

## Communication Evaluation: Case Study of Program Implementation Green Youth Movement (GYM) Ministry of Environment and Forestry

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### KEYWORDS

Green Youth Movement  
Generation Z; Participation;  
Communication environment

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### ABSTRACT

The research aims to evaluate the effectiveness of the Green Youth Movement (GYM) program in increasing Generation Z's participation in environmental issues. Although Generation Z shows a high awareness of environmental problems, their participation in conservation activities remains relatively low. The research methods used include Focus Group Discussions (FGD), interviews, and analysis of activity reports to gather qualitative information regarding the motivations, perceptions, and experiences of participants. The results indicate a gap between awareness and actual actions, as well as the importance of transparency and accountability in programs involving Generation Z. Additionally, the use of social media as a communication tool and information dissemination has proven effective in reaching a young audience. The recommendations produced include the need to create interactive platforms for Generation Z's involvement in program planning, as well as conducting regular evaluations and adaptations of communication strategies. This research is expected to make a significant contribution to the development of more inclusive and responsive environmental policies that align with the aspirations of Indonesia's youth.

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### Introduction

Deforestation is one of the most pressing environmental issues in the world today, with far-reaching impacts on climate change, biodiversity decline, and pollution (Triple Planetary Crisis) (Ojiegbe, 2023; Sobere, 2024). It occurs when trees are large-scale felled in forest areas to clear land, which is then converted for agricultural land, settlements, and other industrial activities, which increases the concentration of greenhouse gases in the atmosphere.

One of the efforts made to reduce the rate of deforestation and its impact on the environment and society is the role of the younger generation. Currently, the role of the younger generation is not only as successors but also as potential leaders in environmental conservation efforts. The younger generation (Gen-Z), which is the age group born between 1997 and 2012, has a different perspective and approach to environmental problems compared to previous generations.

According to a survey conducted by Deloitte (2020), around 77% of Gen-Z members believe that climate change is a very important and urgent issue. This shows that they have a high awareness of environmental issues. However, gaps in understanding still exist, especially in terms of concrete actions that must be taken to address this problem. They grew up in a digital era that allows fast and extensive access to information regarding environmental issues, such as climate change, deforestation and pollution. However, their participation in conservation programs and environmental preservation activities is still relatively low. This shows that there is a gap in understanding that needs to be addressed so that this generation can contribute actively in preserving the environment.

In addition, it is important to understand that Gen-Z values transparency and accountability more from organizations working in the environmental sector. They tend to be skeptical of information that is not supported by valid data. Therefore, programs involving them must be supported by clear evidence of the positive impacts they produce. For example, a study by McKinsey (2022) shows that Gen-Z prefers to be involved in programs that provide measurable and visible results.

In the context of the program Green Youth Movement (GYM), which was initiated by the Ministry of Environment and Forestry (KLHK), aims to overcome this challenge by providing a platform for the younger generation to learn and participate in environmental protection efforts. GYM is designed as a basic educational program that educates participants about the importance of conservation and sustainability through various interactive and collaborative activities. In this context, GYM not only functions as a means of education, but also as a catalyst for Gen-Z to become environmental ambassadors who are able to influence other people around them.

However, even though GYM has been implemented with various activities involving many participants from various regions, it is important to evaluate the extent to which this program has succeeded in achieving its goals. This evaluation is not only important to measure the program's impact on participant knowledge and engagement, but also to formulate more effective post-program communication strategies. By understanding what works and what needs to be improved, the Ministry of Environment and Forestry can develop strategic steps to increase the participation of the younger generation in environmental issues in the future.

One of the main challenges in increasing Gen-Z participation is the level of understanding between them and previous generations regarding environmental issues. Many of them feel that the conservation approach used so far is not relevant to the perspective that has been taken. Therefore, it is important to evaluate how GYM can answer these challenges with a more innovative approach that suits the characteristics of Gen-Z. This program must be able to create space for the younger generation to express their ideas and be involved in real solutions.

Based on Trisnawati et al. (2020), with the research "Communication Audit of the Jogya Learning Culture Program", shows the importance of the input stage in the communication audit process to understand the effectiveness of the program. With the hope that this program can help in efforts to preserve culture and ethics which are starting to fade among the younger generation.

