



## Implementation Of Sgd's Program Of A Mall In Indonesia In Increasing Awareness Of Ev Friendly Practice

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### Abstrak

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*Plaza Indonesia, a prominent shopping center in Jakarta, Indonesia, aims to enhance environmental consciousness among millennials. This research delves into the campaign's effectiveness in attracting millennial participation and fostering environmental stewardship. A mixed-methods approach was employed to assess the campaign's impact. Quantitative data was gathered through surveys administered to millennial mall visitors, while qualitative data was obtained through in-depth interviews with campaign organizers and millennial participants. The campaign's success can be attributed to its creative and engaging approach, which resonated with millennials. The use of social media, influencer marketing, and experiential activities effectively captured millennial attention and encouraged participation. Plaza Indonesia's environmental awareness campaign serves as a successful model for engaging millennials in environmental initiatives. The campaign's creative approach and focus on experiential engagement provides valuable insights for other organizations seeking to connect with this demographic.*

**Kata Kunci:** *Environmental Awareness, Millennial Engagement, Corporate Social Responsibility, Awareness, Swot Analysis, Plaza Indonesia*

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## INTRODUCTION

Plaza Indonesia, one of the leading shopping centers in Jakarta. Opened on March 1, 1990, Plaza Indonesia is located at the intersection of Jalan M.H. Thamrin and Jalan Kebon Kacang Raya, Central Jakarta. Designed by Hellmuth Obata & Kassabaum, the shopping center has undergone several major renovations in 1996, 2000, and 2008, with the last expansion in 2009. Plaza Indonesia is well known as a destination for high-end shopping and luxury brands in Jakarta, with a wide range of retail, food and entertainment facilities.

Connected to The Plaza Indonesia complex, the shopping center also offers office space and hotels, including the Grand Hyatt Hotel Jakarta. On the management side, Plaza Indonesia is operated by PT Plaza Indonesia Realty Tbk, with a structured marketing department focused on marketing communications, public relations, events and promotions, sponsorships and exhibitions, digital marketing, and CRM. Structurally, Plaza Indonesia utilizes a hierarchical structure to manage its operations, which involves the Board of Commissioners for oversight and strategic input.

The Company also has business relationships with PT Bumi Serpong Damai Tbk and PT Indonesian Paradise Property Tbk, which own shares in the company. Plaza Indonesia is not only a shopping center but also an icon of Jakarta, attracting consumers with a range of international luxury brands and prestigious events such as Indonesia Fashion Week. With its strategic location and premium facilities, Plaza Indonesia continues to grow in the shopping and lifestyle industry in Indonesia. Plaza Indonesia is one of the longest established malls in Jakarta and is dubbed as a luxury mall in Jakarta because it has tenants who sell executive brands.

## **PROBLEMS AND SOLUTIONS**

However, Jakarta people, especially the millennial generation, do not know that Plaza Indonesia has different social levels at level 4 and level 5. The concept of these two levels is different from other levels in Plaza Indonesia, where the concept aims to attract millennials to get education. To Plaza Indonesia. With the development of the times that occurred at this time, Plaza Indonesia became one of those established since 1990, which means Plaza Indonesia has been 30 years old.

The times continue to change, so Plaza Indonesia, which will enter the decline phase of the product life cycle, must provide new innovations to its consumers. These innovations must be able to make Plaza Indonesia continue to be in demand by the Indonesian people who visit Plaza Indonesia.

Plaza Indonesia wants to increase traffic and inform that they are compatible with millennials, and by increasing traffic we can also increase profits. Researchers want to create millennial generation awareness about environmental damage, especially waste management. Activities consist of pre activities, main activities, and post activities. The percentage of activities that we want to increase is 300% traffic from January to December 2020. Prevenir consists of pre-activities, main activities, and post-activities carried out from January to December 2020.

## **LITERATURE REVIEW**

Plaza Indonesia want to increase traffic and inform that they are suitable with the millennials, and form increase traffic we can also increase profit. We want to create awareness of millennials about environment damage especially waste management. Activities consisting of pre-activities, main-activities, and post activities. The percentation of activities we want to increase are 300% of traffic from January until December 2020

### **Millennials**

Millennials are the generation born between 1981 and 1996. This generation is known for its tech-savvy, creative, and environmentally conscious characteristics. Millennials have a great influence on the global economy and culture. The target consumers in the research are 16-26 years old, especially millennials and domiciled in Jakarta, class B and above. In the researcher's project, we want to make the main activity about the environmental waste management maze. We want people, especially millennials, to be more aware of the current environmental situation in a fun and educational way.

