

Analyzing Green Culture's Role in Enhancing Public Awareness and Participation in Jayapura's Environmental Policy

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Abstract

This study examines the impact of green culture on public awareness and participation in environmental policies, with a specific focus on plastic bag restrictions in Jayapura, Indonesia. As environmental challenges intensify, integrating cultural elements into policy communication has become crucial for advancing sustainability. The research employs a qualitative methodology, incorporating in-depth interviews, field observations, and document analysis to evaluate how traditional values, community leadership, and cultural symbols, such as the noken, facilitate environmental engagement. The findings underscore the significance of green culture in aligning environmental practices with local traditions, thereby enhancing public acceptance of policies. However, the study also identifies persistent challenges, including weak enforcement and limited public awareness. The recommendations highlight the importance of cultural integration, youth participation, and partnerships with religious and community leaders to encourage sustainable behavioral change. Additionally, the research emphasizes the need to strengthen infrastructure and enforcement mechanisms to ensure long-term environmental success.

1. Introduction

Environmental sustainability has become a critical global concern, governments around the world are trying to implement policies aimed at

reducing environmental degradation. One emerging strategy is the incorporation of local cultural elements into environmental policymaking. The overarching objective of environmental sustainability is to utilize natural resources in a manner that satisfies present needs while preserving the ability of future generations to meet their own. This principle forms a core component of sustainable development, encompassing economic growth, social equity, and environmental protection. The interconnectedness of these dimensions underscores that neglecting environmental sustainability can result in negative consequences for both economic and social systems, ultimately endangering the continuity of human society¹.

A key objective of environmental sustainability is the preservation of ecological balance, which necessitates the prudent management of natural resources, including air, water, and land, to prevent their degradation and ensure their availability for future generations. For instance, the implementation of sustainable industrial practices, such as the adoption of green technologies and waste reduction strategies, is essential for minimizing environmental impacts ². In the hospitality industry, a commitment to environmental sustainability has been demonstrated to enhance competitiveness and attract environmentally conscious consumers, thereby aligning business operations with sustainability objectives³.

Indonesia, the largest archipelago in the world, comprises over 17,000 islands and is distinguished by its vast natural and cultural diversity ⁴. In culturally rich regions such as Jayapura, Indonesia, where local traditions and practices deeply influence daily life, incorporating these cultural elements into

¹ Ahmet Atalay, "Environmental Sustainability and Sports," *Journal of Corporate Governance Insurance and Risk Management* 8, no. 1 (2021): 19–38, <https://doi.org/10.51410/jcgirm.8.1.2>.

² Amer Abdul Latif Kadhum and Bilal Ahmed Hassan, "Application of the Environmental Pillar Within the World-Class Manufacturing Methodology for the Purpose of Achieving Environmental Sustainability," *International Journal of Production Management and Engineering* 11, no. 1 (2023): 53–64, <https://doi.org/10.4995/ijpme.2023.18696>; António Sartal et al., "The Sustainable Manufacturing Concept, Evolution and Opportunities Within Industry 4.0: A Literature Review," *Advances in Mechanical Engineering* 12, no. 5 (2020): 168781402092523, <https://doi.org/10.1177/1687814020925232>.

³ Emmanuel Duodu et al., "Foreign Direct Investments and Environmental Quality in Sub-Saharan Africa: The Merits of Policy and Institutions for Environmental Sustainability," *Environmental Science and Pollution Research* 28, no. 46 (2021): 66101–20, <https://doi.org/10.1007/s11356-021-15288-1>.

⁴ Jozef R Pattiruhu, "The Impact of Budget, Accountability Mechanisms and Renewable Energy Consumption on Environmentally Sustainable Development: Evidence From Indonesia," *International Journal of Energy Economics and Policy* 10, no. 6 (2020): 697–703, <https://doi.org/10.32479/ijeep.10624>.

environmental policies such as plastic bag restrictions can foster increased public awareness and participation. Adopting a healthy lifestyle is essential for enhancing overall human well-being⁵. The concept of green culture encompasses a wide range of practices, beliefs, and values that emphasize environmental sustainability and ecological balance. By integrating the environmental, economic, and social dimensions of sustainability into a cultural framework, green culture encourages a holistic approach to sustainable living. This cultural integration is vital in advancing an eco-civilization, where sustainability becomes an intrinsic element of cultural identity and daily practice, rather than a supplementary aspect⁶.