In this case, the key factor in identifying communication effectiveness is the openness of communication vertically and horizontally, as well as the role of communication technology in developing better communication strategies (Ramadani et al, 2015).

Basically, the success of a program will definitely have a positive effect that will be felt directly by the audience. In Ramadhani and Anggraeni's (2023) research, an effective communication strategy in socializing programs is one of the uses of social media as a tool for disseminating information to the public, this can show adaptation to changing conditions.

In the context of continuity post-KLHK's separation from this program, developing an effective communication strategy is very important. By utilizing social media and platform other digital programs, the Ministry of Environment and Forestry can maintain participant involvement after the program ends. This includes creating online communities where participants can share experiences, ideas and initiatives related to environmental conservation. Overall, this study aims to evaluate the effectiveness of the Program Green Youth Movement (GYM) as a catalyst for Gen-Z in facing current environmental challenges.

By understanding the needs and expectations of the younger generation and evaluating the success of the program, it is hoped that better sustainability strategies can be created to increase their participation in environmental protection efforts in the future. It is hoped that this research can make a significant contribution to the development of environmental policies that are more inclusive and responsive to the aspirations of Indonesia's young generation.

## **Materials and Methods**

This program is designed to increase environmental and forestry awareness among the younger generation (Gen Z) through conservation-based activities. This research uses qualitative descriptive methods, which are often used to understand complex phenomena that are difficult to represent in depth based on the informant's experience and perspective.

Technique Purposive sampling is used to determine informants who are considered relevant because they have direct knowledge and experience related to the program. According to Creswell (2021), purposive sampling is an informant selection strategy that is based on the researcher's knowledge of the population and research objectives. In this research, informants were selected from representatives of 5 (five) large islands in Indonesia. The selection of this area is based on geographic, cultural, and socio-economic diversity, which can influence its implementation. These informants are GYM program participants, KLHK technical implementation unit (UPT), and policy assistants.

The data obtained was carried out manually through Focus Group Discussions (FGD), interviews, and analysis of activity reports. This is intended to provide understanding and extract qualitative information, such as motivation, perceptions, and experiences, from the participants. Thus, this research can provide a comprehensive picture of the successes and challenges in delivering communication and can provide updates in future program development.

## Results and Discussions

Gen-Z's participation in environmental issues is often demonstrated through social media, where they disseminate information and organize campaigns. According to reports from Pew Research Center (Swann et al., 2021), around 45% of Gen-Z members are involved in environmental action via digital platforms. However, despite high awareness, direct participation in conservation activities is still relatively low. Only 20% of them are involved in environmentally related volunteer activities. This shows that there is a gap between awareness and real action that needs to be bridged through effective communication strategies.

Program Green Youth Movement (GYM) which was launched by the Ministry of Environment and Forestry (KLHK) aims to increase public awareness and participation, especially the younger generation, in environmental conservation efforts. In evaluating the success of this program, it is important to look at the indicators that have been set.

In addition, it is important to understand that Generation Z values transparency and accountability more from organizations working in the environmental sector. They tend to be skeptical of information that is not supported by valid data. Therefore, programs involving them must be supported by clear evidence of the positive impacts they produce. For example, a study by Francis and Hoefel (2018) shows that Generation Z prefers to be involved in programs that provide measurable and visible results.

A program can increase the effectiveness of its communications strategy by aligning efforts with organizational goals, for which a communications audit can assist in formulating clear, measurable, realistic goals, relevant and time-bound. According to Mcquail (2010) that specific communication objectives help in directing the messages and strategies that will be used to reach the desired audience. In SMART analysis objectives (specific Measurable, Achievable, Relevant, Time-bound), you can see the problems faced by the GYM program that has been implemented by the Ministry of Environment and Forestry, as shown in Table 1.

**Table 1. SMART Analysis Matrix**

Specific	Increasing youth participation in GYM programs from all over Indonesia
Measurable	Increase youth participation rate by 30% in the program by the end of the first year
Achievable	Increase the capacity of companions in program management
Relevant	Increasing environmental awareness among Gen-Z and supporting sustainable development (SDGs)
Time-bound	Number of Gen-Z participation targets

The aim of formulating SMART principles in the GYM program is to be more focused in overcoming problems that occur during the implementation of activities. Based on interview data, the problems that occurred include lack of coordination, inaccessibility of several destination

locations and a lack of measurable data to carry out program evaluations. In SMART analysis objectives This can help program managers to create more structured plans to clearly monitor progress and ensure that the results achieved are in line with activity objectives.