We aim to increase awareness about Plaza Indonesia, millennials and environment by 3 times in 2020 based on the data below:

As reported by Plaza Indonesia Management, on weekdays they have 20.000 visitors/day, and 25.000 visitors//day on weekends. Based on this data we aim to increase the traffic of Plaza Indonesia to 75.000 visitors/day.

Weekdays traffic:  $20.000 \times 300\% = 60.000\%/day$

Weekend traffic:  $25.000 \times 300\% = 75.000\%/day$

### **Media Online**

On Kompas.com, Grand Indonesia has the most articles at 226,000 articles, most of which are about the PT Grand Indonesia tower case and other news events. Plaza Indonesia has 110,000 articles. On detik.com, grand indonesia has the most articles at 13,314. Which mostly feature about their events and news. Plaza Indonesia has fewer articles at 8,266 because there are not as many as Grand Indonesia.

Swa.co.id, grand indonesia has the most articles at 1,050 which are mostly about their activities such as celebrating Kartini Day, Batik Day, Ramadan, and Christmas. Plaza Indonesia has 690 articles.

Tempo.com, grand indonesia has the most articles at 131,000, mostly featuring events such as traditional dances, and when the president of Indonesia Mr. joko Widodo visited grand indonesia. plaza indonesia articles are 20,300.

Merdeka.com, grand indonesia has the most articles at 53,200. Mostly featuring about events such as 'miss grand indonesia'. plaza indonesia has 11,100 articles because the event is not as much as grand indonesia.

### **Environmental awareness**

Environmental awareness is an understanding of environmental issues and their impact on people and the planet. Environmental awareness can encourage individuals to take action to protect the environment.

### **Waste management**

Waste management is the process of collecting, transporting, processing, disposing and recycling waste. Effective waste management can help reduce the negative impact of waste on the environment.

### **Marketing**

Marketing is an activity that aims to promote products or services to consumers. Marketing can be done through various channels, such as traditional media, social media, and the internet.

### **Social Media**

Social media is an online platform that allows users to connect with others, share information, and create content. Social media can be used as an effective marketing tool to reach the target audience. Based on internet and social media tags such as google.com and instagram. We can see how many keywords are related to plaza indonesia. Based on hastags on instagram, grand indonesia has the most hastags, namely 431,995 which people tag it but many are not related to grand indonesia. indonesia has a legendary motorcycle, one of which is the type "astrea". Astrea lovers often use the hashtag grand indonesia to post their legendary motorbikes with different meanings.

While plaza indonesia has 343,109 hastags because many people take photos while visiting plaza indonesia and attending hype events such as plaza indonesia fashion week, and hallu world.

#Milleanils on instagram reached 704,000,000 hastags

#Environment on Instagram reached 4.1 M hastags

#Plastic on Instagram reached 181,000,000 hastags

### **METHOD**

This research aims to segment the target audience for an event that focuses on environmental awareness and waste management. The segmentation will be based on various factors to ensure the event reaches the most relevant participants and

communicates its message effectively. Secondary Data Analysis: Utilize existing data on Jakarta residents' spending habits (Susenas 2013-2016) to understand millennials' spending preferences. Survey (Optional): Conduct a survey to collect data on the social class, geographic location, demographics, psychographics and lifestyle of potential participants.

### **Segmentation Criteria**

This research will use a layered segmentation approach:

1. Social Class: Focus on "A & B" (upper middle class) due to: Vulnerability to influence and clear communication channels. Preference for comfortable and luxurious hangout locations (potentially aligned with event venues).
2. Financial situation: Targeting millennials who are:
  - a) Students.
  - b) Freelancers.
  - c) Employees.
  - d) Young entrepreneurs.
  - e) First-time workers (earning 4-7 million rupiah per month).