The concept of a green lifestyle is fundamental to green culture, highlighting the significance of both individual and collective actions in promoting environmental conservation. Research indicates that individuals who practice green lifestyles in their homes are more likely to carry these behaviors into the workplace, creating a ripple effect that enhances the overall green practices within the organization⁷. This phenomenon emphasizes the interconnectedness of personal and professional environments in fostering sustainable behaviors. Additionally, green human resource management (GHRM) practices within organizations can significantly shape employees' green lifestyles, demonstrating the critical role workplace culture plays in advancing environmental awareness⁸.

Cultural sustainability is increasingly acknowledged as a critical aspect of environmental sustainability. It entails the preservation and promotion of cultural identities and practices that contribute to maintaining ecological balance. Recent studies suggest that cultural sustainability encompasses both the continuation of traditional practices and adaptation to contemporary environmental challenges, thereby ensuring the ongoing relevance of cultural

⁵ Siska Armawati Sufa, Nevrettia Christantyawati, and Raden Ayu Erni Jusnita, "Healthy Lifestyle Trends and Pattern Actor Communication Channels Eat Food Combining," *Jurnal Komunikasi Profesional* 1, no. 2 (2017): 105–20, <https://doi.org/10.25139/jkp.v1i2.473>.

⁶ Sandra Kauranena, Dina Bite, and Ženija Kruzmetra, "Sustainable Project Management: Case of Culture Projects in Zemgale Planning Region" 54 (2020): 156–63, <https://doi.org/10.22616/esrd.2020.54.019>.

⁷ Hsiang-Te Liu, "The Influence of Public Servants' Perceived Formalism and Organizational Environmental Strategy on Green Behavior in the Workplace," *Sustainability* 13, no. 19 (2021): 11020, <https://doi.org/10.3390/su131911020>.

⁸ Jianfeng Meng et al., "Green Lifestyle: A Tie Between Green Human Resource Management Practices and Green Organizational Citizenship Behavior," *Sustainability* 15, no. 1 (2022): 44, <https://doi.org/10.3390/su15010044>.

expressions in addressing the ecological crisis⁹. The connection between culture and sustainability is further underscored by the necessity for policies that integrate social and cultural dimensions alongside economic and ecological considerations¹⁰.

Moreover, the growing awareness of environmental issues among consumers has led to a significant shift in attitudes toward green consumption. Consumers are increasingly inclined to support environmentally-friendly products and practices, driven by a combination of health consciousness, ethical concerns, and a desire for sustainable living¹¹. This shift is evidenced by the expansion of the green product market, where consumers actively seek brands that reflect their environmental values¹². The influence of social media in reinforcing these values is considerable, as it aids in the dissemination of information and fosters community engagement around green lifestyles¹³. Previous research by Gede highlights the pivotal role of green culture, particularly through the green movement in Subak Sembung, in raising community awareness of environmental preservation. Through initiatives such as waste management, nature conservation, and environmental education, communities are actively involved in sustainable practices. A second study by Elizabeth emphasizes the necessity of community participation to ensure that environmental policies align with local values and address the interests of local populations. In the context of green culture, this involvement is crucial, as communities with heightened environmental awareness are more likely to support policies focused on environmental conservation.

Plastic bags, widely used for their convenience, affordability, and lightweight properties, have raised significant environmental concerns due to

⁹ Burak Çetiner and Meltem İnce Yenilmez, "The Role of Culture in Environmental Sustainability," *Present Environment and Sustainable Development* 15, no. 2 (2021): 259–72, <https://doi.org/10.15551/pesd2021152021>.

¹⁰ Katriina Soini and Joost Dessein, "Culture-Sustainability Relation: Towards a Conceptual Framework," *Sustainability* 8, no. 2 (2016): 167, <https://doi.org/10.3390/su8020167>.

