rights issues in Eastern Indonesia.

5. Youths' Behaviour Patterns

In this section, the author tries to explore the behavior of young people. There are several things that can be identified, including activism outside EcoNusa, the first touchpoint with EcoNusa, the program as a means of identity formation, and the motivation for youth participation.

5.1. Activism Activities Outside of EcoNusa

The findings of the study show that, in general, the EcoNusa youth group who are actively involved in EcoNusa's programs are individuals who have a high level of awareness of

environmental and human rights issues. This can be seen through the activities of the participants in the community or other organizations before they joined EcoNusa.

There was one participant who said that he joined the *Gerakan Pesona Indonesia* (GENPI) which is a community to promote tourism in Merauke. Another participant is also a member of the PakaTiva Association which works on community economic development, specifically coastal economy in South Halmahera. In addition, there are participants who are members of GARAP or *Gabungan Wirausaha Muda Papua* which focuses on entrepreneurship, and other participants who are members of *Estuaria Maluku Utara* which focuses on environmental issues.

Based on the results of the interviews and FGDs, the author found that many participants were already actively involved in other communities or organizations before they became involved with EcoNusa. This shows that the participants are individuals who have a fairly high awareness and are active in activities that highlight environmental and human rights issues. Our findings are also in line with the findings from Kadence International for EcoNusa, where many of the Kadence research respondents have taken action to help protect the natural environment of Papua and Maluku, for example by joining protests for environmental problems in Papua and Maluku, supporting or expressing concerns about environmental problems in Papua and Maluku on social media, and so on.

Furthermore, the diversity of activities and issues that are the focus of the participants' activism outside EcoNusa shows that each individual has their own views on the issues that need to be addressed in Eastern Indonesia. However, what needs to be highlighted is how these young people who are already actively involved can find a common thread with the programs at EcoNusa. Therefore, the possibility for young people who are already aware and involved in communities or organizations outside EcoNusa have a greater opportunity to participate in the programs and activities run by EcoNusa.

5.2. First Touchpoint with EcoNusa

Through the interviews and FGDs that were done, the author also tried to find a pattern regarding the participants' first touchpoint with EcoNusa. The touchpoint in question is the first introduction or encounter between the participant and EcoNusa. This is to gain more insight on the participants' behavior and opportunity in order to be able to attract more young people to join EcoNusa's programs.

5.2.1. Reference Groups as Touchpoint

In this study, the author found at least two main touchpoints for the participants. The first touchpoint is the reference group. A reference group is a group of people that influences the decisions of an individual or group. This is important for determining a person's identity, behavior, and social relationships.

One participant mentioned that his first introduction to EcoNusa was from his friend. After that, he was invited to join a program at EcoNusa.

Translated transcript:

> *"At that time I heard from Edwin, and I also felt obliged to join to save our land. So I immediately took the initiative myself, okay, if you want to go, let's go, let's make a program together for planting."*

Original transcript:

> *"Kalau waktu itu saya dengar dari adik Edwin, terus saya juga merasa memiliki kewajiban untuk bergabung untuk menyelamatkan kita punya tanah ini. Makanya saya langsung dengan inisiatif sendiri oke sudah kalau memang mau jalan ayo sudah kita jalan kita buat program sama-sama untuk penanaman."*

Other than that, another participant also said that he first heard the name EcoNusa from his senior. Furthermore, after this introduction, the participant was then invited to join a program at EcoNusa.

Translated transcript:

> "From Abang Gadri, because Abang Gadri is my senior who also works at EcoNusa and at that time he called us all, young friends, most of his juniors in Fisheries to join EcoNusa activities. So from Abang Gadri, I continued to search and search about EcoNusa and so on."

Original transcript:

> "Dari Abang Gadri, karena Abang Gadri adalah senior yang juga bekerja di EcoNusa dan pada saat itu memanggil kita semua, teman-teman muda, lebih banyak adik-adiknya di Perikanan juga untuk ikut kegiatan EcoNusa. Jadi dari Abang Gadri terus di search and searching EcoNusa atau apa."

What is interesting to note is that the people who spread the information and invited participants to join EcoNusa are individuals who have already joined EcoNusa. Thus, it can be said that the positive perception of individuals who join EcoNusa and the possibility of recommending EcoNusa are the key to success in attracting new individuals to join EcoNusa. In addition, the activism of participants outside EcoNusa allows participants to form networks through the communities or organizations they follow, therefore forming a reference group and the opportunity to get to know EcoNusa.

This study also measures the role of reference groups in youth engagement using a quantitative approach. In the measurement, the author uses the reference group function model which consists of informational function, utilitarian function, and value expressive function.

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Informational function refers to individuals who gather information from individuals who are considered to be knowledgeable or observe the behavior of experts. Utilitarian function refers to the influence of the group which is reflected through compliance with the norms and standards of the group. Value expressive function refers to the psychological need for the individual's affiliation with the group and is expressed through behavior that can enhance the image or create the impression of attachment to the group.

The author compared the role of reference groups from the categories of respondents who are involved and are not yet involved with EcoNusa. The differences between the two can be seen as follows:
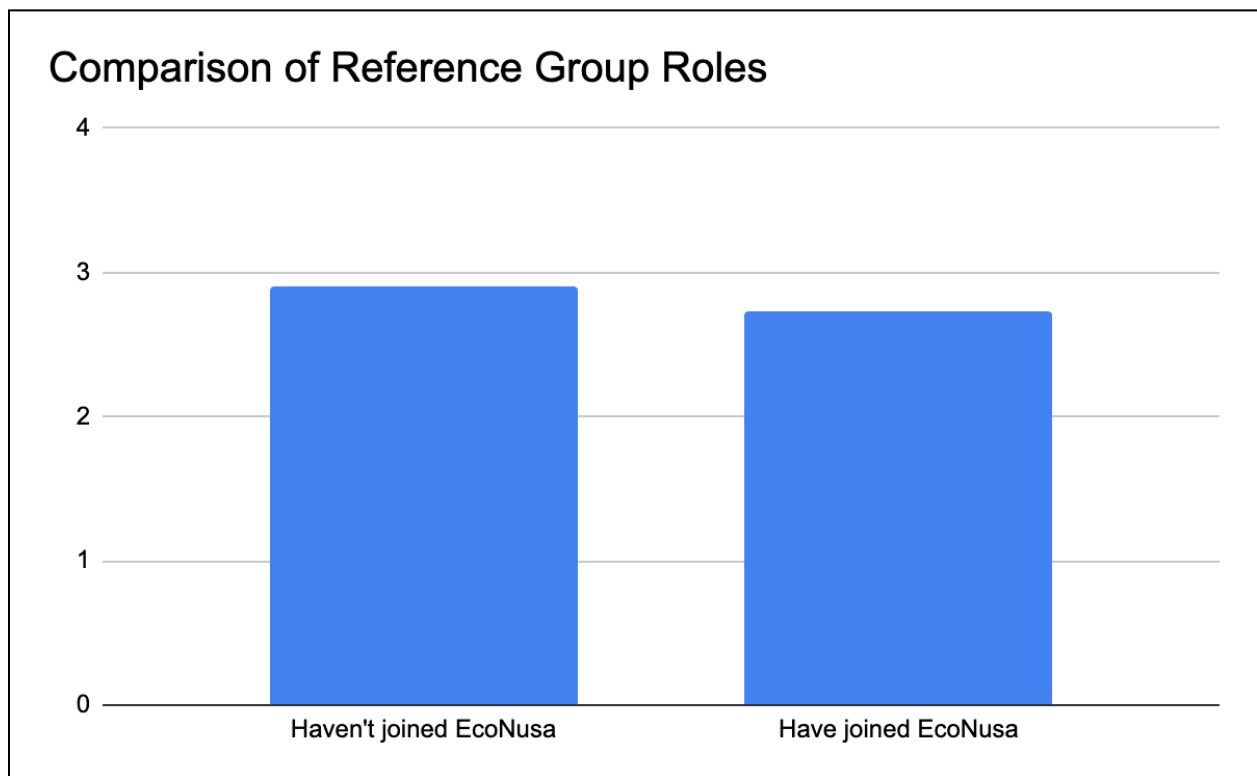

Figure 8. The comparison between the role of reference group between respondents who are involved and not yet involved with EcoNusa.

From the comparative data above, the author sees no significant difference. Respondents who are not yet involved with EcoNusa have an average score of 2.9, while respondents

who are involved with EcoNusa have an average score of 2.73. Meanwhile, the combined average score of the two categories is 2.84. This illustrates that the reference group has a role in the behavior of respondents, but overall it is not the main factor. Therefore, to get a clearer picture, the author further provides an assessment based on the reference group function.

The following is the reference group function data from the category of respondents who are not yet involved with EcoNusa:
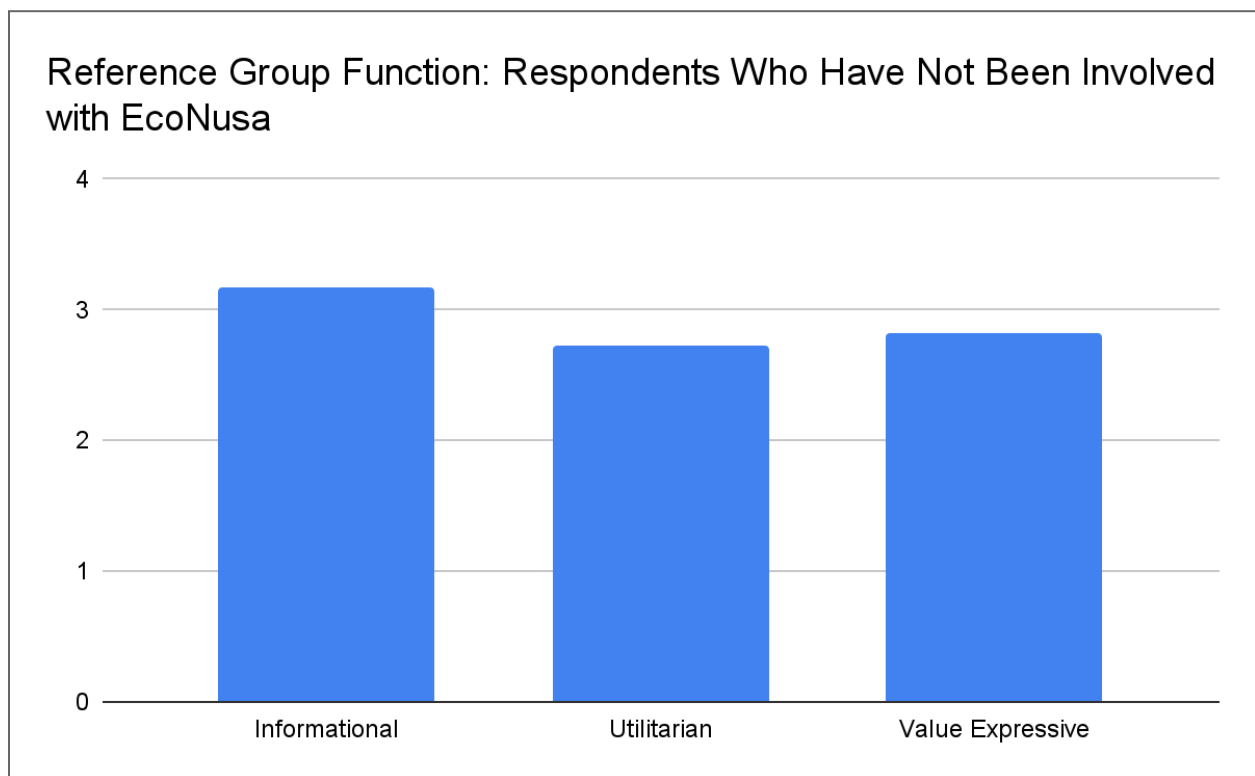

Figure 9. Reference group function from respondents who are not yet involved with EcoNusa.

From the figure above, it can be seen that the informational function has an average score of 3.17, compared to utilitarian function and value expressive function. With utilitarian function having an average score of 2.71, whereas value expressive function have an

average score of 2.81. Furthermore, the author also found the reference group function for respondents who are involved with EcoNusa, where it can be seen as follows:
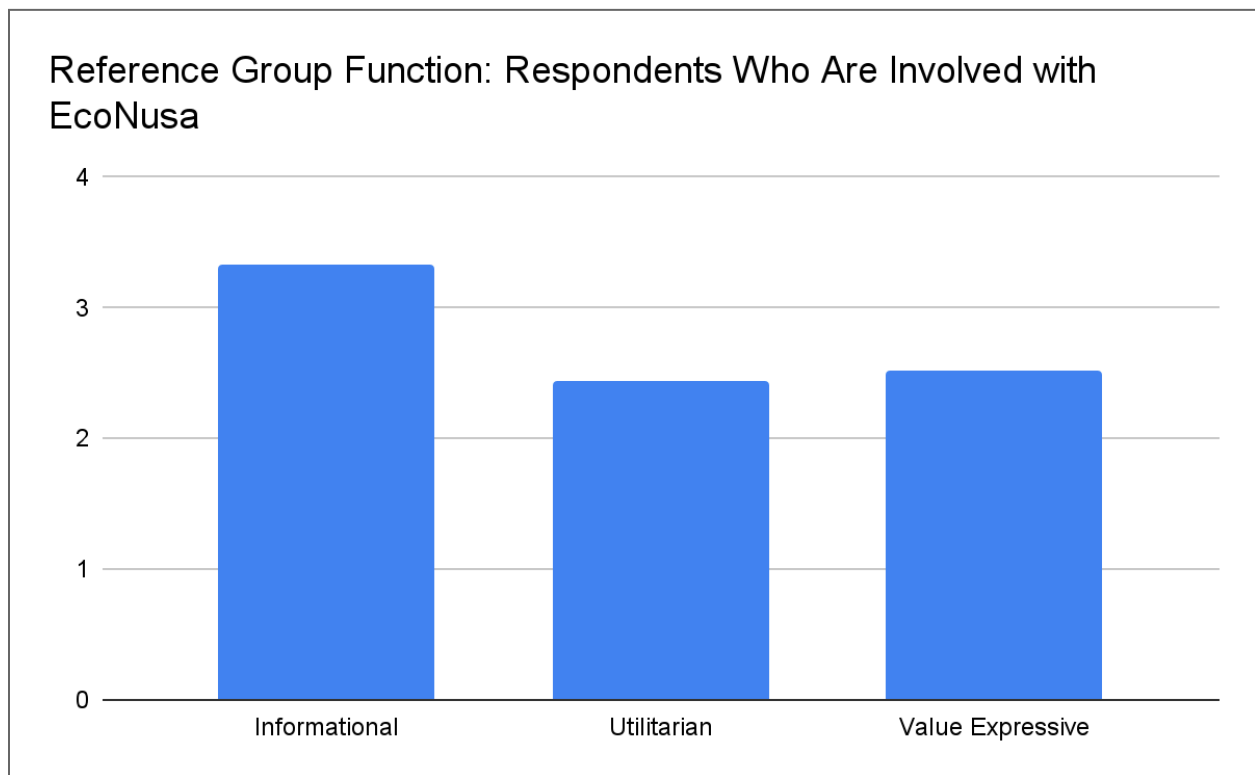

Figure 10. Reference group function from respondents who are involved with EcoNusa.

For the respondents who are involved with EcoNusa, it can be seen that there are similarities in the average values obtained for each function. With informational function having an average value of 3.3, while utilitarian function has a value of 2.43 and value expressive function has a value of 2.51. This finding indicates that the main function of the reference group for respondents is the need for information that can be fulfilled by other individuals in the group. Furthermore, respondents tend not to feel the need to conform to group norms or have the goal of improving their image in their views on environmental and human rights issues.

The author's findings are also in line with Kadence's research findings for EcoNusa, where they found that 48% of respondents (N=281) found out about EcoNusa from friends, and 22% of them found out from families.

5.2.2. The Role of Digital Media as Touchpoint

For young people, digital media plays a very significant role, especially as a means of seeking information and networking. Based on interviews and focus group discussions conducted, the author found the role of digital media as a touchpoint for participants to get to know EcoNusa. Based on the findings, the author observed identifiable patterns.

First, participants get to know EcoNusa through their own social networks, then they seek deeper information about EcoNusa through digital media such as social media and websites. This is important to note considering that EcoNusa's social media and website, as owned media, play an important role in accommodating the information needs of individuals interested in EcoNusa.

Translated transcript:

> "*When I first learned about EcoNusa it was actually through a senior. Because in Fisheries, there's an organization called HIMAPIKANI, the Indonesian Fisheries Student Association. Well, it might be coincidental, but it's probably connected with EcoNusa, so the initial EcoNusa activity in Ambon was through the Ocean program for beach clean up and underwater. So, I'm a representative from the Pattimura Diving Society, invited to participate in the first activity. So, from there, if I'm not mistaken, it was in 2019. From there, I started to get to know EcoNusa, I checked on Instagram and also on their website.*"

Original transcript:

> "*Kalau saya awal kenal EcoNusa itu lewat senior sebenarnya. Karena kalau di Perikanan itu namanya HIMAPIKANI, Himpunan Mahasiswa Perikanan Indonesia. Nah, itu*

kebetulan mungkin berjaring juga dengan EcoNusa, jadi awal kegiatan EcoNusa di Ambon itu dari program Ocean untuk beach clean up dan underwater. Jadi, saya perwakilan dari Pattimura Diving Society, diundang untuk terlibat di kegiatan pertama kali. Nah dari situ sudah saya, kalau nggak salah tuh di 2019. Terlibat di situ dari situ mulai kenal EcoNusa saya cek di Instagram dan juga di website."

From the excerpt above, it can be seen that digital media plays a significant role in participants' journey to get to know EcoNusa and participate in its programs. The relation between reference groups and digital media is two inseparable aspects. This is because participants' behaviors are heavily influenced by reference groups and their information-seeking needs through digital media.

The inherent role of digital media, which has become part of everyday life, makes the behavior of young people in digital spaces important to consider. The author also observes that social media serves as a means of self-actualization for young people. Young people have reference groups that can influence their attitudes and beliefs.