### **Geographic Location**

Targeting millennials living in Jakarta, with a focus on areas near the event location (Central, South, West, North, and East Jakarta). While open to participants from outside Jakarta, the emphasis will be on residents for accessibility reasons.

Targeting millennials aged 16-26, as they are more likely to spend money on entertainment and experiences.

### **Demographics**

Include gender (male and female) and religion (universal) in the analysis to gain a comprehensive understanding.

1. Education: Target millennials with a high school or university education to ensure effective communication.
2. Psychographic: Focus on millennials who are interested in modern, trendy, and Instagramable experiences.
3. Lifestyle: Targeting millennials with a glamorous lifestyle.
4. Attitude:
  - a) Look for 0
  - b) environmentally conscious.
5. Values: Target millennials who prioritize pride.
6. Community: Consider relationships with environmental organizations such as UNEP, KOPHI, etc., as their target audience could potentially align with the event's goals.

### **Data Analysis**

Analyze data from secondary sources and potential surveys to identify trends and patterns within each segmentation criteria. Analyze to create audience profiles that represent different segments within the target market.

By segmenting the target audience using the methods outlined above, this research will provide valuable insights to develop a targeted communication strategy and ensure the event resonates with the most relevant participants.

**RESULTS AND DISCUSSION**

**Preveners Background** The environment is something that we are very familiar with in everyday life. There are two factors, namely biotic or abiotic factors that we often find in our lives, interaction is one of the factors in the environment how living things adapt and interact with their environment, besides that there are also different interactions between animals, plants and other living things.

In other words, the environment can be used as different meanings in various fields, for people working in the field of electromagnetics the environment means radio waves and other electromagnetic radiation and magnetic fields, in galaxies the environment refers to the conditions between the stars. Likewise, in other words, environment in the world of psychology and medicine environment is defined as people, physical objects and places where people live.

The environment can also affect growth and development where it can affect in terms of behavior, body, mind and heart. In recent years, scientists have carefully analyzed and researched how humans affect the environment. Scientists have discovered the fact that the cause of environmental damage is our own doing with activities that can be taken as examples such as air pollution, deforestation, acid rain, plastic waste and various environmental problems that can harm our planet both for the earth and for ourselves.

With the example of plastic waste that damages the marine ecosystem and is very widespread as a conversation in the community is a big problem that is now happening, one of which is in the country of Indonesia Damage to the marine ecosystem due to the large amount of plastic waste that is found scattered in the seas of Indonesia can even be seen with the naked eye. Plastic waste contains chemicals that can harm the body. This waste also takes a long time to decompose. According to the facts we know, Indonesia is the number two contributor of plastic waste after China, estimated to contribute 0.48-1.29 million metric tons out of a total of 4.7-12.7 metric tons per year to the world’s oceans.

**SWOT Program ‘Preveners’**

**TABLE 2.** Swot Program

<b>Strength</b>	Has an interesting eco-friendly concept on the maze and is used as a photo spot for millennials who come to the Preveners of The Earth event. Using non-environmentally friendly items such as plastic bottles, cans, CD tapes and others to be modified in such a way as to become wall decorations and unique photo spots on the maze at the Preveners of The Earth event. Reducing the use of plastic waste at Plaza Indonesia by holding a Guardians of The Environment program. Producing tote bags made from eco-friendly and environmentally friendly materials and collaborating with renowned designers namely Didiet Maulana, Tities Sapetra and Marvel Studios as well as working with brands Zara, H&M and Mango.
<b>Weaknesses</b>	Since the event is held in a luxurious mall, some millennials will think that those who come to this event are people with social class A. Not all millennials care about the neighborhood where they live.

	<p>The number of millennials who do not know about the program that will be held and make millennials less aware of this program.</p> <p>There are still many millennials who have not received education about the natural environment.</p>
<b>Opportunities</b>	<p>Millennials can change their mindset by reducing the use of plastic and replacing it with environmentally friendly items such as tote bags, stainless straws, tumblers and others.</p> <p>Millennials can learn about environmental issues and foster a sense of responsibility towards our environment.</p> <p>Helping all partnering tenants to increase their income in the Prevensers of The Earth event.</p> <p>Increase Plaza Indonesia's reputation as a mall that cares about the environment and is environmentally friendly.</p> <p>Enhance the reputation of designers (Didiet Maulana, Tities Sapoetra, Marvel Studios) and clothing brands (Zara, Mango, H&amp;M) known as brands/agencies that care about the environment.</p> <p>Get traffic from millennials who are interested and buy products from these brands.</p>
<b>Threats</b>	<p>here are still many who use plastic both from tenants in Plaza Indonesia and from visitors.</p> <p>Not all millennials are interested in participating in changing their lifestyle to be environmentally friendly.</p> <p>Increased plastic waste donations from Plaza Indonesia.</p> <p>There are still many millennials who do not care about the environment, so they do not think about the consequences of a bad environment.</p>