¹¹ Booi Chen Tan et al., "The Effects of Consumer Consciousness, Food Safety Concern and Healthy Lifestyle on Attitudes Toward Eating 'Green,'" *British Food Journal* 124, no. 4 (2021): 1187–1203, <https://doi.org/10.1108/bfj-01-2021-0005>.

¹² Muhammad Mohsin Zahid et al., "Factors Affecting Purchase Intention and Social Media Publicity of Green Products: The Mediating Role of Concern for Consequences," *Corporate Social Responsibility and Environmental Management* 25, no. 3 (2017): 225–36, <https://doi.org/10.1002/csr.1450>.

¹³ Zahid et al.

their contribution to plastic waste and pollution. Globally, approximately 500 billion plastic bags are used annually, exacerbating plastic waste management challenges¹⁴. The frequent single-use nature leads to increased waste generation, with plastic bags comprising around 25% of post-consumer plastic waste and contributing significantly to marine pollution and threats to wildlife¹⁵. The long decomposition process of plastic bags, which can take centuries, results in the formation of microplastics that infiltrate ecosystems and pose risks to both wildlife and human health. Moreover, the production and incineration of plastic bags contribute to greenhouse gas emissions, intensifying the challenges of addressing climate change¹⁶.

This research examines the role of green culture in fostering community engagement with environmental policies, specifically focusing on the implementation of plastic bag restrictions as outlined in Jayapura City Local Regulation No. 1/2019. Green culture, encompassing sustainable practices grounded in both traditional and contemporary values, provides a culturally relevant framework for advancing environmental responsibility.

Although restrictions on plastic bag use are essential for reducing plastic waste, the success of such policies is largely dependent on public awareness and participation. The long interaction between humans and the surroundings can generate the growth of local wisdom. However, environmental policies in Jayapura have predominantly relied on regulatory measures, often overlooking the role of local cultural values and leadership in shaping public attitudes toward sustainability. Given Jayapura's distinct cultural heritage, integrating green culture could be a valuable strategy for enhancing community engagement in environmental efforts. However, there is a notable lack of research on how green culture can be effectively incorporated into policy communication strategies. This study aims to fill this gap by examining how green culture influences community awareness and participation in

¹⁴ Ramachandran Vimal Kumar, Rajesh Kanna Gopal, and Suresh Pandian Elumalai, "Biodegradation of Polyethylene by Green Photosynthetic Microalgae," *Journal of Bioremediation & Biodegradation* 08, no. 01 (2017), <https://doi.org/10.4172/2155-6199.1000381>.

¹⁵ Vyom Thakker and Bhavik R Bakshi, "Designing Value Chains of Plastic and Paper Carrier Bags for a Sustainable and Circular Economy," *Acs Sustainable Chemistry & Engineering* 9, no. 49 (2021): 16687–98, <https://doi.org/10.1021/acssuschemeng.1c05562>.

¹⁶ Pooja Pragati and Yasuhiro Maeda, "Life Cycle Environmental Impacts of Consumer Packaging Products in Japan," *Risk Analysis* 43, no. 8 (2022): 1682–93, <https://doi.org/10.1111/risa.14031>.

environmental policies in Jayapura.

The primary aim of this research is to analyze the role of green culture in enhancing public awareness and participation in environmental policies, specifically in the context of plastic bag restrictions in Jayapura. The specific objectives are to investigate how green culture shapes community attitudes toward environmental responsibility, assess the influence of traditional values, local customs, and community leadership on participation in environmental initiatives, evaluate the effectiveness of incorporating green culture into policy communication strategies, and provide recommendations for policymakers to integrate cultural elements into environmental campaigns to foster long-term public engagement.

This research is geographically confined to Jayapura, Indonesia, and centers on the implementation of environmental policies, particularly the plastic bag restrictions outlined in Jayapura City Regional Regulation No. 1 of 2019. Employing a qualitative approach, the study utilizes in-depth interviews with community leaders, citizens, and local government officials, alongside field observations and document analysis. The research focuses on exploring the intersection of green culture and environmental policy, with an emphasis on how the integration of cultural elements can enhance community participation and awareness.