Social media, widely used today, serves as a means for individuals to express their identities. This includes individuals' attitudes in supporting a social campaign through their social media accounts. Social media campaigns supported on individuals' accounts serve as symbols to communicate their active identity and attitude towards environmental and social conditions, especially in the Eastern Indonesia region. This can be seen through the following quote:

Translated script:

"*Social media campaigns also have a significant impact, you know, for friends because after the Young Climate Action event, many friends uploaded content, and because they actively participated, it didn't stop there. In fact, every activity they engage in, they always carry the campaign, 'Aksi Muda Jaga Iklim,' with them.*"

Original transcript:

> *"Campaign sosial media juga sangat berdampak besar ya untuk teman-teman soalnya pada saat setelah kegiatan Aksi Muda Jaga Iklim itu banyak sekali teman-teman yang upload dan karena mereka berpartisipasi aktif juga bukan sampai di situ juga tapi setiap kegiatan yang mereka lakukan mereka selalu membawa campaign itu Aksi Muda Jaga Iklim."*

In addition, digital media is also used for networking and exchanging information in daily life. Young people in Eastern Indonesia use media such as WhatsApp and Instagram to exchange information and disseminate information related to activities that address environmental issues and community rights in Eastern Indonesia.

WhatsApp social media is also an important touchpoint because many participants are members of EcoNusa youth groups who are exposed to EcoNusa through messages sent by reference groups such as friends who have joined EcoNusa earlier. Thus, it can be understood that for young people in Eastern Indonesia, the role of digital media can be divided as follows: (1) a source of information, (2) a means of two-way communication, (3) a means of expressing identity. The role of digital media has the potential to initiate and accommodate social movements in digital spaces.
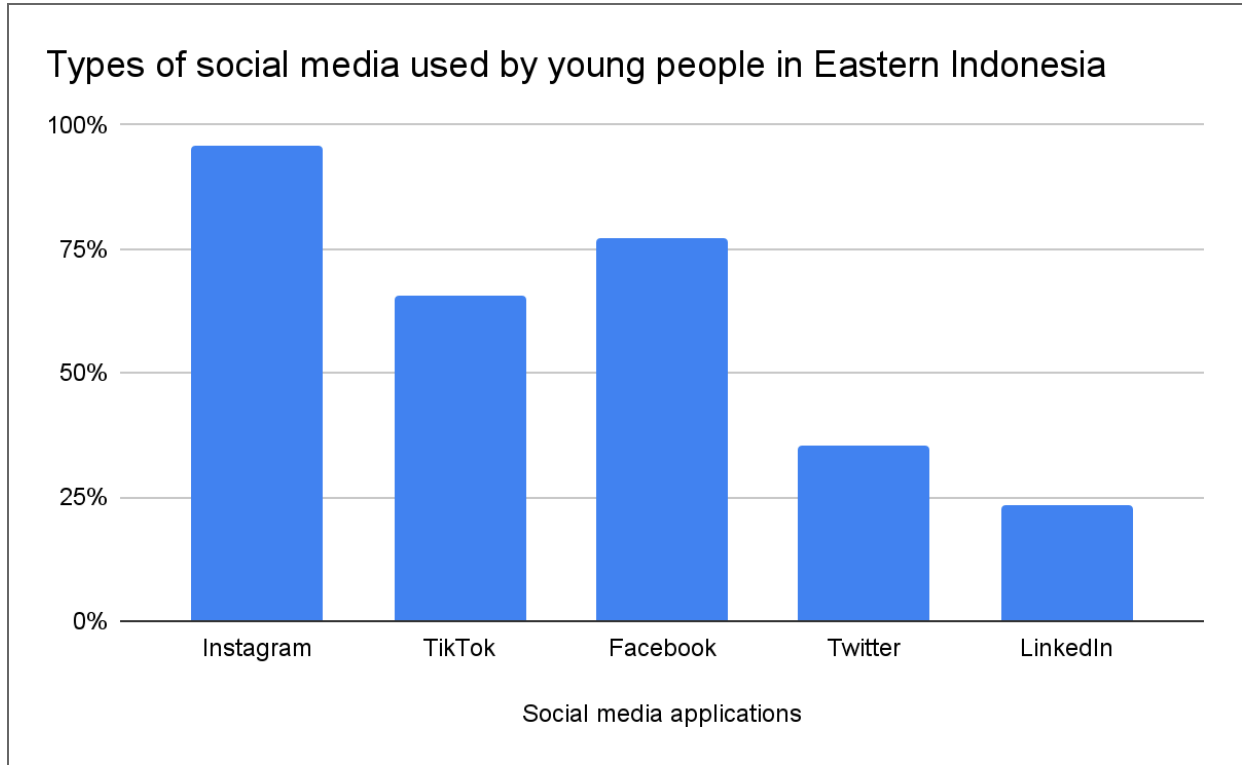
Figur 11. Jenis media sosial yang digunakan responden anak muda

Through quantitative research, the author measured the use of social media by each respondent. Based on the data above, it can be observed that the social media channel most commonly used by young people is Instagram (95.8%), followed by Facebook (77.3%) and TikTok (65.6%). There are respondents who use Twitter (33.5%) and LinkedIn (23.5%). Furthermore, the author also measured the purposes of using social media to seek information from the respondents, which can be seen as follows:

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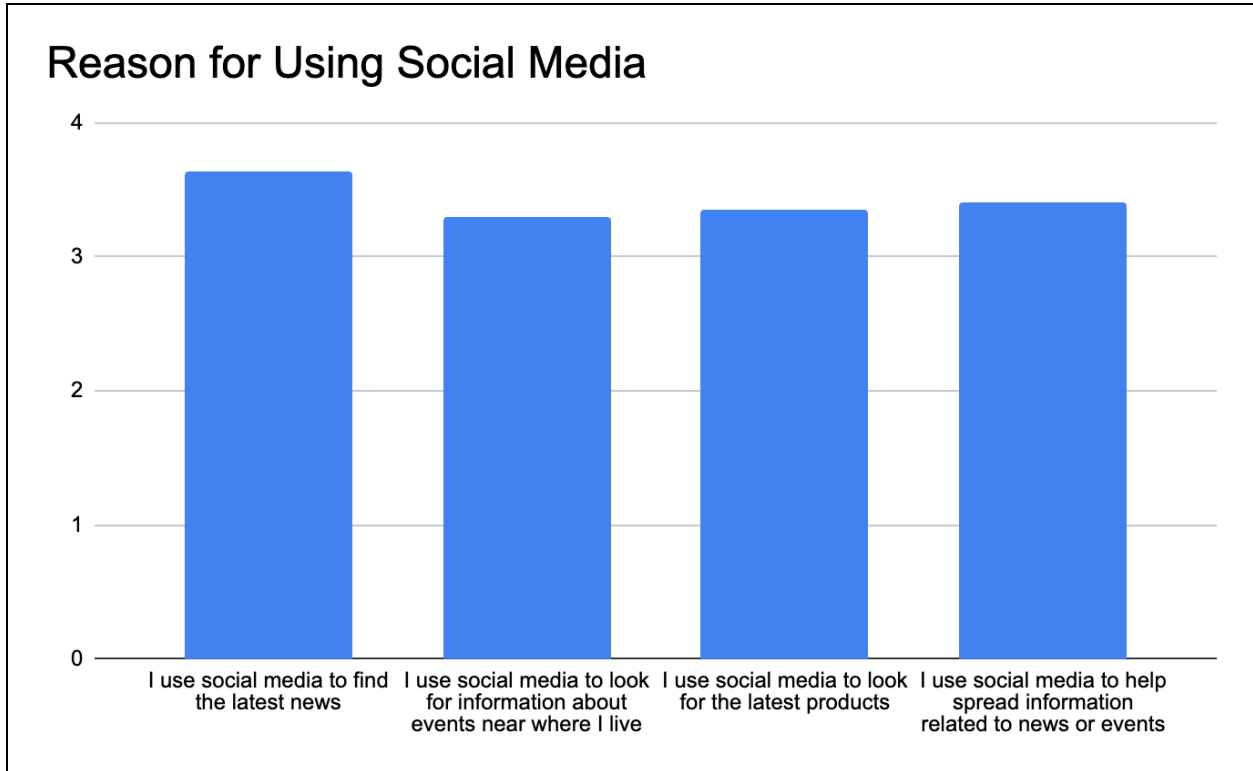
Figur 12. Alasan responden anak muda menggunakan media sosial

From the data above, it can be observed that all four (4) measured indicators have scores greater than three (3). This indicates that social media usage is employed to seek information regarding the latest news, event-related information, and even new products. Additionally, social media is utilized to disseminate information obtained by individuals, specifically news or event-related information.

The author's findings align with the findings of Kadence research for EcoNusa, where they discovered that many respondents (N=281) learned about EcoNusa from YouTube (30%), Instagram (28%), Facebook (17%), and TikTok (3%).

6. The Role of Art as Movement Tool

According to interviews and FGD, we found that art holds an important role in shaping the perception of youth. This is related to the youth's positive perception of EcoNusa's collaboration with musical group, Slank. Art plays an important role in shaping a culture, including pop culture that is able to influence the audience.

Artists have the power to share their worldview, and the capacity to amplify the message to a broader audience. Furthermore, fans of the artists oftentimes not only enjoy the artwork, but also monitor perspective or ideological aspects of the artists.

To get a concrete image, we measure quantitatively on how arts can be utilized as a movement tool.
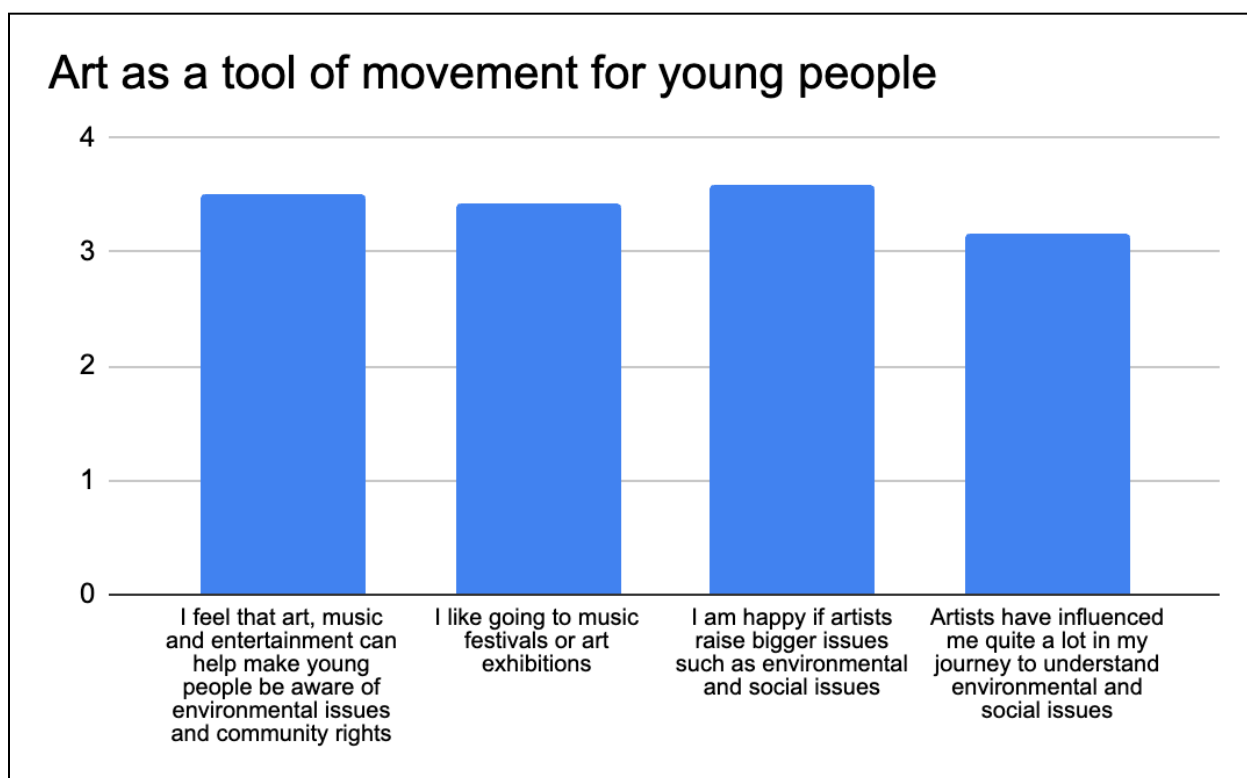
Figur 13. Art as a tool of movement according to youth respondents

According to the data above, we can see that the level of agreement is quite high regarding the role of art in a movement. For youths, art and entertainment can become tools to make young people aware of current issues, especially environment and community rights. Youths that became respondents are also those who enjoy entertainment and are likely to visit music shows or art exhibitions.

Furthermore, artworks of the artists did not lie only on the aesthetic aspect, but also ideological. This can be seen on the level of agreement of youth that likes if the artists also show concerns on raising issues such as environment and social. According to this, art has an important role for shaping the behavior of respondents. This can also be seen according to the high level of agreement on the statement that state artists have influence in the respondents journey to understand environmental and social issues.

7. Programs as a Means of Identity Formation

Participants who engage in EcoNusa's programs perceive that programs specifically designed for young people make individuals feel more involved in addressing environmental issues and community rights in Eastern Indonesia. This can be seen from the establishment of "*Kewang Muda*" through the School of EcoDiplomacy. Participants who are part of Kewang Muda feel that the title given to them makes them feel appreciated and valued.

The term "Kewang Muda" originates from the word "*kewang*," which comes from the word "ewang" meaning guardians of forests or nature as a whole. Kewang is a customary legal institution that plays a role in preserving nature on land and sea (Ministry of Environment and Forestry, 2022), so individuals who receive the title of *kewang* are also based on lineage factors. Almost all participants from Maluku are familiar with the term *kewang*, as can be seen from the following statements:

Translated script:

> "Family lineage plays a role in one's position there, it must be from him, from his lineage. It's not just anyone, but it's not based on institutional structure; it's from his traditional institution. His position there is as a leader and his descendants will become guardians of forests and seas, they are the ones who determine when to harvest from the sea, when to harvest from the forest, it's regulated by him. And he is the one who maintains it. So if someone violates it, there will be consequences, whether it's a fine or a lash. But usually, it's just fine."

> "...Only those who are willing to use it first because it's a traditional structure, their calling is because of tradition. If someone likes to care for the environment, it will be a positive thing. We have many traditions in Maluku for preserving nature, for example, sasi. To maintain the stability of sasi, there's Kewang, the guardian. Along with others, they ensure that sasi runs smoothly, when people can harvest, when people are not allowed to do certain things... There's a lot to it."

Original script:

> "Sejarah keturunan itu dia mempunyai posisinya disitu harus dari dia, harus dari marganya dia, Jadi tidak sembarang kayak siapa-siapa, tapi memang tidak dari secara struktur kelembagaan adat nah posisinya dia disitu sebagai ketua dan nanti penerusnya anak-anaknya dia menjadi penjaga hutan dan laut tapan dipanen jadi kapan bikin hasil laut diambil itu hasil hutan kapan diambil itu harus, Itu sudah diatur oleh dia Dan dia yang menjaga Jadi kalau ada yang melanggar ya ada hukumannya Di disanksi denda ataupun cambuk Tapi sudah denda aja."

> "...Cuma yang mau gunakan itu pertama karena dia hanya struktur adat, dia memang keterpanggilannya karena adat. Kalau orang yang senang jaga lingkungan itu akan menjadi hal positif. Kita kan di Maluku punya banyak tradisi menjaga alam, misalnya sasi. Untuk menjaga stabilitas sasi itu ada, Kewang itu penjaganya. Dengan yang lain itu

menjaga agar sasi itu berjalan, kapan orang panen, kapan orang gak boleh sembarangan, kapan orang... Ya itu banyak."

Furthermore, the title of Kewang Muda is then internalized and considered as a title that will be attached to them. The Kewang Muda initiative carried out by the School of EcoDiplomacy and EcoNusa partners demonstrates that the program has the power to attribute attributes that can enhance confidence and pride through local wisdom that can become part of their identity, thus resulting in stronger engagement and activism.

Translated script:

"For Kewang Muda itself, it's more about being recognized by young people, being considered. Because they have been given a title, when someone is given a title, it will stick with them for life. Because, besides EcoNusa and MCC bringing experts in their fields, we also give young people friends an opportunity, a chance, if not you then who else. That's what makes young people believe more, oh, this is us who should be taking up space. So when they are given a title, it's one form of encouragement."

Original script:

"Kalau untuk Kewang Muda sendiri itu lebih ke apa ya, anak muda itu lebih di-recognize gitu, lebih dianggap. Karena mereka sudah dikasih title, ketika seseorang dikasih title, itu bakal melekat sampai seumur hidup mereka. Karena kan, selain EcoNusa dan MCC membawa orang-orang yang ahli di bidangnya, kita juga seolah kasih teman-teman pemuda tuh punya sebuah kesempatan gitu, atau peluang, kalau bukan kamu tuh bukan orang lain. Itu yang bikin anak muda lebih percaya, oh ini kita yang harus taking up space gitu. Jadi ketika mereka dikasih title itu sih salah satu bentuk supaya lebih mendorong ya."

Furthermore, one participant added:

Translated script:

> *"But maybe when friends are entrusted with 'you are Kewang Muda,' it feels a bit different immediately compared to before I became Kewang Muda, it's not a burden like if we want to care about the environment, it's just normal but when we become Kewang Muda, people will see you as Kewang Muda. And even before waiting for people to say that, we have already reflected and felt, oh, this is a good title."*

Original script:

> *"Tapi mungkin ketika teman-teman dipercayakan 'you are Kewang Muda', itu langsung agak berbeda feelnya dibanding bedanya ketika aku dianggap Kewang Muda itu sebelum aku, sebelum jadi Kewang Muda pasti bukan beban sih jatuhnya kayak misalnya kita mau peduli lingkungan biasa aja cuman ketika kita udah jadi Kewang Muda, orang-orang bakal kamu tuh Kewang Muda gitu. Dan bukan sebelum menunggu orang bilang begitu, kita juga sudah berkaca dan sudah merasa, oh ini sebuah titel yang bagus gitu"*

The conferment of the title "Kewang Muda" is considered as a form of identity that resonates with the culture of Eastern Indonesia. The utilization of this title serves as a means of cultivating a new identity stemming from the programs being implemented. Consequently, the bestowed title has a significantly effective impact on the program's execution, as follows:

- The title of Kewang Muda can provide a new identity that is ingrained and associated with the distinctive culture of Eastern Indonesia.
- Internalization of the Kewang Muda title fosters a sense of individual responsibility in addressing emerging issues, extending to everyday behaviors that are more environmentally friendly (sustainable).
- The attached title cultivates self-confidence and serves as a driving force or motivation for young people to tackle the emerging issues in Eastern Indonesia, particularly environmental and community rights issues.