In analyzing assessments of the macro environment, the PESTEL analysis method can be used, where an organization can understand external factors that can influence strategy and decision making (Smith, 2020). In developing a strategy, you can take advantage of strengths, weaknesses, opportunities and threats, so that a SWOT analysis can provide insight into the internal factors that occur. So by understanding internal strengths and weaknesses as well as external opportunities and threats, organizations can formulate more effective strategies to achieve organizational goals. The SWOT – PESTEL situation analysis can be seen in Figure 2.

	Political	Economical	Sosial	Technological	Legal	Enviromental
Strength	Dukungan kebijakan pemerintah pusat	Dukungan Pendanaan dari pemerintah	Meningkatkannya kesadaran sosial terhadap lingkungan	Pemanfaatan teknologi digital (sosial media)	Dukungan regulasi dari pemerintah	Partipasi masyarakat dalam konservasi
	Kolaborasi antar lembaga UPT/UPTD	Dukungan dari dana hibah/donor internasional	Meningkatnya parsitipasi sosial melalui media sosial	Efektifitas komunikasi dengan adanya pendamping tingkat UPT	Kontribusi pada agenda SDGs ( <i>Sustainable Development Goals</i> )	Pendekatan holistik terhadap isu lingkungan dan kehutanan
Weakness	Ketergantungan pada stabilitasi kebijakan pemerintah	Ketergantungan anggaran pemerintah	Ketimpangan Sosial geografis	Kesenjangan digital di beberapa wilayah	Tumpang tindih regulasi kebijakan ditingkat lokal	Tantangan permasalahan konservasi yang berbeda
	Proses birokrasi lambat	Biaya tinggi untuk jangkauan luas	Keterbatasan kapasitas edukasi lingkungan dikomunitas lokal	Ketergantungan pada platform media sosial komersial	Kurangnya sosialisasi akan program GYM	Program musiman
Opportunities	Komitmen global terhadap isu lingkungan	Peluang pemanfaatan teknologi untuk <del>penyelesaian</del> dana	Tingkat kesadaran Gen-Z semakin tinggi	Tren digitalisasi dalam kampanye lingkungan	Potensi penguatan kebijakan lingkungan	Kolaborasi dengan Multistakeholder
	Peluang advokasi pada kebijakan lokal	Ekonomi hijau sebagai tren global	Keterlibatan Influenser dan tokoh masyarakat	Adanya Big data (Website resmi sebagai wadah apresiasi)	Dukungan dari perjanjian internasional	Peningkatan kesadaran dan edukasi konservasi lingkungan hidup dan
Threats	Perubahan arah kebijakan pemerintah	Fluktuasi ekonomi nasional & global	Polarisasi sosial terkait isu lingkungan	Cepatnya perubahan teknologi	Konflik kepentingan	Kerusakan lingkungan
	Potensi Korupsi dan penyalahgunaan dana	Persaingan dengan program serupa	kompleksitas budaya lokal	Risiko penyebaran informasi palsu (Hoaks)	Resistensi dari kelompok tertentu	Terbatasnya sumber daya alam

**Figure 1. SWOT Situation Analysis – PESTEL**

In order to achieve an increase in the effectiveness of an organization's communication, it is very important to carry out an audience SWOT analysis; this is intended to identify strengths and weaknesses as well as opportunities and threats that may be faced. So you can see how the audience interacts with communication messages that are received and understood well. In addition, understanding existing opportunities, such as technological support and government policies, as well as threats from external factors, such as changes in consumer culture, will help create more adaptive and sustainable programs. The SWOT analysis of the audience can be seen in Figure 1.



**Figure 2. Audience SWOT Analysis**

One of the successes of the GYM program is the increase in public awareness regarding environmental issues. According to the KLHK activity report (2024), this activity has only been running for 2 (two) years. There has been a significant increase in the number of participants from the first batch of 2,000 participants to 4,461 participants. This shows that this program is successful in increasing interest in increasing public knowledge and awareness. It also involves real action to commit to supporting, no matter how small, the movement built by young generation friends in protecting, preserving, and encouraging environmental and forestry sustainability.