The study also examines the influence of traditional values, customs, and community leadership in shaping attitudes toward environmental sustainability. By focusing on the local context, the research aims to offer practical insights to inform the development of culturally-sensitive environmental policies in Jayapura and comparable regions. These findings provide a foundation for a more comprehensive analysis of how green culture can be leveraged to enhance the effectiveness of environmental policies, ensuring they align with local values and promote sustained public engagement.

2. Research Methods

The study examines the role of green culture in fostering community awareness and participation in environmental policies, with a focus on Jayapura. It involved key stakeholders, including local leaders, residents, and government officials. Data collection methods included semi-structured

interviews, field observations, and document analysis. Thematic analysis, facilitated by NVivo software, enabled the identification of key themes and the tracking of recurring behaviors¹⁷. The software also visualized conceptual connections, illustrating how community figures and religious institutions contribute to greater policy acceptance and behavior change. The study's findings were analyzed within the framework of existing literature on green culture and environmental sustainability, resulting in policy recommendations for integrating cultural elements into future environmental initiatives. These findings offer important insights into incorporating cultural values into policymaking to promote sustainable practices.

3. Results and Discussion

The adoption of green culture in Jayapura plays a vital role in promoting environmental sustainability, safeguarding cultural heritage, and fostering economic development within the region. Through the application of sustainable practices, Jayapura enhances its capacity to address environmental challenges effectively while simultaneously conserving its diverse ecosystems and preserving its cultural legacy. The incorporation of traditional practices into modern environmental management demonstrates an ongoing process of cultural revitalization among indigenous communities. This approach underscores the interconnectedness between cultural identity and environmental governance, as customary practices inherently emphasize sustainability and the responsible stewardship of natural resources.

The Role of Green Culture

The noken, a traditional woven bag from Papua, serves not only as a practical environmental tool but also as a cultural symbol for conveying environmental values and policies. This dual role reflects the intersection of cultural identity and environmental communication in several ways.

¹⁷ Popi Sotiriadou, Jessie Brouwers, and Tuan-Anh Le, "Choosing a Qualitative Data Analysis Tool: A Comparison of NVivo and Leximancer," *Annals of Leisure Research* 17, no. 2 (2014): 218–34, <https://doi.org/10.1080/11745398.2014.902292>.

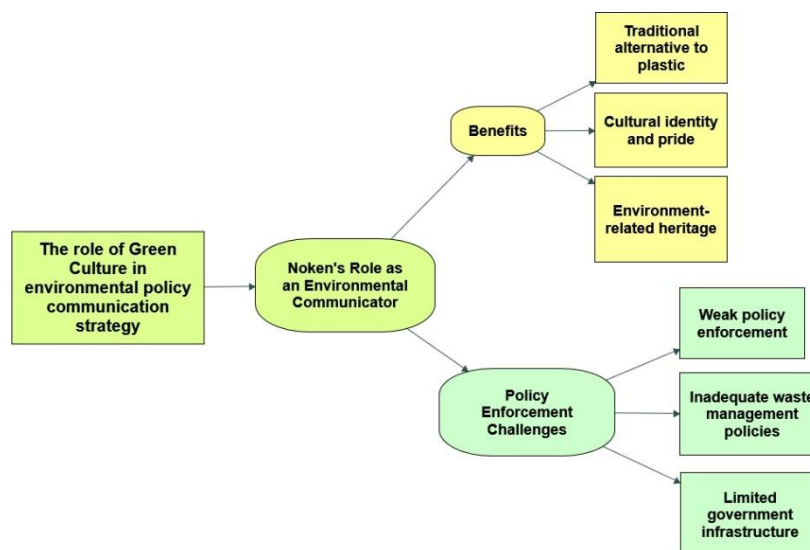


Figure 1. The Chart of The Role of Green Culture

The adoption of noken extends beyond a practical shift from plastic to reusable bags; it represents cultural pride and identity, reinforcing ties to local traditions. In the social sphere, individuals are more inclined to support environmental policies when they see them as a way to preserve their cultural heritage.