These findings are crucial considering one of the objectives of youth programs conveyed by EcoNusa's internal team, donors, and EcoNusa youth groups is the emergence of new activists and local champions. Therefore, identity-forming programs are one of the initiatives that must be consistently implemented and developed due to their ability to achieve objectives. The utilization of unique cultural titles such as the "Kewang" terminology in Eastern Indonesia can be replicated to enhance participation opportunities and internalization among program participants.

Another quote from a participant that can be understood is as follows:

Translated script:

> "Well, those are the things that young people sometimes forget, bro, how to be responsible for what they have in mind."

> "Does that mean logically they have to be accompanied all the time because they lack confidence? Lack of confidence, lack of ownership, lack of sense of belonging, lack of sense of ownership"

> "I don't think it's enough from my friends, I still don't have a sense of ownership, for example, if this doesn't happen, then I'll be like this, then this campaign won't reach the point where I'm thinking about it."

Original script:

> "Nah hal-hal itu kan kadang yang dilupakan oleh kaum muda ya kak ya, untuk bagaimana bertanggung jawab atas apa yang mereka idekan gitu."

> "Maksudnya alasannya mereka harus didampingin terus adalah karena kurang pede? Kurang pede, kurang ownership, kurang rasa memiliki kurang rasa memiliki"

> "aku sih rasa dari temen-temen tuh kurang, masih kurang sense of belongingnya misalnya kalau ini ga terlaksana tuh, nanti aku kayak gini nanti kampanye ini ga nyampe belum sampe situ pemikirannya"

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The quotes above emphasize how ideas sometimes fail to be implemented effectively. Through the establishment of a stronger identity via programs, it is hoped that the EcoNusa youth group can have a sense of responsibility and motivation to commit to the movement.

8. Views on the Main Challenges in Eastern Indonesia

The interviews and FGDs also aimed to explore the participants' views on the main challenges in Eastern Indonesia. From the interviews and FGDs conducted, the author found diversity regarding the issues that need to be addressed. Differences in views among participants are also influenced by the geographical location where the participants live. For example, participants from the Maluku Islands see that the biggest challenge in Eastern Indonesia is related to three (3) mining concession contracts surrounding North Maluku. This becomes a major issue considering that the concession areas already cover half of the North Maluku region.

Translated script:

> *"In my opinion, for North Maluku, especially Halmahera Island, it's surrounded by several permits, or three mining concession contracts already. So, these concession areas almost cover half of the North Maluku region itself. That's why there needs to be economic development and advocacy assistance so that the community doesn't experience a crisis, whether it's another crisis or a food crisis in the future. Maybe that's how I see it, Kak."*

Original script:

> *"Kalau menurut aku sih karena untuk Maluku Utara, khususnya Pulau Halmahera kan, itu dikepung oleh beberapa izin, atau tiga kontrak karya yang sudah tiga kontrak karya pertambangan. Sehingga wilayah konsesi ini hampir mencakup setengah dari wilayah Maluku Utara sendiri. Kenapa perlu adanya pengembangan ekonomi dan pendamping*

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ini advokasi yang dijalankan sehingga masyarakat ini tidak mengalami krisis, entah itu krisis lain ataupun krisis pangan ke depan. Mungkin begitu sih, kalau saya, Kak."

On the other hand, there are several participants who highlight issues such as deforestation, the economy of indigenous communities, and natural resource management. Generally, participants' views on the challenges they perceive are quite diverse, but the context of the issues discussed still revolves around environmental issues and the conditions of communities in Eastern Indonesia. Furthermore, many participants also emphasize that environmental issues and community rights are also based on the current conditions of society, particularly understanding of the evolving issues.

Translated script:

"Raising awareness among the community is difficult, Kak. Because you see, the perspectives of our urban and rural communities are different. In the village, people's mindset is like, 'Today I'll cut down this tree, hunt this animal, eat, and be satisfied.' But in the city, we think about whether we can still enjoy what's available in the village. For example, let's take the sago tree as an example again. The sago forests in Papua are dwindling by the day. While we in the city are thinking about how to conserve them, the villagers are thinking about how to make money by selling their forests to afford their daily meals and drinks."

Original script:

"Menyadarkan masyarakatnya itu yang susah, Kak. Karena kan masyarakat kita yang ada di kota dengan di pinggiran dan yang ada di kampung ini kan pandangannya beda-beda kalau di kampung dengan yang di kampung kan pandangannya oh hari ini saya tebang ini saya buru hewan ini saya makan saya kenyang habis. Tapi kan kalau di

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kota kita sudah berpikir ini kita masih bisa atau tidak kita menikmati yang apa yang ada di kampung sana. Contohnya seperti tadi kembali lagi, misalnya sambil contoh pohon sagu selama ini kan semakin hari hutan sagu di Papua ini semakin habis. Kalau kita yang di bagian kota kita pemikirannya bagaimana cara kita melestarikan tapi mereka yang di kampung masyarakatnya bagaimana mereka mendapat uang dengan cara itu sudah menjual mereka punya hutan untuk mendapatkan uang demi mereka punya makan minum sehari-hari."

The participant suggests that addressing complex environmental and community rights issues requires high levels of public awareness. However, the participant observes a lack of awareness among the community regarding sustainable practices. This can be seen from the statement of one participant:

Translated script:

"...most of the people here are nomadic, they usually move around, clearing land or forests and then burning them, and then planting. Usually, the results will be very good because maybe the humus and the remnants of burning are indeed good, but after 1-2 years it can't be planted anymore. That's why usually, after 1 year of vegetable planting, the next year they can't plant vegetables anymore because the condition of the soil, the land, has lost its essential elements. They usually plant perennial crops like coconuts, rambutan, durian, and others. So, if they want to plant vegetables again, they usually have to clear the land and burn it again. So, there are concepts that they, one of which is less environmentally friendly."

Original script:

"...masyarakat sini kebanyakan bertaninya itu nomaden, berpindah-pindah biasanya berpindah-pindah biasanya babat lahan atau hutan terus dibakar, terus baru ditanam biasanya hasilnya akan bagus sekali karena mungkin humus sama bekas pembakaran kan memang bagus ya tapi 1-2 tahun itu akan nggak bisa ditanami lagi. Makanya biasanya masyarakat setelah 1 tahun berjalan tanam sayur 1 tahun berikutnya nggak

bisa tanam sayur lagi karena kondisi rumus, tanahnya sudah hilang unsur haranya, mereka pasti tanamnya tanaman tahunan jadi ditanam kelapa, rambutan, durian, dan lain-lain. Jadi nanti kalau mau nanam sayur biasanya membuka lahan lagi dan dibakar lagi. Jadi kan ada konsep-konsep yang mereka salah satunya kurang ramah lingkungan."

The lack of awareness among the community is considered to stem from the level of understanding of sustainable practices. According to the participant, there is a need to enhance capacity so that the community understands the environmental threats and community rights in Eastern Indonesia. By understanding and being aware of the evolving issues, it is hoped that there will be a more widespread adoption of sustainable practices at the grassroots level. Thus, from the study findings, one of the biggest challenges in Eastern Indonesia is the existing knowledge within the community.

However, the majority of participants from Papua and Ambon answered the same regarding the biggest issues in their areas, which are economy and education, where these two are correlated. The higher one's education level, the more successful they can be in the economic aspect, as they are considered to have easier access to jobs and the ability to build their own businesses.

Translated script:

"The first thing is about the economy. Economy. Education, health, returning to nature or environmental rights, those are important, those four factors are important. Because we want to be good, we want to progress. These four things are what we should focus on."

Original script:

"Yang pertama kita itu soal ekonomi. Ekonomi. Harus pendidikan, kesehatan, kembali ke alam atau hak-hak lingkungan tadi itu penting itu empat faktor yang penting. Karena kita mau untuk baik, mau untuk maju. Yang 4 hal ini yang harus kita fokuskan."

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Furthermore, another participant highlights the low level of literacy among the community. The literacy context referred to by the participant is not limited to reading and writing skills but also includes environmental and technological literacy. This complements the general views of the participants regarding the biggest challenges in Eastern Indonesia, which is the awareness of the community. The level of literacy will affect the knowledge and understanding of individuals, thus impacting the behavior of the community as a whole.

On the other hand, participants also express that infrastructure is one of the major challenges in Eastern Indonesia. One participant emphasizes how transportation is still quite difficult during the East Monsoon, so there are no other transportation alternatives to travel to other islands. Furthermore, this participant highlights the uneven availability of electricity. There are several villages that still lack proper lighting. Therefore, elements of infrastructure also pose challenges, especially for implementing programs directly aimed at the community.
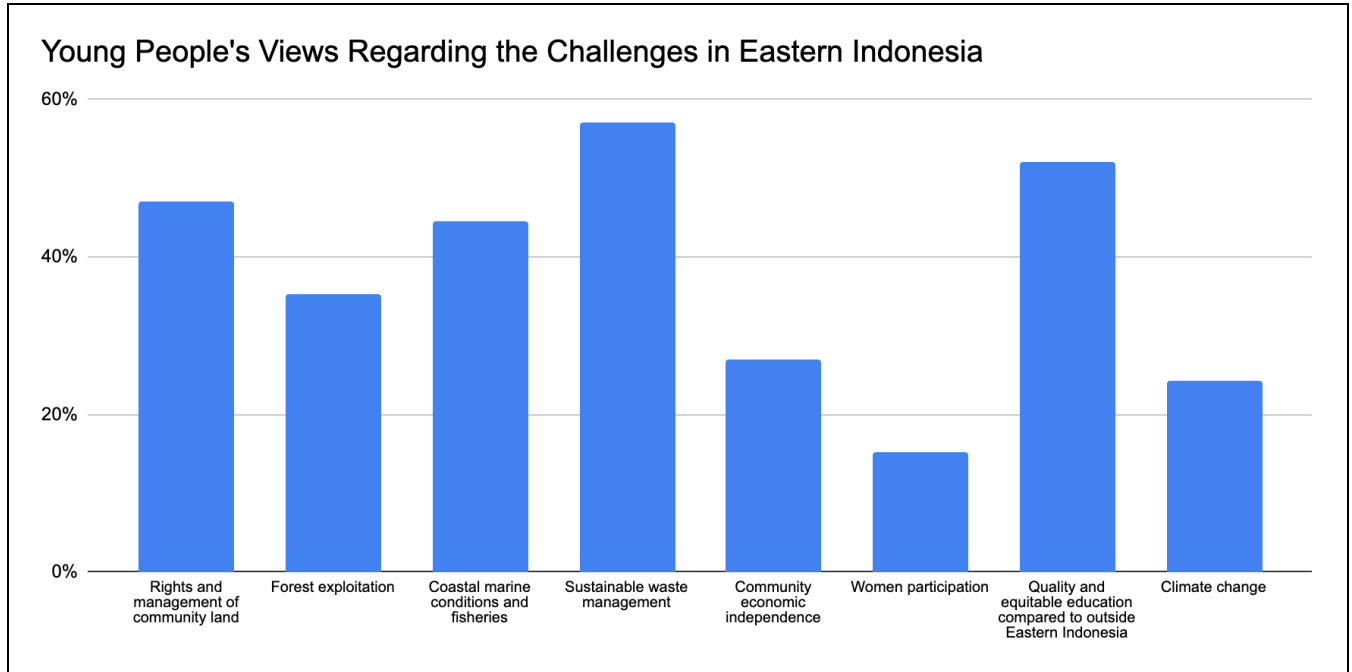
Figure 14. Young People's Views Regarding the Challenges of Eastern Indonesia

From the data above, it can be seen that there are several challenges that are the focus of attention for the respondents. The challenges with the highest percentages are sustainable waste management (57.14%), followed by quality education equivalent to that outside Eastern Indonesia (52.10%), community land/territory rights and management (47.06%), and coastal and fisheries conditions (44.54%). To obtain a comparison between the youth group and the older group, the author measured how the community perceives the challenges in Eastern Indonesia. This can be depicted as follows:
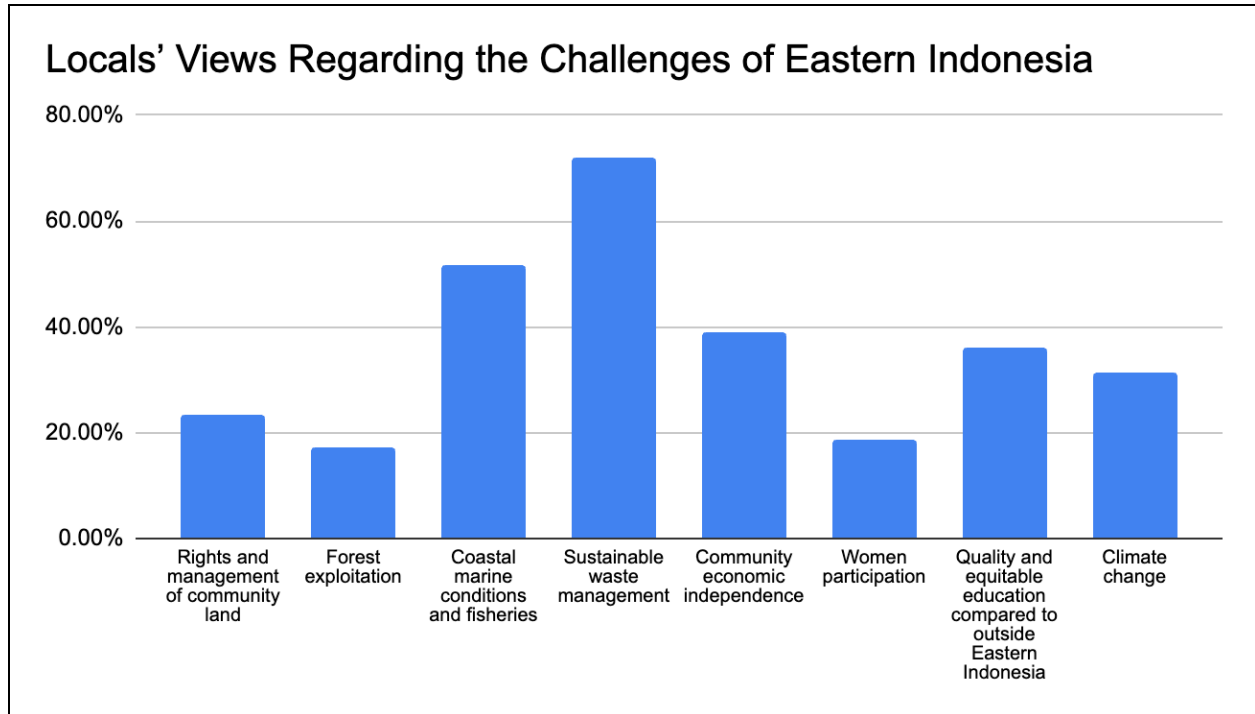
Figure 15. Locals' Views Regarding the Challenges of Eastern Indonesia

From the data above, it can be observed that the challenge with the highest percentage is sustainable waste management (71.88%), followed by coastal and fisheries conditions (51.56%), community economic independence (39.06%), and quality education equivalent to that outside Eastern Indonesia (35.94%). A summary of the percentage comparison between the two groups can be seen in the table below:

Challenges	Youth Groups	Locals & Indigenous Communities
Rights and management of community land	47.06%	23.44%
Forest exploitation	35.29%	17.19%
Coastal marine conditions and fisheries	44.54%	51.56%
Sustainable waste management	57.14%	71.88%

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Community economic self-reliance	26.89%	39.06%
Women's participation	15.13%	18.75%
Quality and equitable education compared to outside Eastern Indonesia	52.10%	35.94%
Climate change	24.37%	31.25%

Table 3. Summary of percentage comparison between youth groups and the community.

Based on the comparison table above, it can be seen that both groups share the majority view that sustainable waste management is a challenge that needs to be addressed in Eastern Indonesia. Furthermore, the author also observes that the youth group shows higher concern for community land/territory rights and management as well as achieving equivalent education in Eastern Indonesia.

On the other hand, findings from Kadence's research for EcoNusa indicate that the issues of concern for respondents are political issues (44%), economic issues (42%), and environmental issues (32%).

9. Level of Awareness of Environmental Issues and Community Rights

From the results of interviews and FGDs, it can be seen that all participants are already aware of the environmental and social issues in Eastern Indonesia. Although there are differences regarding the issues that should be focused on, the challenges conveyed by the participants share similarities related to environmental impacts and the lack of public understanding. Moreover, participants interviewed and involved in FGDs are already actively engaged in activities related to environmental issues and community rights. Many participants are also members of local communities or NGOs before joining EcoNusa.

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To address this, the author utilizes the Learning Zone Model issued by the United Nations. In the Learning Zone Model, there are four (4) zones that individuals go through in their journey of learning and advocating for environmental and social issues. These four zones include: (1) comfort zone; (2) fear zone; (3) learning zone; and (4) growth zone.
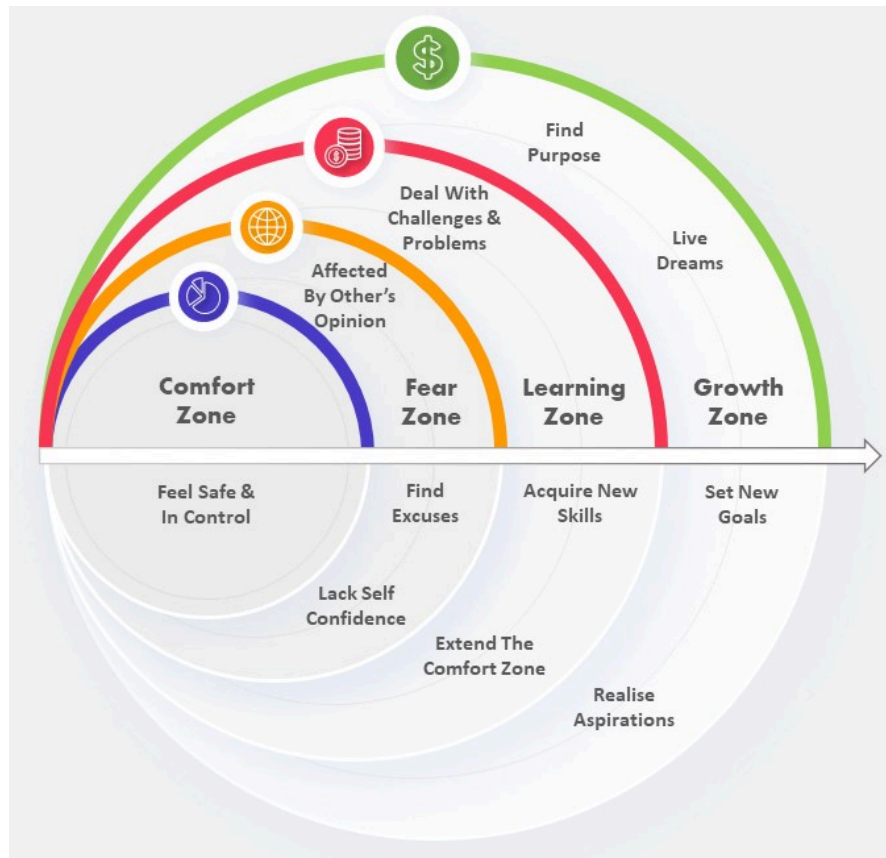

Image 1. Learning zone model

Comfort zone refers to the condition where individuals are still in a comfortable zone and do not even acknowledge or deny their contribution to environmental and social damage. Fear zone refers to the condition where individuals are worried about environmental and social damage but still have limited knowledge. Learning zone refers to the condition where individuals already have concerns and actively seek to learn and find ways to directly engage with environmental and social issues. Growth zone refers to individuals

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who are actively involved in movements to address existing environmental and social issues.