### Short Program

In this program, 3 tenants in plaza Indonesia will collaborate with designers and marvel studio to design environmentally friendly tote bags and sold in the amount of 1000 pieces in 3 related tenants which will be counted every day, starting on April 22, 2020. Why we chose that month is because April 22, 2020 is Earth Day.

This program will be closed with a closing party where this activity is carried out by environmental guardians, where this activity is in the form of a music event that will be enlivened by several musicians known by millennials, as a closing of all existing programs and activities.

The uniqueness of this environmental guardian event is that we sell tote bags where the tote bags sold are tote bags designed by collaboration between tenants in plaza Indonesia with one of Indonesia's designers such as: mango X Tities, zara X Didiet Maulana and H&M X Marvel Studio, the tote bags designed are really environmentally friendly tote bags in accordance with the theme we made for this event.

In addition, the uniqueness of this program is that the tote bag can only be obtained by shopping at the 3 stores for Rp. 2,000,000, - or can be paid in installments at several tenants who have stamp programs for Rp. 200,000, -. The attraction of this program is that we know that millennials can be said to be people who are crazy about shopping, so this is one of the attractions for millennials to reduce the use of plastic bags and replace them with tote bags that have been replaced with tote bags that have been designed in such a way.

### Related Departments

Departemen yang berhubungan dengan Humas Plaza Indonesia, karena menyangkut citra Plaza Indonesia itu sendiri, Departemen yang terhubung dalam departemen pemasaran plaza indonesia, karena menyangkut branding plaza indonesia, karena berkolaborasi dengan 3 tenant di Plaza Indonesia. Tote bag kolaborasi dengan desainer dan 3 tenant di Plaza Indonesia yaitu H&M, ZARA, Mango.

#### **Tactics in Organizing ‘Prevengers’**

This tote bag will be available at h&m, zara and mango Plaza Indonesia starting April 22, 2020. Why we chose that month is because April 22, 2020, is Earth Day. Three months to sell the totebags and three months for evaluation. The closing party will be held on December 18, 2020, the event will start from 7am to 10pm. Here are the tactics in organizing the event:

1. Selling H&M, ZARA, Mango x designer tote bags
2. Launched tote bags
3. Counted the number of tote bags available each day.
4. Customers must spend Rp 2,000,000 to get the total for the day or by collecting receipts worth Rp 200,000 for each purchase to get a total of Rp 2,000,000, Rp 2,000,000 to get one tote bag.
5. If the stamps have been collected, a drawing will be held for 100 winners from each of the 3 tenants, with a total of 300 participants. The winners of the lucky draw will be entitled to attend a closing party specially organized by Plaza Indonesia.
6. 150 lucky people will be drawn and can attend the closing party.
7. There will be a performance by Glenn Fredly.
8. There will be a performance by Tulus.

**TABLE 2.** Event Rundown

Date	Time	Duration	Activity
October 10 <sup>th</sup> 2020	17.30 – 18.00	30	Register
October 10 <sup>th</sup> 2020	18.30 – 19.00	30	Open gate
October 10 <sup>th</sup> 2020	19.00 – 19.05	5	MC Opening
October 10 <sup>th</sup> 2020	19.05 – 19.50	60	Sincere performance singing 8 songs
October 10 <sup>th</sup> 2020	19.50 – 19.55	5	Transition
October 10 <sup>th</sup> 2020	19.55 – 20.50	60	Glenn Fredly’s performance singing 8
October 10 <sup>th</sup> 2020	20.50 – 20.55	5	MC Closing
October 10 <sup>th</sup> 2020	20.55	-	Cleaning Area

### Design

The following are the poster design, invitation card design and X-Banner design for the ‘Guardians of The Environment’ program.