The noken functions both as an eco-friendly alternative to plastic bags and a symbol of cultural continuity. As its use becomes embedded in daily life, it promotes sustainable behavior rooted in traditional values. Socially, the widespread adoption of noken establishes it as a community norm, particularly in markets and everyday shopping activities.

Promoting the noken highlights the idea that environmental conservation can also preserve cultural heritage. This alignment between environmental action and cultural practices encourages community members to engage in sustainable behaviors that resonate with their values and traditions.

1) Benefits of Integrating Green Culture

Incorporating green culture into environmental communication offers several key advantages:

- **Cultural Reinforcement in Environmental Efforts**

By leveraging the noken as a cultural symbol, environmental campaigns gain greater resonance with local communities, making policy messages more accessible. People are more inclined to adopt new practices when

these align with their cultural roots.

- **Social Influence and Community Adoption**

The noken exemplifies how community influence and social pressure drive behavioral changes. Individuals are more likely to adopt sustainable practices, such as using noken, when they see others in their community following suit, motivated by the need to conform to social norms.

2) Challenges in Policy Enforcement

Despite the cultural and social momentum supporting noken adoption, several enforcement challenges remain:

- **Weak Policy Enforcement**

Although the noken holds cultural significance, some businesses and individuals may resist or disregard plastic bans due to insufficient enforcement. Social norms alone cannot ensure compliance without stricter regulatory oversight and consistent enforcement by authorities.

- **Insufficient Waste Management Policies**

For cultural shifts like the adoption of noken to achieve meaningful environmental outcomes, they must be supported by effective waste management systems. Without comprehensive waste policies, even community efforts may fall short of producing the intended environmental benefits.

- **Limited Government Infrastructure**

The effectiveness of environmental policies relies not only on cultural and social adoption but also on the availability of adequate infrastructure. In regions where government resources are constrained, enforcing bans and providing sustainable alternatives becomes challenging, leading to inconsistencies in policy implementation.

The role of green culture and the noken as a medium for environmental communication highlights the potential of cultural and social influences in driving sustainable behavior. Cultural heritage, social norms, and community engagement act as powerful motivators for individuals to adopt eco-friendly practices. However, the long-term success of such initiatives depends on addressing enforcement challenges. Strong government infrastructure and effective waste management policies are essential to complement social efforts

and ensure sustainable outcomes. This analysis underscores the importance of integrating cultural values with environmental policies while addressing structural barriers that could impede policy effectiveness.

Government Policy and Enforcement

Government policy and enforcement constitute the core framework for driving the successful implementation of the plastic bag ban. This strategy involves both legislative actions and practical measures to ensure compliance across the public and private sectors, promoting behavioral shifts toward sustainable practices.



Figure 2. The Chart of Government Policy and Enforcement

1) Inspection and Enforcement Mechanisms

a. Government Inspection and Enforcement:

- Government officials conduct regular inspections to monitor compliance with the plastic bag ban, particularly among retail businesses.
- These inspections cover both modern retail stores and traditional markets but are hindered by challenges such as limited resources.

b. Business Inspections:

- Enforcement efforts target retailers, ensuring they cease the distribution of plastic bags and provide alternatives like reusable bags or cardboard boxes.
- Non-compliance results in monetary fines, aiming to encourage

adherence to the regulations. In accordance with Articles 76 and 97 of Law No. 32/2009, business actors found guilty of activities that cause environmental pollution or damage are subject to sanctions, including imprisonment of up to three years or an administrative fine of up to Rp3,000,000,000 (three billion rupiah). If the offense persists and results in proven environmental harm, additional penalties may include environmental restoration obligations or the revocation of business licenses. Beyond criminal penalties, the law also provides for administrative sanctions, such as official warnings, suspension of licenses, or the termination of operational permits for businesses that continue to distribute environmentally harmful products or materials¹⁸.

2) Legal Measures: Plastic Bag Ban and Fines

a. Plastic Bag Ban Instruction:

- The government mandates that businesses, especially in modern retail sectors, stop distributing plastic bags to reduce plastic waste.
- Despite this effort, compliance remains inconsistent, with some sectors failing to adopt the policy fully.

b. Fines for Non-Compliance:

- Businesses that continue distributing plastic bags are subjected to fines. However, these penalties often prove insufficient, particularly for small businesses that prioritize immediate profits over regulatory compliance.