In addition to qualitative descriptions, the author also measured the Learning Zone Model through various measurable indicators. Measurement was done using a Likert scale and categorization based on scores to obtain a more general measurement. Thus, the scores can be depicted as follows:

Learning Zone Model	Skor
Comfort Zone	1-1.99
Fear Zone	2-2.99
Learning Zone	3-3.99
Growth Zone	4-5

Table 4. Measurement scores of the learning zone model

Through the conducted measurements, the author compared young respondents (aged 18-35 years) with community respondents (aged 36 years and above). From the measurement results, it can be seen that young people from Papua and Maluku have a higher learning zone score (4.1) compared to the community from Papua and Maluku (3.56), with young people from Maluku and Papua already in the growth zone, while the community from Maluku and Papua is in the learning zone. This indicates that young people from Maluku and Papua are more active in activism compared to the community from Maluku and Papua.
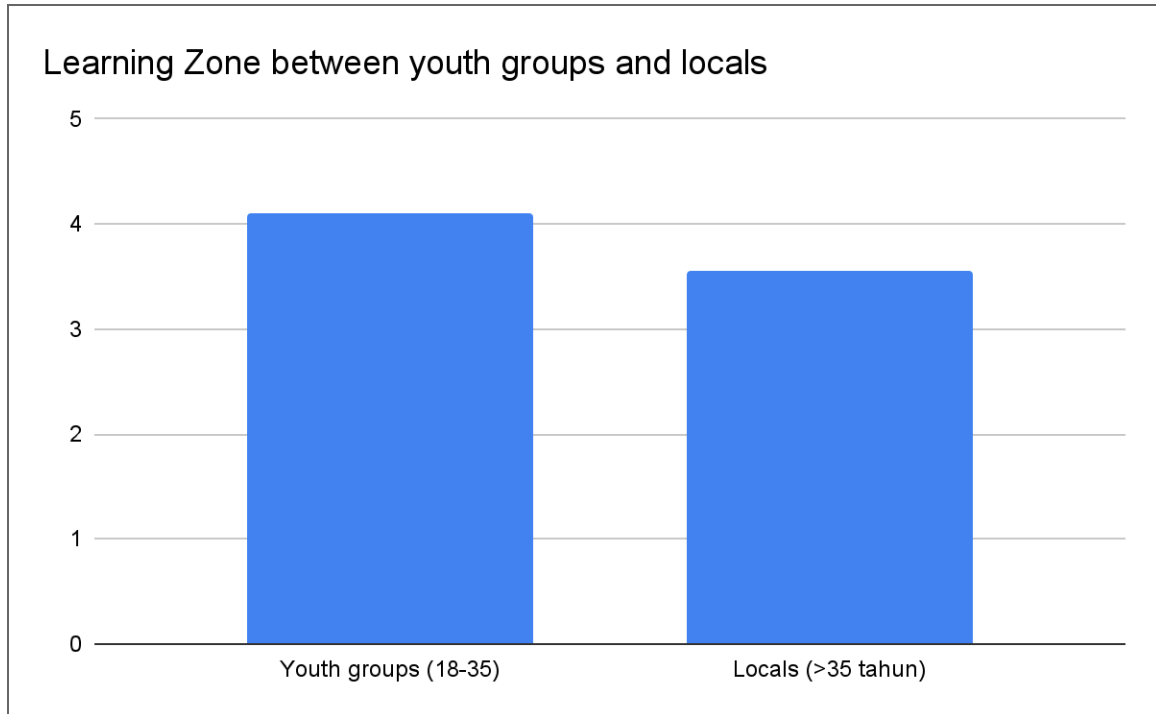
Figure 16. Learning zone between youth groups and the local community

The author also conducted a comparison between two categories of respondents: those who are not yet involved and those who are already involved with EcoNusa. From the measurement results, it can be seen that there are differences between the two categories of respondents. Respondents who are not yet involved with EcoNusa have an average score of 3.95, which falls into the Learning Zone category, while respondents who are already involved with EcoNusa have an average score of 4.2, which falls into the Growth Zone category.
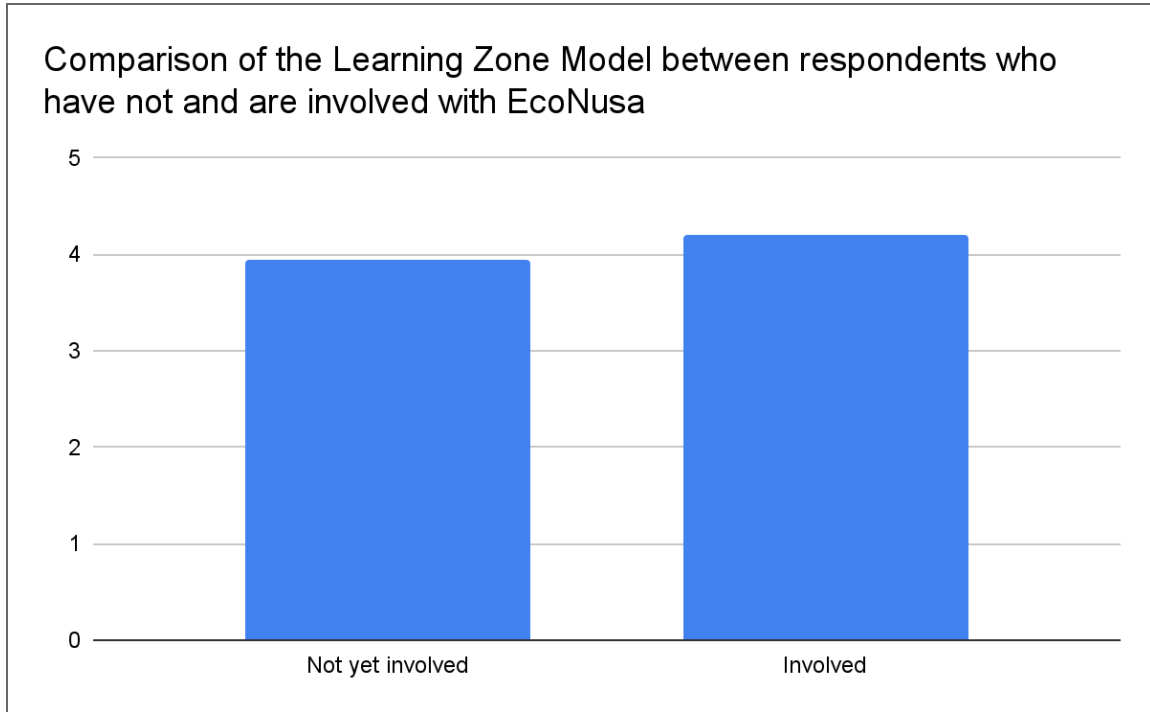
Figure 17. Comparison of the Learning Zone Model between respondents who have not and are involved with EcoNusa

The difference between these two categories of respondents indicates that those who are already involved with EcoNusa exhibit active behavior in directly addressing environmental and community rights issues. Meanwhile, respondents who are not yet involved already express concerns and are in the process of learning how to contribute to addressing environmental and community rights issues in Eastern Indonesia.

In addition to the table above, qualitative findings also revealed that with the presence of EcoNusa, young people now have a platform to engage in their activism, whether through their own independent organizations or as individuals. This finding can be observed from the following statement:

Translated script:

> "...So with the presence of EcoNusa, there's more or less a platform, you could say. For example, we're given support by EcoNusa to organize activities related to environmental

conservation. We establish and build new communities to organize young people in Ambon city and beyond, to take action, to educate about environmental sustainability in the Maluku Islands."

Original script:

"...Makanya pas dengan adanya EcoNusa, kurang lebih ya ada wadah gitu yang tadi bisa disebut. Misalnya kita dikasih support oleh EcoNusa untuk bikin kegiatan-kegiatan yang berkaitan dengan penyelamatan lingkungan. Kita bikin dan bangun komunitas baru dan untuk mengorganisir anak-anak muda di Kota Ambon maupun di luar Kota Ambon untuk bagaimana Kita melakukan aksi, kita melakukan edukasi soal keberlanjutan lingkungan yang ada di Kepulauan Maluku."

The findings, such as those presented in the table above, were also qualitatively observed by the author during FGDs with young people who were not yet involved with EcoNusa in Sorong, where none of them had heard of EcoNusa. In addition to not being involved with EcoNusa, they also turned out to be inactive in activism organizations. This was because the young people interviewed by the author were athletes, specifically in the field of kempo, and were already very active in sports organizations, leaving them with no extra time to be actively involved in other organizations. This finding is also consistent with the barrier faced by young people in actively participating in organizations due to time constraints.

Meanwhile, based on the qualitative findings, it can be seen that the majority of participants are already in the learning zone and growth zone. This is understandable considering that most of the study participants are individuals who are actively involved in environmental and community rights activities, either through EcoNusa or other community organizations outside of EcoNusa. The majority of participants are individuals who are currently or have already been learning about the environmental impacts and

community rights in Eastern Indonesia. This can be seen from the statements of the participants such as:

Translated script:

> "...In my opinion, EcoNusa operates within the environmental sphere. As youth, we also have our own responsibility towards our environment. Especially now, our environment is threatened and deteriorating. So, as youth, we are in a position where we can advocate for people to join us in preserving our environment."

> "...One successful impact we consider is when we strengthen communities to enhance their commodities after assisting them through the license review process until completion. We support them until they no longer use illegal permits on their land. We advocate for that, and eventually, they can develop their village's flagship commodities. So, I think it's like a connected chain. For me, that's the most impactful because it can encourage communities to become more resilient and self-reliant. Sustainable development starts from license review to natural resource development—everything is interconnected. That's why these fields play a crucial role in society."

Original script:

> "...Kalau saya sih melihatnya kan EcoNusa bergerak di lingkungan ya. Kita sebagai pemuda sendiri juga kan punya rasa tanggung jawab sendiri juga kepada lingkungan kita. Apalagi kan lingkungan kita sekarang itu sudah terancam mengarah ke buruk lah, bisa dikatakan seperti begitu. Jadi kita sebagai pemuda sih melihatnya, sebenarnya kita sudah ada di posisi di mana bisa menyuarakan juga kepada orang-orang untuk bersama-sama menjaga lingkungan kita"

> "...Dampak yang kami anggap berhasil, misalnya ketika kami bisa menguatkan masyarakat dalam memperkuat komoditinya setelah kami membantu proses license review hingga selesai. Kami mendampingi mereka sampai tanah mereka tidak lagi memakai izin ilegal. Kami perjuangkan itu, hingga akhirnya mereka bisa mengembangkan

komoditi unggulan dari kampungnya. Jadi, aku rasa sebenarnya itu kayak mata rantai yang berhubungan. Buat aku, itu yang paling berdampak, sih, karena bisa mendorong masyarakat untuk menjadi lebih resilient dan mandiri. Pembangunan yang berkelanjutan berawal dari license review hingga pengembangan sumber daya alam—semua saling berhubungan. Makanya, bidang-bidang ini sangat berperan penting di masyarakat."

These perspectives are also reflected in the quantitative findings, where the average youth in Maluku and Papua are already in the growth zone, as shown in the following table:
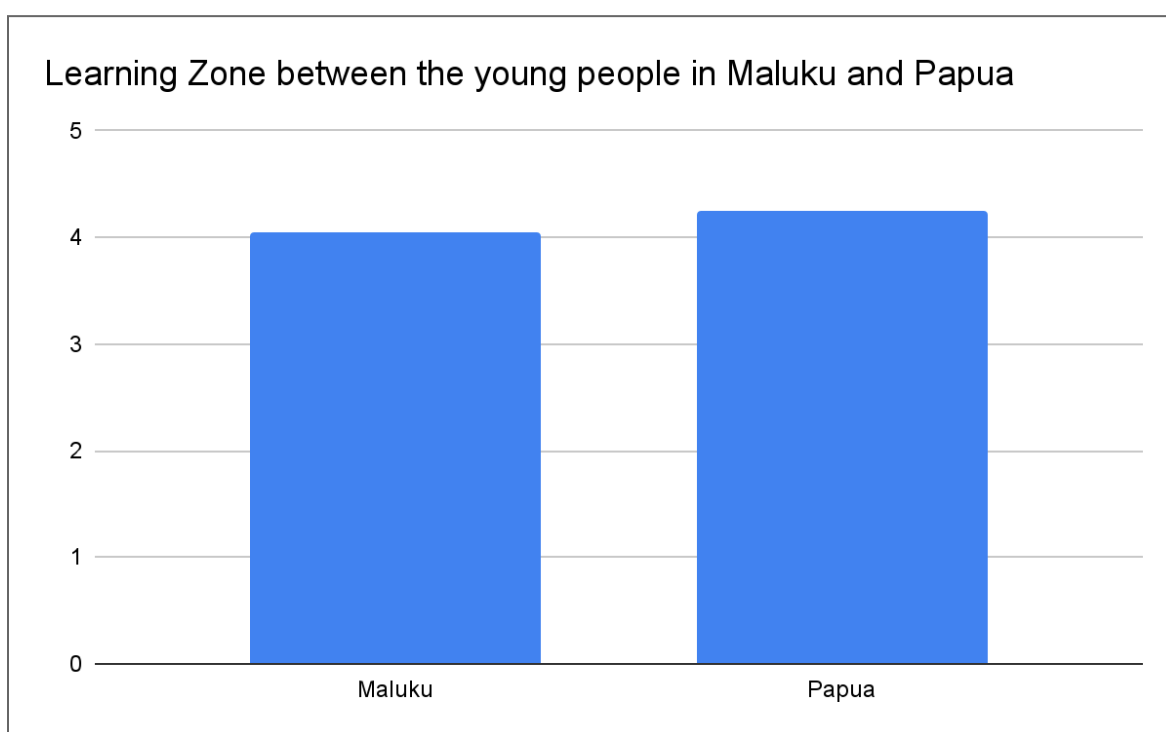
Figur 18. *Learning zone* antara anak muda di Maluku dan Papua

The behavior of youth and communities in Eastern Indonesia who have reached the growth zone was also found in Kadence's research for EcoNusa, where 65% of respondents (N=173) have taken action to help protect the natural environment in Papua

and Maluku, with 92% of Kadence respondents feeling confident that their individual actions (as individuals/figures) can contribute to environmental change.

Furthermore, participants have also been actively involved in several movements. Some examples of participants include those involved in Generasi Pesona Indah, Estuaria Maluku Utara, Komunitas PakaTiva, and the Green Youth Movement WALHI before being involved in the EcoNusa program. Volunteers from the School of Eco-Diplomacy program and activities from EcoDefender are also examples that need to be highlighted. Participants who are actively involved in movements can be considered individuals who have reached the growth zone. Therefore, this needs to be further studied as a way for EcoNusa to get more youth involved in active movements in Eastern Indonesia.

However, qualitatively, the author found differences in character among young people who are active in EcoNusa in Maluku and Papua, even though young people in both regions are already in the growth zone. The differences in character found are independence in carrying out programs and activities without guidance from EcoNusa. The EcoNusa youth group in Ambon is more proactive and independent in carrying out activities and programs compared to those in Sorong. This can be seen from a statement by the EcoNusa youth group in Ambon, stating that participants are committed to initiating activities independently regardless of collaboration with EcoNusa.

Translated script:

> "Yes, it's still the same [goal] because there's still a way to go, it's about how EcoNusa continues to be consistent in the future."

Original script:

> "Iya, masih sama [tujuannya] karena masih jalan tinggal bagaimana EcoNusa terus konsisten ke depannya."

These differences in character can occur due to the presence of stronger mentors in Ambon compared to Sorong. Therefore, these young people also have the enthusiasm and platform to channel their interests and talents.

Furthermore, these differences in character are also felt by the internal EcoNusa team, where they feel that more effort is needed to organize with young people in Papua.

Translate script:

> "...not to belittle, no. But it does require more effort when more friends from Eastern Indonesia [Papua] are involved. Because they are rarely accustomed to things that are organized, or administrative management, SOPs, and so on."

Original script:

> "...bukan mau merendahkan, tidak. Tetapi memang butuh effort lebih ketika teman-teman lebih banyak dari Indonesia Timur [Papua] yang dilibatkan. Karena mereka jarang banget terbiasa dengan hal-hal yang sifatnya tertata, atau administrasi manajemen, SOP, gitu-gitu."

9.1. Individual Motivation

After understanding the level of awareness of the participants regarding environmental and community rights issues, this study also explores the motivations of each individual. From the interview and FGD results, the author found various motivations among the participants. Generally, individual motivations can be described as follows:

- Concern about the future condition of the environment and community rights.
- Opportunities to gain experience and as capital for securing jobs and further education.

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To gain a clearer understanding, the author uses McClelland's Theory of Needs (1987). According to McClelland, individuals have three motivators: the need for achievement, affiliation, and power. Each person has different characteristics depending on their dominant motivator.