However, challenges remain in increasing community participation. Research by Budiman et al. (2024), shows the need for a more inclusive and empowering approach, where the voices and opinions of Gen-Z are heard and respected in planning environmental programs. Overall, the GYM program demonstrated success in increasing awareness and initial participation, but challenges remain in ensuring sustainable environmental impact and concrete action from the community. Therefore, in-depth evaluation and development of more effective strategies are needed to achieve the goals of this program.

### **Communication Strategy Recommendations**

According to Smith (2017), organizational communication management refers to the success of the planning, organizing, implementing, and controlling processes in all communication activities within an organization. The main goal of management is to ensure that internal and external communications run effectively and efficiently. This is to support organizational goals, as well as build and maintain good relationships with various stakeholders and agencies involved in the success of a program.





**Figure 3. GYM Graduation Photo in Jakarta**

Key elements in program success Green Youth Movement (GYM), namely the commitment of policymakers to implement good organizational communication management so that implementation runs smoothly. Where key program messages are communicated effectively, inclusively, and in a way that is relevant to their activities and lifestyle. Currently, the integration approach is based on technology, communication, and collaboration in an effort to build wider awareness, increase participation, and achieve long-term sustainability. This is very important to formulate a communication strategy that can support the sustainability of the conservation program that has been built.

Furthermore, the use of social media as the main communication tool needs to be increased. Gen-Z is very active on platforms such as Instagram, TikTok, And X. According to Muhamad (2024), more than 92% of Gen-Z respondents use social and other digital media as their main source of searching for information. Therefore, interesting and informative campaigns on social media can increase their participation and involvement directly in the field in dealing with environmental issues. Visual content, such as short videos and infographics, can attract more attention and be easier for young audiences to understand.

Additionally, it is important to adopt a data-driven approach to communications. Gen-Z tends to believe more in information that is supported by evidence and statistics. Therefore, clear and transparent reports regarding the impact of conservation programs that have been implemented are necessary. Using valid and accessible data will increase public confidence in the programs being implemented.

Another recommendation is to create an interactive platform that allows Gen-Z to contribute and provide input in program planning. According to the theory of active participation by Arnstein (1969), community involvement in decision-making will increase the sense of ownership and responsibility for the program. By providing a space for Gen-Z to get directly involved, they will feel more connected to environmental issues and motivated to participate.

Finally, it is important to continue evaluating and adapting the communication strategies implemented. The social and technological environment is constantly changing, so strategies that are effective today may not be relevant in the future. Therefore, conducting regular surveys and

research to understand Gen-Z's needs and expectations for conservation programs will be very helpful in maintaining the sustainability of this program.

By implementing the recommendations above, the conservation program that has been built can continue and have a positive impact on the environment and increase community participation, especially Gen-Z. In the Minister of Environment and Forestry's speech at the graduation agenda, Green Yout Movement (GYM) said that he hopes that the educational pattern that has been carried out in this activity can have a snowball effect that will continue to grow to more places, influence more parties, and create even greater changes with greater dimensions. also, with the power of collaboration and innovation that friends have built, it is a strong foundation to save the earth from various threats and irresponsible hands (Siti Nurbaya, 2024).

## Conclusion

The suitability of the communication messages conveyed in the GYM program needs to be more tailored to the values and expectations of Gen Z. This generation values transparency and accountability more, so they convey information that is supported by valid data and evidence of positive impacts on the program.

The success of this program can increase public awareness and interest, with a significant increase in participants. Apart from that, a communication strategy that is specific, measurable, realistic, relevant and time-bound is needed. This will help in directing the messages and strategies used to reach the desired audience. This can ensure that the information presented can be understood and well received by participants.

The use of social media in attracting Gen-Z participants is considered quite effective and efficient in conveying predetermined communication messages. So that there is involvement and feedback in program planning and implementation, as well as providing space for them to receive feedback. This can increase the sense of ownership and responsibility and can formulate more effective strategies.

The communication evaluation carried out in this research emphasizes the need for continuous evaluation of the communication strategies that have been implemented. By understanding the current conditions, the Ministry of Environment and Forestry can develop strategic steps to increase Gen-Z participation in environmental and forestry issues in the future.

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