3) Public Challenges: Awareness and Ineffective Punishment

a. Lack of Public Awareness:

- Limited public understanding of environmental issues and inadequate communication hinder the effectiveness of the ban.
- Some businesses and consumers remain unaware of the policy or fail to recognize its significance, resulting in continued reliance on plastic bags.

b. Ineffective Punishment:

¹⁸ Undang-Undang Republik Indonesia No. 32, "Perlindungan Dan Pengelolaan Lingkungan Hidup" (2009).

- Although fines are imposed, they rarely deter smaller vendors, who often continue using plastic bags until their stock is depleted.
- This persistence reveals a gap between the intended impact of the policy and the practical realities of enforcement.

4) Communication and Media Campaigns

a. Government-Led Media Campaigns:

- The government employs media campaigns to increase public awareness, emphasizing the importance of reducing plastic waste and promoting alternatives like reusable bags.

b. Radio and Television Campaigns:

- Traditional media platforms, such as radio and television, remain key channels for communication in Jayapura, effectively reaching diverse audiences.

c. Public Service Messaging and Social Media Integration:

- Positive interactions, such as personalised responses, exclusive promotions, and interactive content, have contributed positively¹⁹. The government complements traditional media with banners, flyers, and public announcements, gradually incorporating social media platforms to broaden awareness efforts.
- However, these efforts face challenges due to varying levels of access and engagement, particularly among older populations.

The government's approach to restricting plastic bag use reflects a comprehensive strategy, integrating policy frameworks, inspections, fines, and public awareness campaigns. Nevertheless, several challenges impede the effectiveness of the initiative:

- Limited deterrence of fines:** Small businesses continue using plastic bags despite penalties.
- Lack of awareness:** Insufficient public understanding delays the adoption of sustainable behavior.
- Gaps in compliance:** Logistical challenges hinder enforcement efforts,

¹⁹ Denpharanto Agung Krisprimandoyo et al., "Exploring the Relationship between Social Media Engagement, Customer Reviews, and Brand Perceptions: A Comprehensive Study in Retail Industry," *International Journal of Business, Law, and Education* 5, no. 2 (2024): 1584–91, <https://doi.org/10.56442/ijble.v5i2.597>.

especially in smaller markets.

- d. Communication challenges: Traditional media remains dominant, while social media adoption progresses slowly, limiting outreach among certain demographics.

In summary, the successful implementation of plastic bag restrictions demands stronger enforcement mechanisms, improved public education, and enhanced collaboration between the public and private sectors. The government must strengthen both punitive measures and educational strategies to foster sustainable behavior and ensure broad compliance.

Policy relationship with community behaviour and traditions

The left section of the chart illustrates the immediate community reaction to policy interventions, such as plastic bag restrictions, identifying two primary factors driving resistance: Initial Public Backlash, people tend to resist abrupt changes to their habits, especially when policies introduce inconvenience or disrupt established routines.

In this context, public resistance often manifests as complaints regarding the inconvenience of no longer receiving free plastic bags. Resistance to Extra Costs, policies that impose financial burdens such as requiring the purchase of reusable bags can create feelings of unfair treatment within the community, resulting in opposition. This behavioral resistance reflects the perception that environmental policies add unnecessary costs to daily routines.