1. Achievement refers to individuals who are motivated to achieve goals in their lives. They are people with a strong drive to reach targets, performance-oriented, and have a desire to improve, solve problems, and master complex issues.

2. Affiliation refers to individuals who enjoy working in groups and tend to adhere to group norms or work culture. These individuals have a need to be loved and accepted within the group.

3. Power refers to individuals who have a desire to control and influence the behavior of others. Individuals with this motivation want to impact others, influence, change people or events, and make a difference in life. Power-related motivation is divided into two groups: personal and institutional. Individuals with personal power drive want to control others, while those with institutional power drive enjoy organizing group efforts to further organizational goals.

McClelland's motivation theory explains the first point of the study findings, which is participation based on concerns about the future environmental and community rights conditions. The motivation of these participants is a combination of all three motivation theories. This refers to the individual's drive to achieve goals, to be part of a larger group, and the desire to influence the behavior of others, especially regarding the environment and community rights in Eastern Indonesia. This can be seen from the statement of one of the participants:

Translated script:

> "...because I see that especially for us in Merauke, the coastline we have is disappearing day by day. I want the next generations, especially the children of Papua, to still enjoy nature or the beaches around Merauke Regency. So, I am challenged to encourage our

younger siblings to plant trees, so that the generations ahead of us still have the opportunity to enjoy it."

Original script:

"...karena saya lihat memang khususnya untuk kita di Merauke, garis pantai yang kami punya itu semakin hari semakin hilang. Saya mau nanti di generasi kami khususnya anak-anak Papua mereka masih menikmati alam yang ada atau pantai yang ada di sekitaran Kabupaten Merauke. Jadi saya tertantang untuk mengajak adik-adik kita menanam, agar generasi kita yang di depan masih mempunyai kesempatan untuk menikmati"

From the excerpt above, it can be seen that there is a shared value between individuals and EcoNusa. The shared values between individuals and EcoNusa are one of the driving factors for individuals to get involved in programs initiated by EcoNusa. It is essential to emphasize how the formation of these values in individuals occurs through their interaction with their reference groups.

On the other hand, the author also found that the motivation of participants to engage in organizational activities addressing environmental and community rights issues is driven by opportunistic reasons. Opportunistic individuals are actors who have a high personal interest in continuously exploring the environment and seeking ways to improve their living standards (DS Nagin, 2002). This is related to the field findings that there are individuals who participate in movements to gain experience as capital for future employment. The opportunistic attitude can be identified considering that the desired job aspirations do not align with the values of the movement. This opportunistic attitude can be seen from the following participant quote:

Translated script:

"Yeah, it depends. If I can get a job quickly, then I'll just work. Maybe for me, why I chose public administration is because I have two options. The first one, if I don't become a civil

servant or government employee, I can work in the private sector. Or if not in the private sector, I can start a business."

"Because we think we need work experience. Before we get a job, like in an office, or in the government. Still need work experience for 2 years, well, I think that can be obtained from organizations that need young people and usually they are outside Ambon."

Original script:

"...Ya, tergantung sih. Kalau (kerja) bisa yang cepat ya langsung kerja saya. Mungkin saya, kenapa bisa mengambil administrasi publik karena saya punya dua pilihan ya. Yang pertama kalau saya tidak menjadi anggota PGW atau anggota PNS, saya bisa kerja di swasta. Atau kalau tidak di swasta juga saya bisa menjadi seorang bisnis."

"...Karena kita berpikir kita membutuhkan pengalaman kerja. Sebelum kita mendapat pekerjaan yang... hm misalnya di kantor, atau di pemerintahan. Tetap juga butuh pengalaman kerja 2 tahun, nah itu menurut saya bisa didapatkan dari organisasi-organisasi yang membutuhkan tenaga-tenaga muda dan biasa itu ada di luar Ambon."

From the two quotes above, it can be seen that there is an opportunistic motivation. The purpose of participation is not solely based on the motivation to bring about change but is also very open to other opportunities outside of the movement. Additionally, the quote from the second participant emphasizes that participation in the movement is a means to gain experience for future job needs. These findings are consistent with the results of the Korn Ferry research (2019), which explains that Generation Z tends to be more ambitious, thus answering why many young people are motivated in an opportunistic manner.

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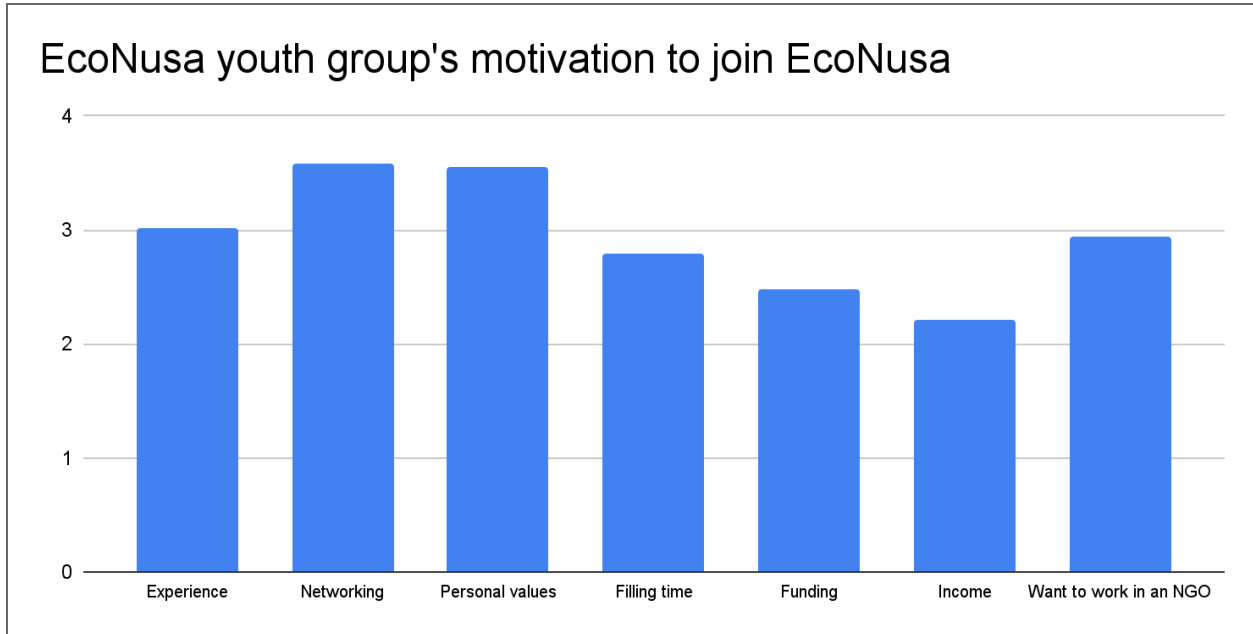## EcoNusa youth group's motivation to join EcoNusa

Figure 19. EcoNusa youth group's motivation to join EcoNusa

Furthermore, the author also measured the motivations of participants to engage with EcoNusa. From the above data, it can be seen that there are three (3) factors with scores above three (3), namely networking (3.57), shared personal values (3.54), and gaining experience (3.01). From these findings, it can be observed that there is motivation driven by shared values with EcoNusa, but there is also opportunistic behavior fueled by the perception that involvement with EcoNusa is a means to build networks and gain experience for the respondents.

9.2. Barriers to Participation

By majority, the participants in this study are young students and university students. Many of them are active in various organizations, both within EcoNusa and outside EcoNusa. In fact, some participants have their own organizations aimed at addressing issues in Papua and Maluku, with 42% of our survey respondents being actively involved

young people. Almost all of these organizations are related to environmental and educational issues in both regions.
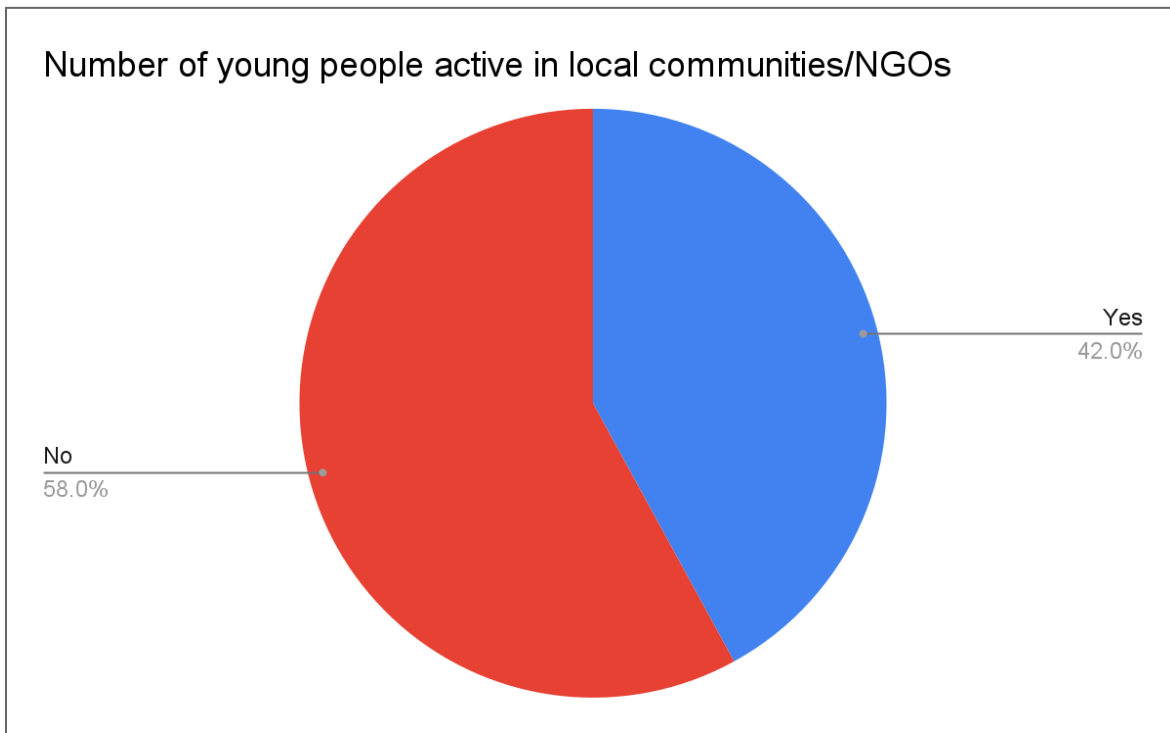
Figure 20. Number of young people active in local communities/NGOs

However, the commitment of young volunteers in EcoNusa or in other local NGOs and/or organizations is still low, especially in carrying out organizational tasks. This issue is experienced by the internal team of EcoNusa, who feel that some groups of young EcoNusa members are not proactive enough in organizing

Translated script:

"...why do they finish this activity and then disappear, even though they still have responsibilities."

Original script:

"...kenapa teman-teman kok habis kegiatan ini selesai, ya udah hilang, padahal masih ada tanggung jawabnya mereka."

It is due to several obstacles encountered by the author, namely infrastructure barriers, time constraints, funding limitations, and societal habits. These barriers can be considered as behavior barriers, which can be overcome through a behavioral science approach.

9.2.1. Infrastructure Barrier

Infrastructure barriers include limited internet access and long distances. Until this study was conducted, we found that many residents in Papua and Maluku still lack sufficiency in terms of internet access and connectivity. Naturally, this results in limitations in internet-based communication, both among fellow residents of Papua and Maluku and with communities outside the region. Additionally, they struggle to obtain the latest (up-to-date) information quickly and accurately.

Another infrastructure barrier is the distance. The locations of young people's residences in Papua and Maluku are relatively far from each other. Besides distance, limited modes of transportation, especially during the East Winds phenomenon, make it difficult for them to hold organizational meetings. Indeed, distance also becomes one of the main factors contributing to young people's disengagement from organizational activities. Their organizational spirit slowly fades due to the distance and the long travel time, requiring them to expend more energy if they want to actively engage in activities consistently.

9.2.2. Time Barrier

The time constraint refers to the lack of additional time that young people have to actively engage in organizational activities. One statement from a young person regarding this matter is as follows:

Translated script:

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"...we don't just work here. We study, look for scholarships, and also search for part-time jobs..."

Original script:

"...kita kan tidak hanya kerjakan di sini. Kita kuliah, cari beasiswa, juga cari pekerjaan sampingan..."

Hambatan tersebut juga dialami oleh tim internal EcoNusa. Mereka merasa bahwa kelompok pemuda EcoNusa walaupun aktif, namun terhambat oleh waktu.

"...proaktif tapi kadang kebentur sama waktu jadi dia paling cuma bisa bantu dari jarak jauh tapi willing banget buat bantuin"

The categories of obstacles in question are as follows:

1. Aktivisme di organisasi lain

From the FGD interviews, the author found that many young people are active in more than one organization. This is also supported by our quantitative findings on young people in Eastern Indonesia, where 14.28% of respondents are active in both EcoNusa and other organizations outside EcoNusa.

Other organizations outside EcoNusa that participants are involved in include local organizations or NGOs focused on the environment, education, and community rights. Many young people have joined these organizations before joining EcoNusa. Additionally, many participants are involved in campus organizations, such as student activity units (UKM), related to their academic majors or interests, such as environmental UKMs, and others.

These barriers are also felt by EcoNusa's internal team when they want to gather young people in one place, but many are unable to attend. Statements regarding this matter can be seen as follows:

Translated script:

> *"And not to mention if these young people already have their own activities. Just gathering together for a moment can be quite an effort, the challenge is like when can we sit together with the same vision and mission."*

Original script:

> *"Dan belum lagi kalau muda-mudinya ini sudah punya aktivitas sendiri. Untuk momen ngumpul bareng aja itu kadang effort banget, tantangannya itu kayak kapan bisa duduk bareng sama-sama dengan visi dan misi yang sama gitu."*

2. Pendidikan

The majority of young participants interviewed by the author are undergraduate students (S1), so much of their time is spent studying and engaging in university activities such as student organizations and participating in student units (UKM), which results in a lack of additional time to be active in organizations outside of campus.

In addition to the barrier of organizing due to pursuing undergraduate studies, many young people are also inactive in organizations because they are busy pursuing postgraduate studies (S2) or seeking scholarships. The young people mentioned that one way to help them obtain scholarships or enroll in postgraduate programs is by having a lot of experience, one of which is organizational experience. Therefore, many young people initially join organizations like EcoNusa or others, then stop and become inactive.

3. Pekerjaan

In addition to the barrier of organizing while pursuing a master's degree or scholarships, young people who are actively seeking employment also face obstacles to actively participating and committing to organizations because their time is occupied by job hunting.

Furthermore, many young people join organizations while waiting to secure employment, but once they start working, they stop participating in organizations and focus on their jobs.

9.2.3. Finance Barrier

For the young people interviewed by the author, it turns out that finances are also a barrier for them to become active in organizations. This is because some organizational activities require participants to spend money, such as transportation and phone credit or *pulsa*.

Translated script:

> *"We study, look for scholarships, and also search for part-time jobs, and then in the EcoDefender activities, we also have to spend money, it's like spending money again. We're already in this situation, and it's really disturbing. That's why we said there are financial priorities."*

Original script:

> *"Kita kuliah, cari beasiswa, juga cari pekerjaan sampingan, masa di kegiatan EcoDefender kita harus keluar uang juga, uang lagi gitu. Gini-gini kita lagi gitu, itu juga sebenarnya sangat-sangat mengganggu gitu. Makanya tadi kita bilang kan ada prioritas finansial"*

Although the personal funds spent by participants will be reimbursed by the organization they are affiliated with, many still struggle to spend money, and some are unaware that

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their personal funds will be reimbursed. Although EcoNusa provides capacity-building classes on event administration to EcoNusa youth groups, only a few participate because capacity-building is not a mandatory subject. Therefore, only volunteers interested in learning more about financial reporting participate in these classes.

9.2.4. Local Habits Barrier

The barriers stemming from societal habits evidently contribute to the lack of motivation among young people in Papua and Maluku to engage in organizing activities. In this context, the hindrances from societal habits refer to the values upheld by the people of Papua and Maluku. According to Enz (1986), values are not merely preferences but a synthesis of three elements: thoughts, feelings, and preferences. Furthermore, one category of values, aside from intrinsic values, is instrumental values. According to Harrison & Huntington (2020), instrumental values are values supported because they are advantageous. These values lie in the consequences of their implementation in the effort to achieve other values.

In the context of Maluku and Papua societies, based on our observations, they still perceive incentive funds as instrumental values. The expectation of incentive funds when joining an organization affects their level of activity. If there are incentive funds, they will be interested in actively participating in organizational activities. However, if there are no incentive funds, they immediately withdraw, even resign, and no longer participate in the organization.

The perspective on the values embraced by the Papua and Maluku societies proves that the function of values should not solely fulfill human intellectual impulses and desires. Beyond that, values should guide humans to become more noble. When contextualized in Papua and Maluku societies, especially among organizers, a consideration of the correct definition of values—not merely incentive funds—can guide them to see the actual benefits of actively engaging in activities and organizing with EcoNusa.

By identifying the barriers or behavior barriers faced by young people to participate in activism, EcoNusa can conduct activities to overcome the behavior barriers experienced by young people in Maluku and Papua.

If the barriers faced by young people can be overcome, then the opportunities for young people to participate with EcoNusa will increase. The activities that EcoNusa could explore to help overcome these barriers will be discussed in the discussion & recommendations section.

IV.   DISCUSSION

1. DISCUSSION

1.1   Learning Zone Model and Behaviour Change

The results of the external study for EcoNusa lead to changes in behavior for mobilizing youth. Before delving into behavioral changes, the methods for changing behavior and the reasons behind barriers to changing behavior need to be examined first. To understand this, there are two types of behavioral science models that can help address the issues encountered by the authors, namely the COM-B Model and the Transtheoretical Model, which will be explained as follows.