FIGURE 1: Poster, Design X-Banner and Invitation Card

Here is the design of our eco-friendly tote bag. This tote bag comes from Coconut tree id and is designed by our designer in collaboration with us.



FIGURE 2: (a) & (b) Design Tote Bag

### Related Institutions

#### 1. Ministry of Environment and Forestry

This program invites the ministry of environment and forestry, because it returns to the theme of the event where this event is about environmental damage, we can attract

millennials if the government also remains aware of the things that are currently being done by millennials and not only that, but also participates in easy children's events such as making art installations, this is the main attraction why we invite the ministry of environment and forestry. Then not only that, the ministry of environment and forestry can also promote this program through the website and social media owned by the ministry of environment and forestry.

## **2. Ministry of Tourism**

The Ministry of Tourism was invited, because in this theme we also know that during the holiday season, many visitors to tourist attractions will also be able to damage the surrounding environment such as littering, and the most widely used is plastic waste which is very easy to find. Therefore, if the Ministry of Tourism takes part in this installation, young tourists and young people will feel that even though they are on vacation or visiting a tourist spot, we also have to protect and preserve it in a small way.

## **3. Waste management directorate**

The waste management directorate is one of the government agencies engaged in waste management where the waste is processed into waste that can be recycled, and overcome the waste that we encounter in the surrounding environment, the directorate of waste management is under the auspices of the ministry of environment and forestry, they have social media (@ditps.klhk), namely Instagram where they can share what activities they do.

## **4. Protect the Forest**

Keeping the forest is one that decorates the walls of this labyrinth, keeping the forest is a community that cares about environmental and forest damage, forest damage is also rampant and often occurs in small cities that still have a lot of forest.

Due to the actions of individuals who deliberately burn the forest until it is bald and do not make improvements, besides that maintaining the forest has many followers on Instagram, this is a concern for us to invite Instagram followers, especially millennials to participate and support this program.

## **5. Forest is Indonesia**

Forests are Indonesia, because forests in Indonesia can be said to be diverse in ecosystems or even vast because there is a lot of forest burning or illegal logging without replanting, making the threat of environmental damage to forest ecosystems also endangered or so, Indonesia, which is engaged in a field that invites millennials to take part in protecting the environment, especially forests, has many followers who can make it easier to promote and attract the attention of millennials who want to see how environmental damage is behind Instagram photos.

## **6. Greenpeace indonesia**

Greenpeace is one of the program fillers because Greenpeace is an international environmental campaign organization that saves the earth from the damage around us, Greenpeace has a large number of followers so that it is an attraction to attract millennials to participate in reducing the use of plastic bags.

## **7. Greeners.co**

greeners a lot of information or learning that can be obtained, so that greeners being one of the many organizations engaged in the environment, can make millennials who come not only motivated but also get education about the hopes written by greeners.co.

### **Invitation List**

1. Rosano Barack as President Director of PT Plaza Indonesia Realty Tbk.
2. Amelia Ghozali Barack as Vice President Director of PT Plaza Indonesia Realty Tbk.

3. Dr. Siti Nurbaya Bakar, M.Sc as Minister of Environment and Forestry
4. Dr. Arief Yahya, M.Sc as Minister of Tourism
5. All Media Partners: Prambors & Hard Rock FM

#### **Program Stages**

1. First, we will have a meeting to discuss and explain about our program to the HRD and Public Relation of Plaza Indonesia.
2. Secondly, we will look for hampers and pins vendors to discuss the design, materials, and price.
3. Third, we will meet with Plaza Indonesia's HRD and Public Relations to
  - a) discuss about the design.
  - b) We will make an agreement with the hampers and pins vendor.
  - c) We will give the hampers to PR.
6. We will give the pins to HRD.
7. PR will give hampers to clients.
8. HRD will give pins to Plaza Indonesia staff and security.
9. We will promote Plaza Indonesia's 30th anniversary on Plaza Indonesia's Instagram.
10. Finally, February 1, 2020, is the first day staff and security use the pin



**FIGURE 3: (a) and (b) Are Plaza Indonesia Staff and Security Pins**  
**Budgeting**

The overall total of this program: Rp 1,042,847,803 with the reason that the budget spent is very worth it because of the new innovations made for Plaza Indonesia and the entry of Plaza Indonesia's 30th anniversary by presenting the Prevengers program which makes Plaza Indonesia's image increase as a mall that cares about the environment and also because of the increasing environmental issues, those who come to the exhibition can find out the problems that occur and Plaza Indonesia as the organizer can be a binder to add insight.