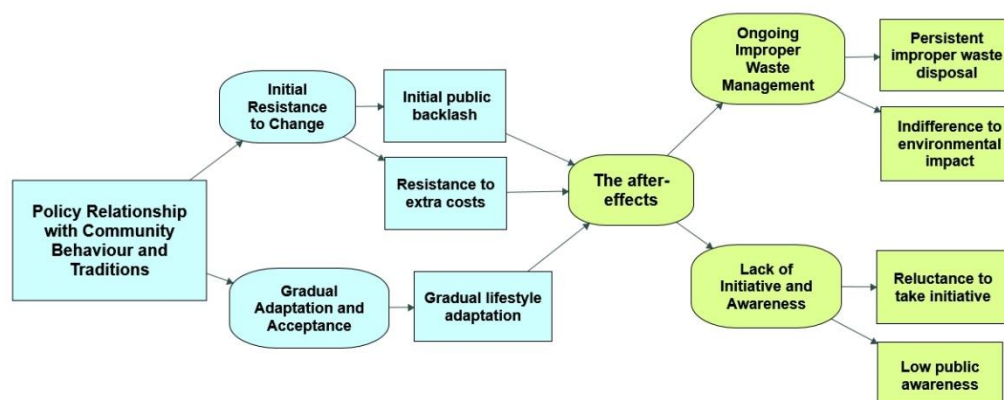


Figure 3. The Chart of Policy relationship with community behaviour and

traditions

1) Gradual Adaptation and Acceptance

Despite initial opposition, the diagram suggests that behavioral changes occur progressively over time as communities adjust to the new policies:

- **Gradual Lifestyle Adaptation:** As time passes, reusable bags become integrated into daily routines, reflecting a shift from resistance to acceptance. This process illustrates how sustained exposure to new practices, combined with social reinforcement, facilitates the normalization of sustainable behaviors.

This gradual adaptation highlights that behavior change is not immediate but evolves incrementally as new practices become embedded in social norms.

2) The After-Effects: Challenges and Gaps in Behavior

The middle section of the chart, labeled "The after-effects," shows that although behavioral progress has been made, significant challenges remain:

- **Ongoing Improper Waste Management:** While individuals may comply with specific policies, such as plastic bag bans, other problematic behaviors, like improper disposal of plastic waste, persist. This suggests that targeting isolated behaviors through policy interventions may not effectively address broader environmental practices.
- **Persistent Improper Waste Disposal:** Despite policy efforts, waste management issues such as littering remain widespread, indicating that only partial behavioral compliance has been achieved.
- **Indifference to Environmental Impact:** Some individuals exhibit minimal compliance without fully embracing environmental responsibility, resulting in superficial behavior change rather than meaningful transformation.
- **Lack of Initiative and Awareness:** Beyond compliance with policies, community members may demonstrate limited motivation to engage in proactive sustainability efforts.

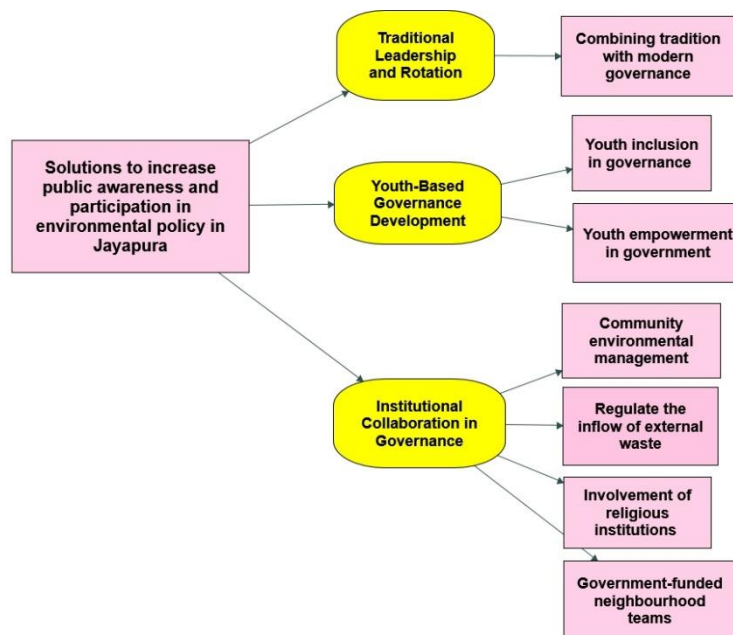
- **Reluctance to Take Initiative:** Many individuals expect the government to manage waste issues and remain passive, showing little inclination toward independent actions for waste management.
- **Low Public Awareness:** Insufficient education regarding the long-term environmental impact of waste contributes to the limited transformation of behaviors, indicating a key barrier to sustained change.