1.1.1. COM-B Model

From the presentation of data in the previous section, there are several behavior barriers that occurred among the youths in Maluku and Papua related to their behavior towards activism. The identified behavior barriers align with a behavioral science model called the COM-B Model of Behavior (Michie, et al., 2011), which states that to change behavior, an individual must possess three elements: capability, motivation, and opportunity. The model indicates that EcoNusa, as a platform for youth, has succeeded in enhancing the capability and motivation of young people, but still needs to reassess how to increase opportunities for them.
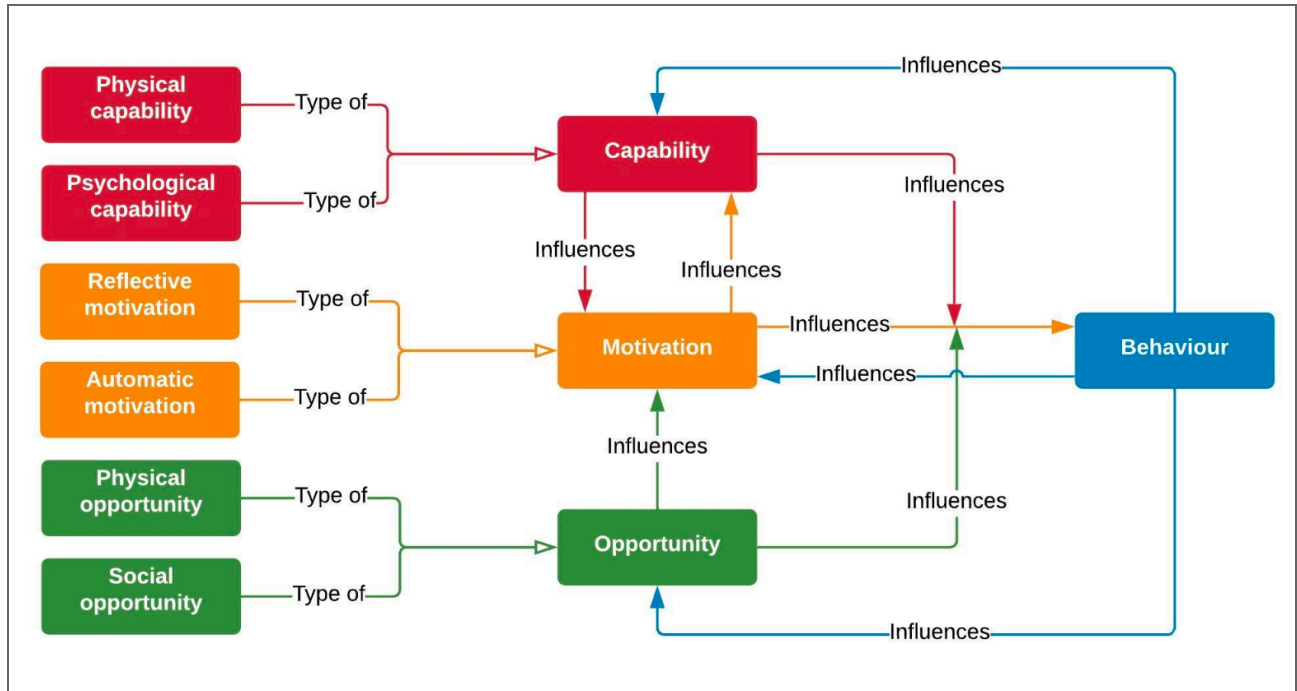
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Image 2. COM-B Model of Behaviour framework

COM-B Model consists of C; capability, O; opportunity, M; motivation, and B; behaviour. Where according to the model, to change one's behaviour, they must possess 3 things, which are:

1. Capability

   For someone to be able to change their behavior, they must have the capability to make the change. They need to have two types of capabilities: physical and psychological. Physical capability means having sufficient physical strength, stamina, and skills. Meanwhile, psychological capability means having sufficient knowledge, expertise, and mental strength.

2. Opportunity

   Opportunity here refers to external opportunities that can facilitate the desired behavior change. The opportunities mentioned are physical and

social opportunities. Physical opportunities refer to opportunities provided by the environment, such as time, location, and resources. Whereas social opportunities are opportunities that arise due to social factors, such as culture and social cues.

3. Motivation

A person cannot change their behavior without motivation. Therefore, they must have two types of motivation: reflective and automatic motivation. Reflective motivation is a reflective process within oneself, such as making plans and schedules, and evaluating oneself and past events. Meanwhile, automatic motivation is motivation resulting from habitual actions. Examples include interests and talents, impulsive behavior, and inhibitory behavior.

Without any of the three elements mentioned above, it is highly unlikely that someone's behavior will change. From the presentation of data, it is evident that the youth groups participants already possess sufficient capability and motivation. However, the lack of opportunities, both physically and socially, hinders young people from engaging in activism activities that align with their interests and talents. EcoNusa can provide greater opportunities as a platform and facilitator for young people to channel their activist spirit. Therefore, it is important for EcoNusa to examine and understand how it can help young people become more active in their activism activities. This can be seen through the process of behavioral change among young people and how to facilitate it using the transtheoretical model.

1.1.2. Transtheoretical Model

The Transtheoretical Model (TTM) ([DiClemente & Prochaska, 1983](#)) discuss behaviour change by displaying the stages of change of an individual based on their motivation, which can be seen in the image below:

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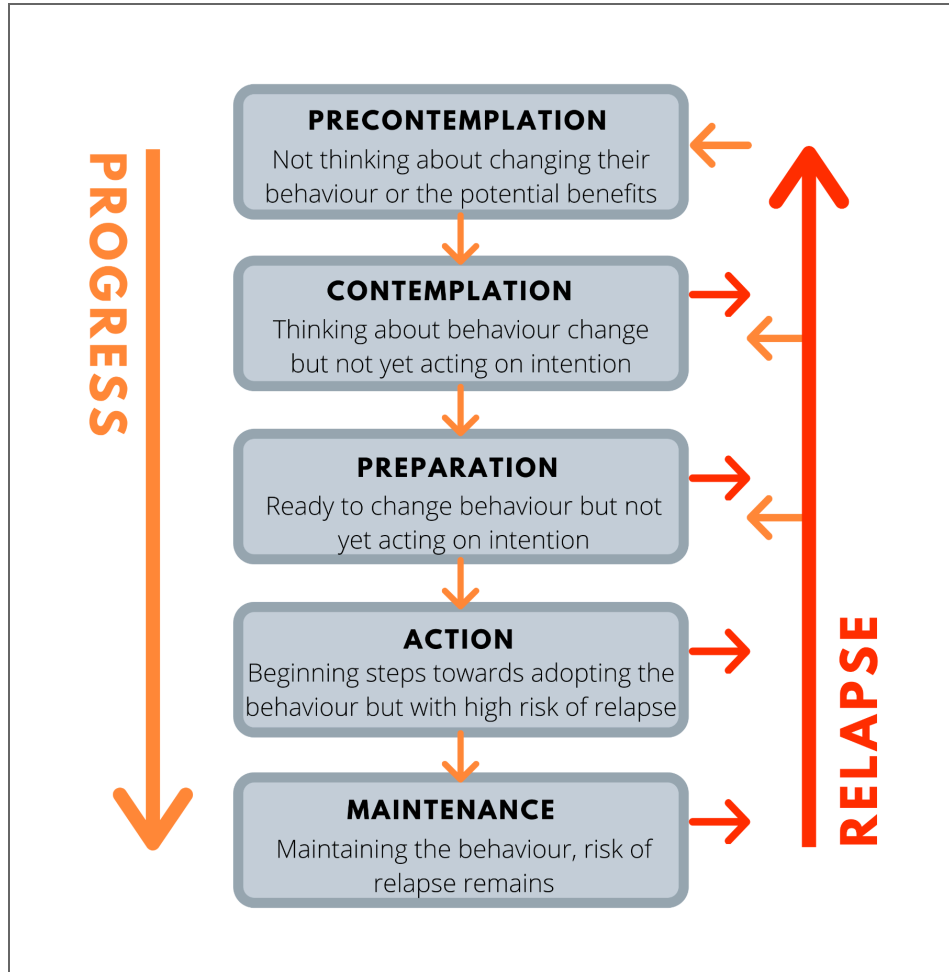
Image 3. Transtheoretical model of behaviour change

The model shows that in order for someone to go through behaviour change, they will go through 5 process (Velicer, et al., 1998), which are:

1. Pre-contemplation:

   Individuals who have not yet or even have no thoughts and intentions to change their behavior. In this stage, the individual is unwilling to change due to a lack of information about the impact of their behavior and how they can change it.

2. Contemplation:

Individuals who begin to have thoughts about changing their behavior but have not yet made an intention to change. In this stage, the individual is aware of the pros and cons of changing their behavior, but many are trapped in these thoughts and enter the phase of behavioral procrastination, where they delay.

3. Preparation:

Individuals who already want to change their behavior but have not taken any action yet. In this stage, the individual usually has sought out a lot of information about the desired behavioral goal and already has a plan.

4. Action:

Individuals who have started to change their behavior, but there is a high risk of returning to zero or relapsing. Usually, if someone has changed their behavior, it is already considered a behavior change. However, in this model, the "action" stage is one of the processes of behavior change.

5. Maintenance:

Individuals whose behavior has changed and is maintained. In this stage, the individual has consistently changed their behavior, and the likelihood of relapse is minimal.

These five processes may not necessarily move in a linear progression, so someone could start at the contemplation stage and then immediately leap to the action stage, and vice versa.

From the findings, it appears that young people in Maluku and Papua are already in the learning and growth zone. This can be interpreted as young people in Maluku and Papua have entered the action and maintenance stages. Therefore, it is important for EcoNusa to engage in activities to guide young people in Maluku and Papua to reach the maintenance

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stage. This can be done through Behavior Change Communication (BCC), in line with the behavior barriers encountered by the author.

1.2. Relationship Patterns

Based on the findings, several aspects stand out, particularly regarding the relationship patterns between young people and EcoNusa. To provide a focused discussion, the author divides the relationship patterns into two parts: at the individual level, and also at the institutional level such as partnerships.

1.2.1. Individual Relationship Patterns

At the individual level, there are three aspects that need to be highlighted: (1) relationship styles at the individual level, (2) relationship dynamics due to internal team changes in EcoNusa, and (3) participants' lack of understanding regarding the administrative processes. These three aspects depict the individual relationships as program participants with EcoNusa.

Young people who are participants in EcoNusa programs have preferences regarding communication styles. Based on the findings, the relaxed (informal) communication style of the internal EcoNusa team received quite positive responses. This is because this communication style aligns with the preferences of young people and can also enhance interpersonal relationships. Thus, the communication style of the internal EcoNusa team plays a crucial role in increasing the level of participation of young people in the programs within EcoNusa.

The second aspect that needs to be highlighted is that the changes occurring in EcoNusa, especially in organizational structure, are one of the important considerations. This is because the primary touchpoint for young people to participate with EcoNusa is through the internal team, so changes in organizational structure will also impact the individual's relationship with EcoNusa, ultimately affecting the level of participation. The turnover of individuals responsible for engaging young people creates a dynamic relationship

between young people and EcoNusa. This is because such turnover is susceptible to changes in communication styles and guidance. Thus, ensuring standardized communication styles and guidance for young people is crucial.

The third point is the lack of understanding among young people regarding administrative processes within the organization. Based on the findings, there are administrative processes that are not well understood by participants of the youth program. The administrative processes mentioned include reimbursement procedures, report writing, and others. As a result, participants experience confusion when implementing the program. In efforts to convey administrative processes to EcoNusa volunteers, EcoNusa itself has conducted capacity-building classes, but these are not mandatory, so few volunteers attend. This indicates a lack of understanding and experience among volunteers regarding administrative processes within an organization, thus requiring mitigation steps through mandatory capacity-building to ensure all volunteers have a better understanding of and knowledge about administrative processes comprehensively. Ensuring that program participants understand administrative processes can guarantee the sustainability of participation and also foster positive perceptions of programs initiated by EcoNusa.

1.2.2. Relationship Patterns with Partners

In general, the relationship patterns with partners are quite good, as depicted in the data findings shown in Figure 5. Partner's Views on EcoNusa. However, the author found one case where a partner felt that there was a top-down communication approach between EcoNusa as an institution and the partner. The partner's expectation was a relationship based on equality (partnership). Therefore, a top-down or hierarchical relationship creates negative sentiments from partners who wish to be treated equally. This is presumed to have occurred due to a misunderstanding in the communication process with one of the partners, resulting in the partner communicating directly with EcoNusa's management level, namely the CEO of EcoNusa.

This finding emphasizes the need for adjusting communication styles with partners to a more horizontal approach, which involves communication between institutions at the same level. Furthermore, this is important considering that most of EcoNusa's partners are young people who consider communication style as a primary driving factor in their perception of EcoNusa as an organization.

Moreover, EcoNusa also needs to ensure that all administrative processes, agreements, and standard operating procedures (SOPs) are communicated openly and regularly during cooperation with partners. This is to minimize the possibility of miscommunication that could impact the relationship between the two entities and ensure better cooperation.

1.3. The Potential for Youth Engagement

Based on the findings, the author attempts to map out the potential engagement of young people. This stems from the perceptions and behaviors of young people regarding their participation in EcoNusa programs. To provide a more concrete overview, the author divides the potential engagement of young people into six aspects, which can be explained as follows.

- EcoNusa's Role as Facilitator

Young people involved in EcoNusa programs perceive EcoNusa as a facilitator. This is interpreted as EcoNusa's ability and capacity to organize programs, provide spaces for young people to gather and discuss, and enhance the capacity of young people. This perspective then forms a positive outlook towards EcoNusa.

Understanding the perspectives of young people towards EcoNusa can assist EcoNusa in efforts to attract more young people to engage in initiated programs. These findings indicate that ensuring EcoNusa can facilitate young people in all intervention areas is key to increasing youth engagement.

- Funding for Personal Aspirations

The findings indicate that young people involved with EcoNusa already have concerns and actively engage in communities or organizations outside of EcoNusa. Based on the findings, financial barriers are one of the biggest obstacles for young people in addressing the main issues they focus on at the individual level.

Therefore, EcoNusa is seen as an organization capable of funding their personal aspirations. This refers to EcoNusa programs that align with individual concerns. Additionally, funding related to program operations can also help alleviate the financial burden on individuals in addressing environmental and community rights issues. Shared values are also key in the context of personal aspirations and individual engagement with EcoNusa.

- Programs as a Tool for Identity Formation

Programs initiated by EcoNusa have the potential to shape the identity of young people, such as the use of the title "Kewang Muda" in the School of Eco Diplomacy program in Ambon, Maluku. This is because the use of titles plays a role in shaping the image that refers to the value expressive dimension in the function of reference groups. Furthermore, the formation of an image through this program is then internalized, thus forming a new identity. This internalization and identity formation play a crucial role in young people's commitment to participating in programs and adopting more responsible everyday behaviors.

- The Role of Reference Groups as Information Sources

The function of reference groups is quite dominant among young people. This refers to efforts in gathering information and learning about environmental and social issues in Eastern Indonesia. Thus, the dominant function of reference groups among young people is informational. This is consistent with findings related to the Learning Zone Model, which indicate the position of young people entering the learning zone and growth zone.

Therefore, the need for information related to environmental issues and community rights is crucial. However, it is noteworthy that the messenger is key to the success of information retrieval and young people's engagement with the movement. Thus, in reaching out to young people, EcoNusa also needs to consider key individuals who can reach out to and build relationships with young people on a personal level.

- The Potential of Art as a Movement Tool

Art has the power to influence young people in their participation in addressing environmental and community rights issues. Referring to the findings, musicians play a significant role in raising awareness and influencing young people's attitudes towards environmental and community rights issues. This potential needs to be understood and utilized by organizations such as EcoNusa. This is considering the power of art to reach young people on a personal level. However, it is important to note the type of art and musicians that are preferred by young people. Therefore, efforts to reach out to and attract young people will be more relevant.

- Noble and Opportunistic Motivation

Findings indicate that young people's participation is based on two types of motivation: noble and opportunistic motivation. Noble motivation refers to the motivation to address environmental and social issues developing in the Eastern Indonesian region. This is the young people's effort to solve various problems. On the other hand, opportunistic motivation refers to young people's participation motivated by personal interests, such as the need for work experience, networking, and so on. Fulfilling these two types of motivation is one potential to increase young people's participation. Therefore, programs initiated by EcoNusa can become more relevant and able to accommodate young people's motivations.

1.4. Patterns of Youth Participation

From the data presented in the previous section, there are several aspects that can be discussed as the basis for formulating EcoNusa's strategies to achieve its goals related to youth mobilization. Some highlights in this study include:

- Self-identity and shared values as drivers of participation
- The role of reference groups in touchpoints
- Suitability of communication preferences

The self-identity of young people is one of the determining factors in the level of youth participation related to environmental and community rights issues in Eastern Indonesia. Through understanding the self-identity of young people, EcoNusa can enhance participation and engagement with EcoNusa. Their identity as young people from Eastern Indonesia makes them concerned about the environmental conditions and community rights in their area. Thus, the use of titles that use unique terminology from Eastern Indonesia will become an identity that resonates with the self-concept of young people.

Furthermore, the author sees that reference groups play a crucial role in the participation of young people in the movement. This is especially the role of reference groups as groups that provide information about EcoNusa to individuals. The role of reference groups also serves as a means of identity formation and can be one of the important touchpoints that need to be considered to attract more young people to join EcoNusa. Moreover, the dissemination of information through digital media and the adoption of technology enable young people to network and obtain information about EcoNusa, both through EcoNusa communication platforms and individuals within the reference group.

Young people are a group with quite different communication preferences. The communication style preferred by young people is one that disregards formality aspects, so it can be considered more relaxed. This is reflected in the study's findings showing that participants prefer the 'relaxed' and flexible communication style of EcoNusa's internal

team. This can be interpreted as a communication approach resulting from cultural similarities between the communicator and the communicatee.