#### **CONCLUSION**

Plaza Indonesia invites millennials to participate in protecting the environment. Prevenger mascots will be traveling around Plaza Indonesia during peak hours Monday, Friday Saturday. Plaza Indonesia includes start-up entrepreneurs who participate in protecting the environment by opening a booth at the exhibition. Plaza Indonesia also includes communities engaged in environmental conservation. Plaza Indonesia also invited the Ministry of Marine Affairs, Forestry and Environment in the exhibition maze. We will hold an influencer week, where this week will be closed to the public and only

for influencers, they can promote from their accounts to attract millennials after they promote the maze.

### 1. Individual Efforts to Prevent Environmental Damage

Every individual has an important role to play in preventing environmental damage. Here are some efforts that can be made by individuals:

- a) Reduce the use of plastic: Use cloth shopping bags, refillable water bottles, and reusable food containers.
- b) Save energy: Turn off lights and electronic appliances when not in use, use public transportation or cycling, and iron clothes in moderation.
- c) Save water: Take showers, when necessary, close the faucet when brushing your teeth or washing dishes, and use laundry water to water plants.
- d) Manage waste properly: Separate organic and non-organic waste, compost organic waste, and recycle non-organic waste.
- e) Plant trees: Trees help absorb carbon dioxide and produce oxygen.
- f) Use environmentally friendly products: Choose products that do not contain harmful chemicals and that are manufactured in an environmentally friendly way.
- g) Spread the word about the importance of protecting the environment: Share information about environmental damage and prevention efforts with others.

### 2. Community Efforts to Prevent Environmental Damage

Communities can work together to prevent environmental damage by making various efforts, such as:

- a) Conducting environmental cleanup activities: Organize regular environmental cleanup activities, such as cleaning rivers, beaches, and parks.
- b) Planting trees together: Plant trees together in public areas, such as parks, schools and roadsides.
- c) Campaigning about the importance of protecting the environment: Conduct campaigns through various media, such as social media, posters and banners, to raise public awareness about the importance of protecting the environment.
- d) Pressuring the government to adopt environmentally friendly policies: Support government policies that aim to protect the environment, such as policies on reducing greenhouse gas emissions, waste management, and the use of renewable energy.
- e) Participate in the activities of NGOs working on the environment: Participate in the activities of environmental NGOs, such as education, advocacy, and research activities.

### 3. Efforts to Prevent Environmental Damage by the Government

The government has an important role in preventing environmental damage by making and enforcing environmentally friendly policies. Here are some of the efforts that can be made by the government:

- a) Issuing regulations on environmental protection: Issuing regulations on environmental pollution, waste management, and the use of natural resources.
- b) Provide incentives for environmentally friendly industries: Provide incentives for industries that use environmentally friendly technologies and that produce environmentally friendly products.
- c) Increase education on the importance of protecting the environment: Educate the public about the importance of protecting the environment through various media, such as school curriculum, television programs, and public campaigns.
- d) Support research and development of environmentally friendly technologies: Support research and development of environmentally friendly technologies, such as

technologies for waste management, renewable energy, and environmentally friendly vehicles.

- e) Collaborate with other countries to address global environmental issues: Collaborate with other countries to address global environmental issues, such as climate change and marine pollution.

## SUGGESTION

Millennials have an important role to play in protecting the environment. This poster shows that Plaza Indonesia is committed to protecting the environment and invites millennials to participate. It shows that millennials can make a difference and that their actions matter. There are many ways to participate in protecting the environment. The poster shows the various ways in which millennials can participate in protecting the environment, such as attending exhibitions, learning from influencers, and supporting communities involved in environmental conservation. Protecting the environment is fun. The poster uses engaging images and text to make protecting the environment fun and engaging. It can inspire millennials to get involved and make a difference.

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