To illustrate the journey of participants with EcoNusa more concretely, the author outlines the process as follows:
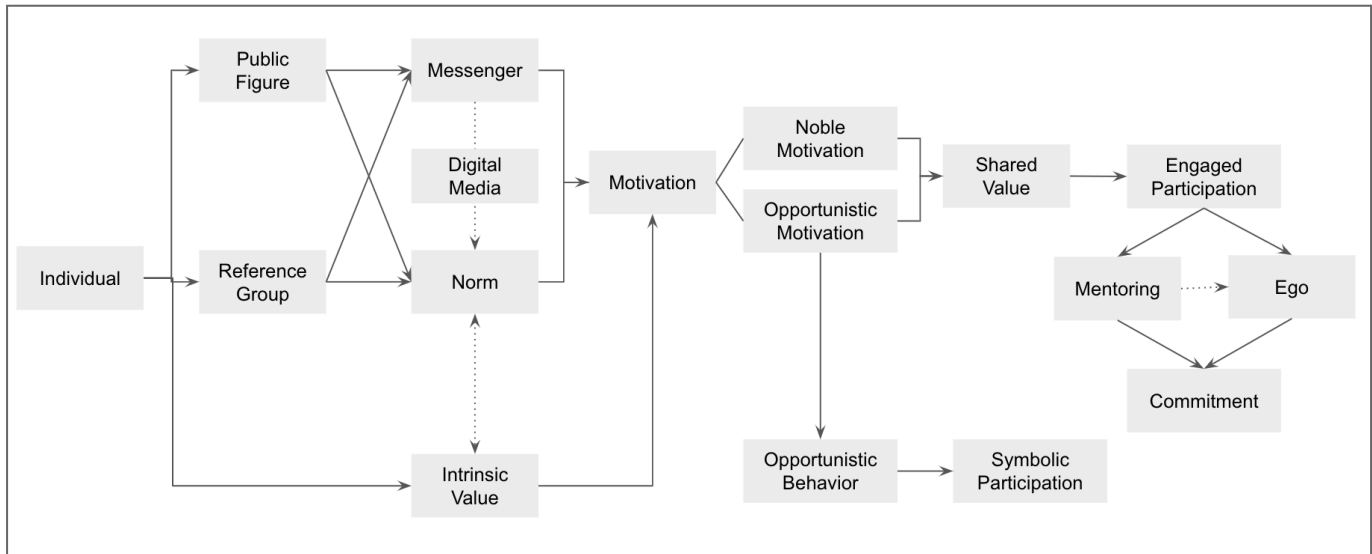

Image 4. Participants' journey process with EcoNusa

From the process described above, it can be understood that individuals receive information through public figures such as artists and their reference groups. The function of these public figures and reference groups is informational, which means individuals perceive the messenger or message sender as they gather information related to environmental and community rights issues. Public figures and reference groups also play a role in shaping individuals' views and attitudes, allowing individuals to behave in accordance with group norms or key persons.

In this process, digital media such as social media play a crucial role as communication channels and sources of information for individuals. Moreover, the interactive nature of digital media enables two-way communication, accommodating individuals' networking needs. Intrinsic values or values already held by individuals also play a role in their

participation with EcoNusa. This is because participation from the EcoNusa youth group also stems from shared values between individuals and EcoNusa.

Furthermore, interactions with public figures and reference groups shape individuals' motivations. Based on the findings, the author identifies motivations that are noble and opportunistic. Noble motivation refers to individuals who are motivated to contribute to addressing emerging issues in Eastern Indonesia. Individuals with noble motivations tend to have a greater opportunity to commit to EcoNusa and activism in Eastern Indonesia. Based on the findings, the balance between noble motivation and opportunistic motivation has a greater chance of committing to EcoNusa and activism in Eastern Indonesia. This is because individuals with noble motivation also have opportunistic aspirations, such as a desire to work in NGOs or organizations focusing on environmental and community rights issues.

The combination of these two factors ultimately also forms shared values held by individuals, making participation in EcoNusa programs engaged participation. Engaged participation refers to meaningful participation from individuals in EcoNusa programs, which means individuals participate with the goal of addressing environmental and community rights issues in Eastern Indonesia.

On the other hand, individuals with opportunistic motivation are those who have high personal interests and are seeking ways to improve their standard of living. In this context, the study's findings indicate that the motivation of opportunistic young people is to gain experience for their future job needs. Moreover, some participants elaborate that their plans for when they work are not limited to addressing environmental and community rights issues, but are very open to all opportunities available.

Opportunistic motivation forms symbolic individual participation. This refers to individuals' participation in EcoNusa programs lacking significance. It implies that participation from individuals in EcoNusa programs is not based on the same values and interests (Borg et al., 2012), namely addressing environmental and community rights

issues in Eastern Indonesia. Thus, the tendency of individuals with symbolic participation is not to internalize and continue the ideas advocated by the movement.

Furthermore, compared to symbolic participation, individuals with engaged participation enable participants to have commitment in addressing environmental and community rights issues in Eastern Indonesia. There are several key aspects to shaping individuals categorized as engaged participants into those with high commitment. These key aspects include mentoring and ego.

According to the findings, EcoNusa's internal team plays a significant role in the experience of the EcoNusa youth group with EcoNusa programs. This relates to several EcoNusa internal teams that can provide mentoring in managing individuals' relationships with EcoNusa. The role of this internal team includes consistency in mentoring, which can be interpreted as mentoring needing to be extensive and carried out with high frequency.

In addition, the communication style of EcoNusa's internal team with the EcoNusa youth group, both volunteers and partners, is one of the driving factors in individual engagement. This is because a communication style that matches the preferences of the EcoNusa youth group will foster comfort and emotional closeness with EcoNusa's internal team. The intended suitable communication style is how EcoNusa's internal team communicates with the EcoNusa youth groups in a manner that aligns with their communication style, for example, by frequently inviting them to gather for discussions while having meals together, as it follows their communication style. Thus, individuals' perceptions of EcoNusa will also become more positive.

Furthermore, the author found that ego plays a crucial role in the level of participation and commitment of young people. Ego refers to an individual's desire to act and behave in a manner that supports and aligns with their self-concept. This behavior is then attributed to adjusting to the group's identity. The concept of ego is identified based on findings indicating that the EcoNusa program is a means of identity formation. Moreover, the use

of unique titles in Eastern Indonesia can strengthen the attribution and internalization of program participants.

The role of mentoring and identity formation (ego) are two key aspects that can increase young people's commitment to the movement. Thus, both of these aspects need to be considered in EcoNusa's organizational management and program formulation.

2. SUGGESTION

Based on the discussion, there are several suggestions that can help EcoNusa in achieving its goal to increase participation and commitment from young people in Eastern Indonesia. From mapping the journey of participants with EcoNusa, several issues need to be addressed. These include: (1) internal team capacity; (2) communication style; (3) program focus; and (4) public figures.

2.1. Capacity Building of EcoNusa's Youth Groups in the Field

Based on the findings, EcoNusa's internal team plays a crucial role in its relationship with youth groups in Eastern Indonesia. This relates to the reference group and communication that can serve as the initial touchpoint for individuals with EcoNusa. Moreover, the internal team also plays a significant role in maintaining individuals' relationships with EcoNusa as an organization.

Therefore, enhancing the capacity of EcoNusa's internal team is something worth highlighting. Aspects of improving the capacity of EcoNusa's internal team include quantity and composition of youth groups in the field. Increasing the number of EcoNusa's internal team members stems from indications of uneven program success. This arises from the limited number of internal teams that can be assigned to the field to run programs and provide assistance to program participants and beneficiaries. Internal data indicates that the unit overseeing programs for young people, namely the Communication

and Youth Mobilization (CYM) unit, has 13 internal staff classified as young people from Generation Y and Z, with only 1 internal staff from Generation Y based in Jayapura, while there are no internal staff from Generation Z in the field.

The limited number of internal teams creates constraints in terms of manpower and time to run programs. Based on the findings, there are EcoNusa internal teams that perform multiple functions in the context of obligations to run multiple programs at once. This certainly limits the programs that can be implemented and assistance to program participants and beneficiaries.

Furthermore, the author also highlights the composition of youth groups within EcoNusa. This stems from the view of one donor who mentioned that EcoNusa needs to maintain youth groups as staff in EcoNusa. This is important considering that young people tend to seek information through their reference groups. Therefore, increasing the number of youth groups within EcoNusa can serve as an extension to attract more young people to participate in EcoNusa's programs.

2.2.   Preferred Communication Style

In addition to EcoNusa's internal team, external parties such as partners play a crucial role within EcoNusa's youth groups. This relates to the role of partners in implementing programs and also as a source of information for young people to get to know EcoNusa. Therefore, maintaining EcoNusa's image towards partners is one of the important things to consider.

Based on interviews with partners, there are indications that one partner had an experience that did not meet expectations. This relates to the communication that occurred between the two parties. Participants from partner groups feel that communication with EcoNusa is top-down, meaning hierarchical communication. However, many EcoNusa partners fall into the youth group category, which generally dislikes top-down communication styles. However, according to internal findings,

sometimes top-down communication needs to be done when there are partners or EcoNusa youth groups that do not comply with organizational rules to ensure compliance with EcoNusa's rules.

The expectation from partners is that the cooperation between partner institutions and EcoNusa is based on equality. Therefore, communication style is certainly one of the important variables in the partnership between the two entities. The suggested communication style is a two-way communication style that is more equal, so that both parties feel comfortable and open for discussion together. This also needs to be standardized and communicated with partners. This communication style allows for more open discussions and involves sharing information rather than one that directs behaviour.

An equal communication style is also characterized by more decentralized decision-making. This is also possible through protocols based on relatively unimportant status and only done in certain situations. Thus, individuals involved can communicate more openly even in situations of dispute. Internalization of this communication style will shape the work culture, so that communication with all stakeholders is based on the principle of equality.

Through this communication style, it is hoped that it can strengthen the relationship between EcoNusa and its partners. Thus, partners can become reliable extensions to run programs and also increase the level of youth participation in EcoNusa programs in Eastern Indonesia.

2.3. Communicating SOP to Youth Participants and Partners

Establishing clear standards is key to ensuring the relationship between EcoNusa and youth participants in the program. This refers to the lack of experience among young people regarding administrative processes. Creating SOPs that explain the administrative processes in running the program needs to be done and communicated to participants regularly.

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This aligns with the finding that there is miscommunication between young people and EcoNusa during program implementation. The miscommunication refers to confusion regarding reimbursement processes and report writing during program execution. Thus, this forms a negative perception among young people.

In the process of explaining SOPs to the EcoNusa youth groups, there are capacity-building classes, one of which includes activity administration materials regarding financial reporting according to EcoNusa's financial and administrative standards. However, because these capacity-building classes are not mandatory materials provided to volunteers, only few actually participated because only those who are interested and want to know more attend to hear about financial reporting.

Ensuring that the standards applicable at EcoNusa are communicated to young participants regularly can address this issue. Capacity-building classes regarding SOPs should be made mandatory for EcoNusa youth groups to ensure that all young people joining EcoNusa understand the administrative and financial processes, especially the reimbursement process. In addition to being made mandatory, administrative and financial SOPs can be repeated periodically in every activity conducted by EcoNusa youth groups, so that they remember the administrative tasks that need to be done without feeling forced.

2.4. Program Focus in Shaping Youth's Identity

Self-identity or self-concept is one of the crucial aspects in the level of participation and commitment of young people to the EcoNusa program. One thing that needs to be highlighted is how the programs initiated by EcoNusa can help in shaping an identity that provides a higher sense of purpose that aligns with their values, thus eliciting higher commitment from the EcoNusa youth groups.

One thing that can be done is by replicating the use of titles such as "Kewang Muda" in Maluku in the School of Eco-Diplomacy program. The use of unique titles like this can trigger the formation of a stronger identity. Thus, individuals who are part of it internalize

the title they receive and form behaviors that align with the values promoted by EcoNusa through its programs.

This also stems from the individual's self-identity as a member of the Eastern Indonesian community, making them more concerned with the issues emerging in that region. Hence, the use of unique titles from Eastern Indonesia can become an identity that resonates and is relevant to these individuals. The formation of this identity also refers to ego in the concept of behavior change, emphasizing individual behavior that aligns with the image and identity they want to establish. The EcoNusa program has the power to accommodate these individual needs. Thus, participation from individuals will be more meaningful, and they will have a high commitment to continue being involved in addressing environmental and community rights issues in Eastern Indonesia.

High commitment stemming from a strong self-identity will encourage young people to remain actively involved. Thus, this allows for new ideas or activities from the EcoNusa youth groups that can be facilitated by EcoNusa. This refers to the growth zone in the Learning Zone Model, which is the goal of EcoNusa's youth mobilization.

2.5. Public Figures as Tools for Behaviour Change

Public figures play a significant role in influencing individuals who are their audience. In the context of environmental issues, one noteworthy example is the collaboration between Navicula and Greenpeace. Navicula, a Balinese musician, is an active advocate for environmental issues among various stakeholders, especially their fans. Navicula has also been involved in expeditions conducted by Greenpeace and has campaigned on various issues, including tiger conservation and the expansion of palm oil plantations.

The collaboration between Navicula and Greenpeace is an example of how art can be integrated into social movements. This is consistent with the finding that young people listen to what is conveyed by artists who are their idols. Art and artists play a crucial role in movements, considering that pop culture is part of daily consumption, especially for

young people. Thus, amplifying messages and endorsements by artists become powerful tools for addressing various issues, including environmental and community rights issues.

As an organization addressing environmental and community rights issues in Eastern Indonesia, EcoNusa has utilized art in its activities. EcoNusa collaborated with the music group Slank to launch the music video "Seleksi Alam." This collaboration is one of the appropriate efforts to amplify and influence the community regarding the issues presented.

However, there are some suggestions that EcoNusa can implement. This relates to generational preferences in pop culture. Mapping the audience personas is essential in leveraging art and its practitioners in a movement. This is because each generation has different preferences for art. To reach young people, EcoNusa can collaborate with artists who are the current preferences of young people today.

It is crucial to choose artists who share the same values as EcoNusa. This relates to the view that public figures endorsing an organization can shape the organization's image. This view stems from the meaning transfer model (McCracken, 1986), which states that meaning in society is transferred from culture to institutions through forces like fashion, marketing communications, and art. Therefore, EcoNusa needs to consider the values held by public figures who openly support EcoNusa.

Furthermore, not only public figures like artists can shape the image and influence the audience, but also internal teams from the organization, specifically executive levels such as the CEO. Individuals occupying the CEO position and widely known in society have the power to shape perceptions and influence the audience regarding the organization they lead.

Based on interviews and FGDs, the writer found that individuals who influence some participants are EcoNusa's CEO, Bustar Maitar. Bustar Maitar's personal brand as CEO of EcoNusa is one of the factors shaping values for young people. This relates to the role of the messenger, which can be interpreted that Bustar Maitar has the capability to provide

information about environmental issues, and what is conveyed can be internalized to become norms held by individuals.

The strong association between Bustar Maitar and EcoNusa enables the transfer of meaning, which can shape the image and participation level of the audience with EcoNusa. Thus, in this sense, Bustar Maitar plays a key role in the journey of individuals getting to know and interact with EcoNusa.

Bustar Maitar is currently known by a quite specific public, namely among activists in Indonesia. To attract more young people and effect behavioral change, building a personal brand and amplifying Bustar Maitar's presence becomes a strategic action that EcoNusa can take. Building a personal brand can be done through digital media with content preferences favored by young people.

Based on the findings, digital channels that can be utilized include Instagram, Facebook, and TikTok. Moreover, EcoNusa can also leverage Bustar Maitar's owned and earned media in building his personal brand. Thus, the association between EcoNusa's CEO and the organization he leads will become stronger and can influence young people to participate and join programs initiated by EcoNusa. Furthermore, this can also have broader long-term impacts, namely activism on environmental and community rights issues in Eastern Indonesia.

2.6. Conducting a Screening Process when Accepting new Program Participants

As a preventive step in recruiting young people to participate and commit to the program, EcoNusa can conduct an initial screening process. This process can help increase the likelihood that young people participating in EcoNusa programs have a high level of commitment.

To provide a more concrete description, the author describes an ideal audience persona based on demographic, psychographic, and behavioral categories. Thus, the screening process can follow the ideal persona of young people as follows:

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Demographic

- Age: 18-22 years old
- Status: student
- Location: urban area in Papua and Maluku

Psychographic

- Likes art such as music and arts and crafts
- Likes outdoor activities (hiking, snorkeling, etc.)
- Interested in social activities
- Tendency to find new status/identity

Behavioural

- Actively engaged in local communities/organisations
- Seeking self-actualization tools
- Active use of social media such as Instagram
- Having a reference group that is also active in social activities
- Seeking experiences for future job needs (opportunistic)

The screening process can follow the categorization as described earlier. This categorization can help determine concrete indicators in assessing young people who will be participants in the EcoNusa youth program.

2.7. Fulfilling Opportunistic Motivation

Fostering both noble and opportunistic motivations becomes a primary focus in increasing the level of youth participation in the EcoNusa program. Specifically, the author assesses that fulfilling opportunistic motivation is important considering the aspirations of young people to prepare for their future careers. Therefore, there are several things that EcoNusa can do to fulfill the opportunistic motivation of young people.

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First, EcoNusa can collaborate with external parties to expand and strengthen networks with young people. One thing that can be done is to collaborate with educational institutions such as universities and schools. This is also to overcome the time constraints that young people face in participating in programs, namely the lack of time to participate due to obligations to attend lectures/school.

Second, providing more opportunities for paid internships. Paid internship opportunities will foster opportunistic motivation in young people. This is because paid internships provide young people with the opportunity to gain experience and also receive incentives to meet their daily operational needs.

Third, EcoNusa can also initiate programs that focus on the development of innovative ideas through competitions. Competitions and incentives for winners can foster motivation for young people to be more involved in programs considering the characteristics of young people who always strive to improve their individual value.

Fourth, providing certification for young people who participate in the program. The issuance of certificates can help young people communicate their experiences and abilities to future employers. Thus, certification is also considered to be an attractive incentive for young people with relatively high opportunistic motivation.

Finally, EcoNusa can create new youth activities focused on business, such as KOBUMI, which can help young people in Eastern Indonesia learn about business and how to help communities through business and cooperatives through the EcoNusa program. One example mentioned by participants is assisting in the sale process of natural resource-based commodities, which are then sold to KOBUMI and distributed to consumers both locally and outside the region. Although KOBUMI is not included in youth programs, it is one of the programs that is frequently mentioned positively by participants because of its impact on the community. Some participants mentioned that KOBUMI has a significant impact on helping to address economic issues. Therefore, if there are youth activities or programs focused on business, the impression of EcoNusa in the eyes of

young people can increase because these activities can be seen as EcoNusa's efforts to build a sustainable economic ecosystem for the people of Eastern Indonesia.

2.8.   Behaviour Change Communication (BCC)

The presentation of data and discussions indicate that young people in Papua and Maluku already have high motivation and capabilities to engage in activism, but they still lack opportunities from external parties to provide a platform and facilitate the enthusiasm, interests, and talents of young people to voice issues according to their concerns. In addition to opportunities, the obstacles experienced by young people also arise while they are organizing, such as time constraints, funding, infrastructure, and culture.

To achieve the desired behavioral change, namely higher levels of activism, it would be advisable to mitigate the obstacles experienced by young people. The obstacles in question can be found at each stage of behavioral change according to the TTM, which can be seen in the following figure:
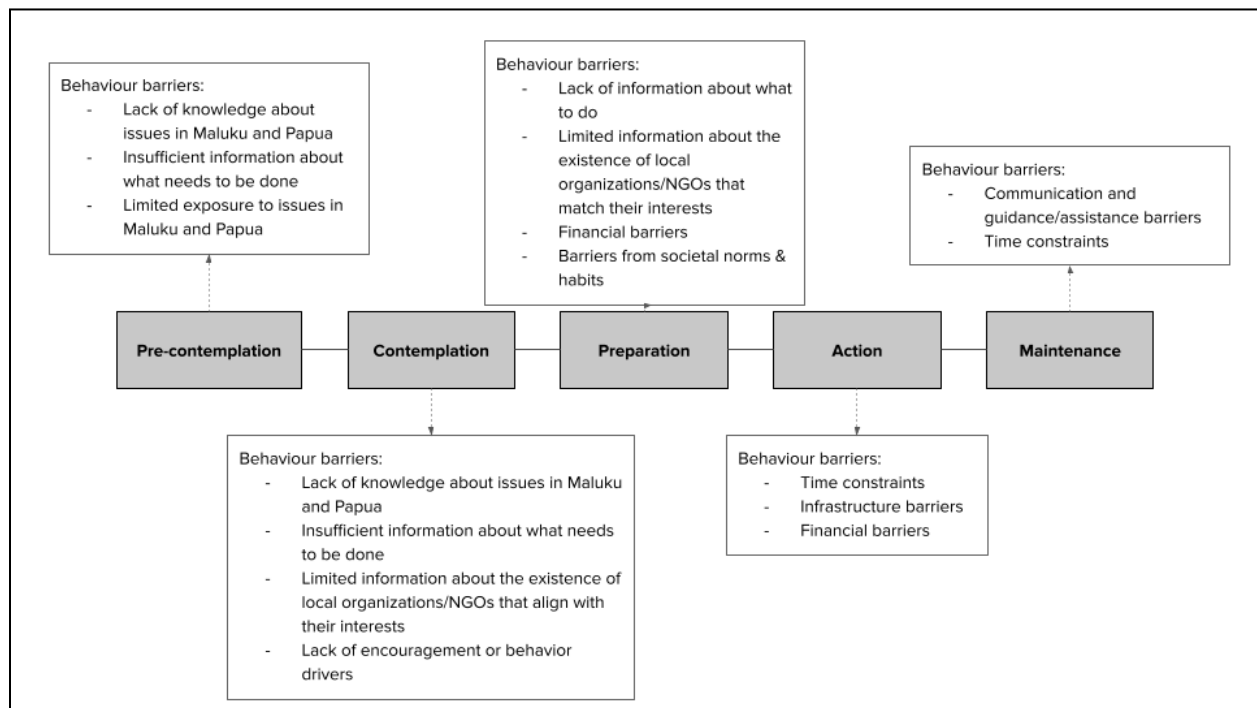

Figure 5. Barriers according to each stages of change on the TTM

As previously outlined, young people in Maluku and Papua are already in the growth zone, indicating that they are in the action and maintenance stages of the TTM. Therefore, it is advisable for EcoNusa to reduce or address the obstacles faced by young people. There are several things that EcoNusa can do to achieve the following goals:

1. Increasing the number of young people who become activists by joining EcoNusa.

To motivate young people to become active in organizations and activism, it is important to identify the barriers they face. Young people who are not yet active in organizations can be said to be in the pre-contemplation stage of the behavior change process, where the obstacles typically experienced by individuals in this stage according to Velicer et al. (1998) include: lack of knowledge, in this case, knowledge about issues in Maluku and Papua; lack of information, in this case, information about local organizations/NGOs available.

For young people who are in the contemplation stage, they usually already have the knowledge and information needed, in this case, about issues in Maluku and Papua, but it is still limited. In addition, they also do not know how to express their opinions and channel their enthusiasm.

Therefore, what EcoNusa can do to address these barriers is to conduct some form of training or workshop. Additionally, EcoNusa can increase its presence digitally, as 100% of survey respondents (n=119) and FGD participants (n=21) use social media, so that young people who are not yet involved with EcoNusa can be exposed to EcoNusa and the issues raised through EcoNusa programs.

In addition to addressing issues in Maluku and Papua on EcoNusa's social media content, EcoNusa can also highlight the benefits that young people can gain by joining EcoNusa. Provide them with information about EcoNusa as a platform and facilitator for young people through various means, the types of EcoNusa programs and activities available, the

impact they can make on existing issues, and the benefits for themselves. These aspects may help address the barriers faced by young people in starting to become activists and joining EcoNusa.

2. Maintaining the enthusiasm of the EcoNusa youth groups to remain active in activism.

Given that young people in Maluku and Papua who were researched are already in the growth zone, which means they are in the action and maintenance stages of behavior change, what EcoNusa can do is to maintain and sustain the young people who are involved with EcoNusa by being the platform and facilitator they need. Consistent with the barriers they face, at the action stage, the obstacles they face are time constraints, infrastructure, and funding. Whereas at the maintenance stage, the obstacles they face are communication & guidance hurdles, and time.

To address time constraints, it would be beneficial for EcoNusa to collaborate or partner with universities in Maluku and Papua, so that young people who are still students can still engage in their activism activities with EcoNusa without having to divide their focus. If EcoNusa can collaborate with a university to create a Student Activity Unit, then the students and staff at that university who were previously unaware of EcoNusa will also be exposed to the existence of EcoNusa. Additionally, this can help address infrastructure barriers such as travel distance, as these students can gather with other EcoNusa youth groups at their university, without having to relocate to another location that can consume time and travel distance, which can also impact personal expenses such as gasoline and others. Apart from travel distance, infrastructure barriers such as internet connectivity can also be overcome because they can use the internet on campus, thus not using personal credit in organizing.

In addition to collaborating with universities, EcoNusa can also collaborate with NGOs or other local organizations so that other young people can be active in 2 organizations they like. By partnering with NGOs or local organizations, in addition to overcoming time

constraints for young people, this can also help raise and spread the name of EcoNusa to young people and communities in Maluku and Papua. The more EcoNusa collaborates with other organizations, the higher the chance for young people to be acquainted with EcoNusa and join EcoNusa.

Regarding funding constraints, what EcoNusa can do to help young people overcome these barriers is to hold a paid internship program. In addition to helping young people financially, these programs can also attract young people who want to join EcoNusa due to opportunistic behavior. Given the funding constraints experienced by EcoNusa, which depend on the availability of donors, EcoNusa can seek sponsors for such programs. Apart from running internship programs, EcoNusa can also seek sponsors to create other programs that can help EcoNusa volunteers financially. Programs that can be implemented include competitions with prizes such as money or phone credit in creating programs to help communities economically, educationally, or environmentally among young people at various points in Eastern Indonesia. Apart from helping financially, this can also spark competitive spirit and healthy competition among young people in Eastern Indonesia.

In addition to creating new programs, to address funding constraints, clear communication about administrative processes and SOPs such as reimbursement or compensation money, needs to be provided from the beginning to young people from the first time they join EcoNusa, both as volunteers or partners, to address communication and guidance hurdles experienced by young people joining EcoNusa as volunteers or partners. Information about administrative processes and SOPs can be conveyed visually to aid in retention, not just verbally. Additionally, the administrative processes and SOPs can also be distributed physically for them to take home and review. It is also important for EcoNusa to periodically repeat in delivering information regarding administration and SOPs or refresher courses so that young people remain aware of the administrative processes and SOPs that EcoNusa has and to avoid other miscommunications.

2.8.1. Behaviour Intervention

According to the author's research design, the following is the overall research process that the author has and will do for EcoNusa's internal study research.
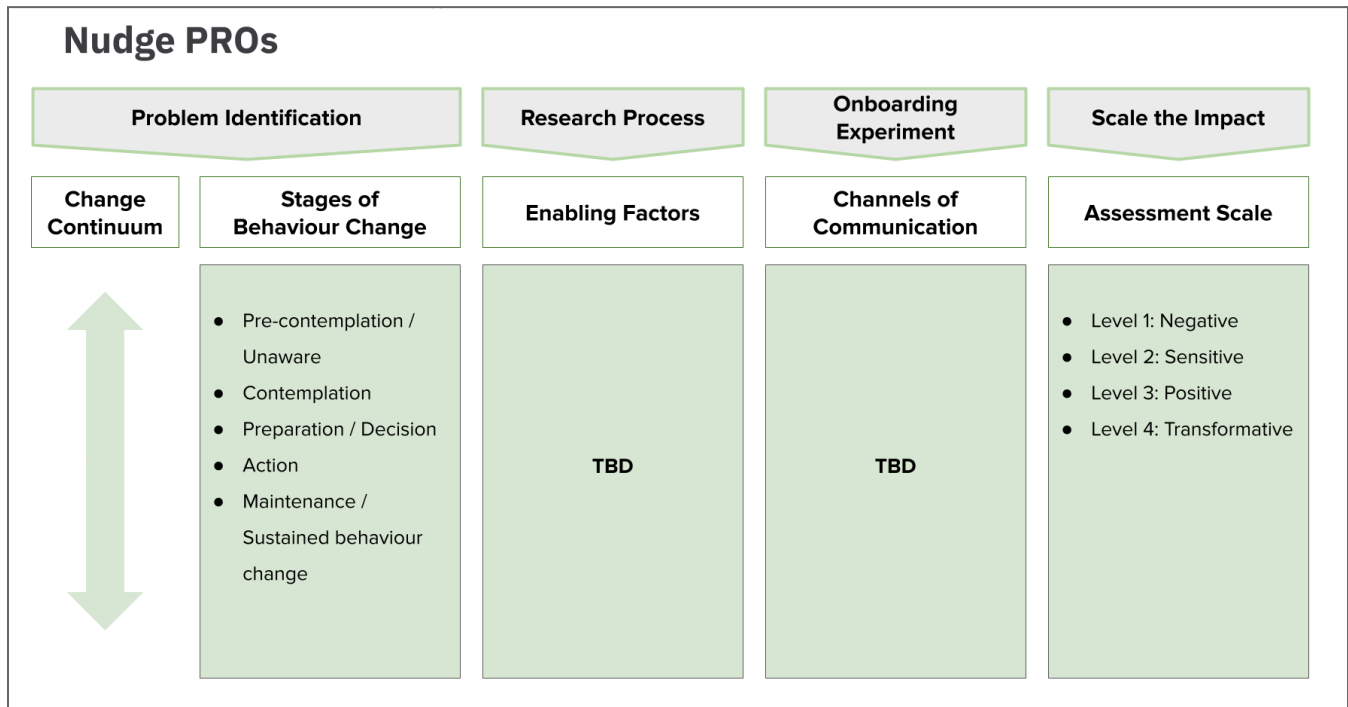

Image 6. Nudge PROs Established Jakarta's research process: Nudge PROs

The research process conducted by the author involved identifying the stages of behavior change using the TTM as outlined in the previous section. After determining that young people in Maluku and Papua are in the action and maintenance stages, the author then identified supporting factors that could encourage young people to become actively involved in organizing activism. These supporting factors, along with the barriers faced by young people, have been discussed earlier in this report. Having identified both the supporting factors and the barriers faced by young people, the author will proceed to conduct an experiment involving behavioral intervention using the research model outlined below:
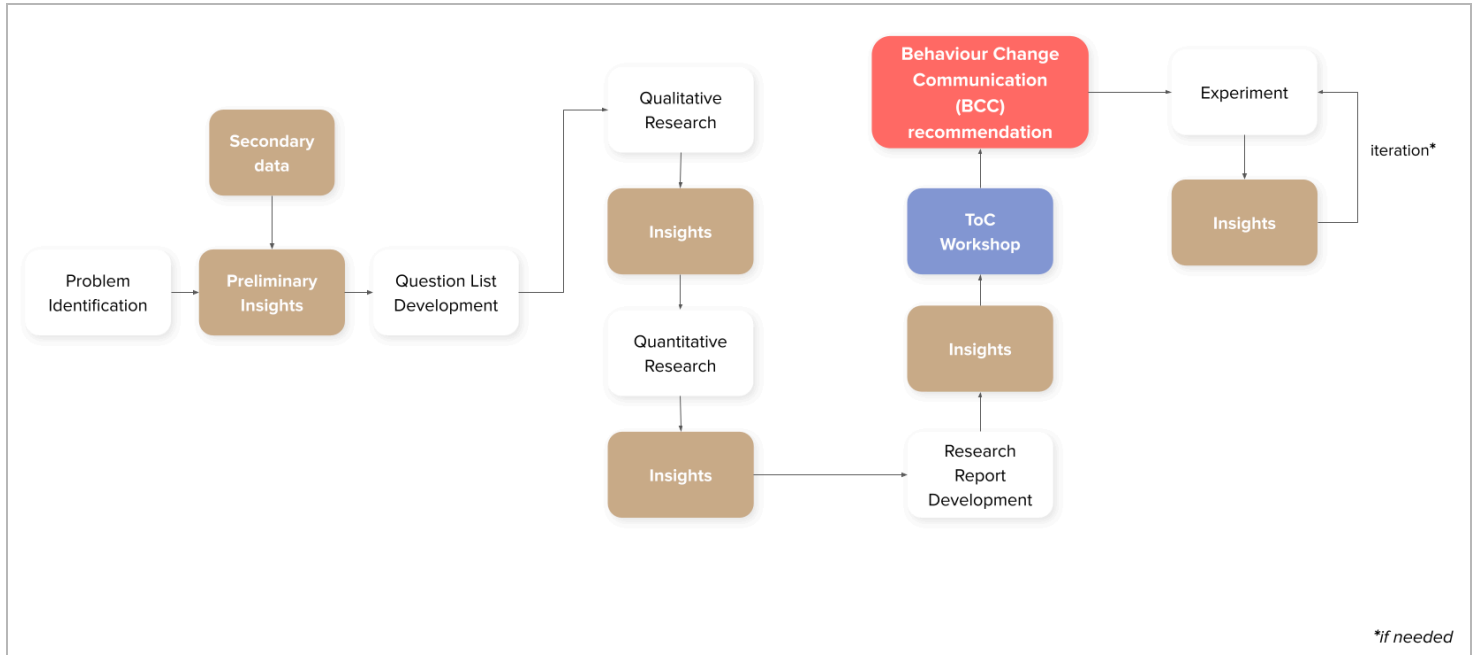
Image 7. EcoNusa's research process using behaviour intervention

In the behavioral intervention research process, what the author has finished as of today is the research report development. The next step is to participate in a Theory of Change (ToC) workshop with REMDEC to discuss the findings and recommendations of each consultant. In this ToC workshop, recommendations for research design will be generated to conduct Behavior Change Communication (BCC) experiments. The BCC experiments will be applied to one of the three EcoNusa programs focusing on youth mobilization: the School of Eco-Diplomacy, EcoDefender activities, and *Penjaga Laut*. The objective is to increase the number of young people participating in EcoNusa's youth programs, and the results will be reassessed to evaluate the impact of the experiments.

V. CONCLUSION

1. Youth Mobilisation

The research findings, both qualitative and quantitative, indicate that young people in Maluku and Papua are already in the learning and growth zones, indicating that they are in the action and maintenance stages of behaviour change. These findings suggest that young people in Maluku and Papua are open to join organisations, especially regarding issues related to education, human rights, the environment, and the economy.

With many young people actively organizing, it is important to mobilize them to continue advocating for issues in Maluku and Papua that support their development. Mobilizing young people can serve as a platform for the younger generation to contribute and collaborate in bringing about positive change in their communities and regions.

Activities that can support young people include involving them more deeply in aspects of planning, development, implementation, and evaluation (Davis & Kempner, 2014). Based on this, some of the things EcoNusa can do to support the mobilization of young people in Papua and Maluku are:

1. Encouraging youth participation in decision-making

Involving young people in the decision-making process so they can learn to advocate, collaborate with other young people and adults, and ensure their voices are heard.

2. Increase access to education and training

Providing access to education and training related to the issues they want to advocate for so that young people can better understand these issues and be more effective in addressing them.

3. Facilitate networking and collaboration

Encouraging collaboration among youth organizations across regions and between young people and adult-led organizations to create synergy in developing programs related to the issues they want to address.

Additionally, understanding the patterns of youth participation is also key to encouraging active participation of young people in EcoNusa. Mapping these patterns can help EcoNusa formulate strategies to attract new participants to its programs and activities, and accommodate the journey of young people in the Learning Zone concept. Thus, this can support EcoNusa's long-term goal of producing a generation of activists focused on environmental issues and human rights in Eastern Indonesia.

2. Limitations

During the research process, several obstacles and limitations were encountered. Limitations included technical barriers during data collection, especially in recruiting participants for FGDs and IDIs. Communication barriers impacted the research timeline, such as participant availability for scheduled FGDs and IDIs. Additionally, technical difficulties like internet connectivity issues, as FGDs and IDIs were conducted online, were significant. Internet connectivity emerged as one of the major obstacles to data collection, leading to some participants ultimately not participating in the FGD and IDI sessions. These barriers also affected the minimal amount of data collected from stakeholder groups, particularly indigenous and local community stakeholders.

For the quantitative study, a non-probability sampling approach was utilized to capture samples from the population with specific characteristics. This approach was chosen considering the exploratory nature of the study, aimed at identifying general patterns of youth behavior related to EcoNusa. Quantitative data were used to support qualitative findings, thereby strengthening the arguments developed.

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Non-probability sampling was also chosen due to time constraints throughout the research process. Consequently, the quantitative study was conducted in parallel with the qualitative study. Based on the data collection, a total of 184 respondents completed the survey, consisting of youth groups (18-35 years old) and community members (>35 years old). This limitation restricts the generalizability of the study's findings to youth and communities in Eastern Indonesia. The focus of this study was on identifying patterns in youth behaviour and perceptions of EcoNusa. Limitations also encompassed the scope of analysis, requiring further study in the future.

Areas that require further examination include assessing EcoNusa's influence on changing youth behavior in sustainability practices in daily life. Furthermore, further research can explore the perspectives of beneficiary communities (such as coastal communities) towards EcoNusa youth groups. Additionally, further investigation is needed into the perceptions and behaviors of respondents in broader geographical areas, as most survey respondents were from Maluku, resulting in an imbalance in respondent data from Maluku and Papua.