The chart reveals that while policy interventions, such as plastic bag bans, can initiate behavioral shifts, the process is gradual and multifaceted. Initial resistance is a natural response, but with time and social reinforcement, policies can foster new habits. However, the after-effects demonstrate that achieving comprehensive behavior change presents ongoing challenges, particularly in addressing improper waste management and encouraging public initiative.

The key insight from this analysis is that while policy interventions can influence behavior, they must be accompanied by continuous education, enforcement, and community engagement to ensure long-term success. Meaningful change requires not only shifts in behavior but also transformations in attitudes, as resistance often stems from ingrained cultural and behavioral norms.

Solutions to increase public awareness and participation in environmental policy in Jayapura

The research findings highlight several key themes and actionable solutions aimed at enhancing community awareness and participation in environmental policies within Jayapura. The following analysis provides a detailed explanation of how these elements align with the principles of village



governance.

Figure 4. The Chart of Solutions to increase public awareness and participation in environmental policy in Jayapura

1) Traditional Leadership and Rotational Governance

- Integrating Tradition with Modern Governance: Village governance in Jayapura incorporates traditional leadership, represented by the Ondowafi (customary leaders), alongside a rotational leadership system among clan heads. This model ensures fairness by distributing leadership roles equitably while balancing cultural heritage with modern governance practices. Involving traditional leaders strengthens the community's cultural identity and fosters an inclusive governance framework that respects both ancestral customs and contemporary governance demands.

2) Youth-Based Governance Development

- Youth Inclusion in Governance: Involving the younger generation in

governance ensures that leadership remains dynamic and future-oriented. Youth participation brings innovative ideas and energy into governance, contributing to the development of relevant environmental policies that align with the needs of future generations.

- **Youth Empowerment in Governance:** Empowering young people within governance encourages their active involvement in community initiatives, particularly in environmental policy implementation. This engagement fosters adaptability, equipping the village to respond effectively to environmental challenges, such as waste management. It also cultivates long-term sustainability by nurturing a sense of responsibility in younger generations, ensuring continuity in governance practices.

3) Institutional Collaboration in Governance

- **Community-Based Environmental Management:** Village governance in Jayapura emphasizes community involvement in environmental management, reflecting the principle of decentralized responsibility. Local leaders and citizens work collaboratively to address environmental issues, such as reducing plastic waste and conserving natural resources, ensuring that governance is participatory and responsive to local challenges.
- **Regulating External Waste Inflow:** External waste, particularly in coastal villages, poses significant environmental challenges. Effective governance involves establishing local systems to monitor and control waste entering the community from external sources. This often requires collaboration with higher authorities and external stakeholders to strengthen waste management efforts.
- **Involvement of Religious Institutions:** Religious institutions, such as the Gereja Kristen Injili (GKI), play a key role in supporting environmental governance by promoting environmental stewardship within their teachings and activities. By reinforcing moral responsibilities towards environmental conservation, religious institutions foster greater community participation through initiatives like communal clean-ups and awareness campaigns.

- **Government-Funded Neighborhood Teams:** Village governance integrates public participation through government-funded neighborhood environmental teams. These teams work at the grassroots level on waste management and environmental conservation efforts. Engaging citizens in these initiatives ensures that governance remains community-driven and aligned with public needs.

4) Key Insights from Village Governance

- **Decentralized Leadership:** The involvement of traditional leaders, rotational leadership among clan heads, and youth participation reflects a decentralized governance structure, distributing leadership across multiple stakeholders.
- **Collaborative Governance:** Effective environmental governance emerges from collaboration among government authorities, traditional institutions, youth groups, and religious organizations, fostering a holistic approach to policy implementation.
- **Public Participation:** Encouraging public engagement through neighborhood teams and church activities strengthens participation in environmental governance, facilitating the success of initiatives aimed at waste reduction and conservation.
- **Sustainability and Continuity:** Involving youth in governance prepares the next generation for leadership roles, ensuring the sustainability and continuity of environmental policies. This intergenerational approach ensures that environmental efforts remain effective over time.

4. Conclusions

The research indicates that integrating green culture into environmental policy communication can significantly enhance public engagement and promote sustainable behaviors. Involving traditional leaders and community figures strengthens public participation in environmental initiatives. Policies that incorporate cultural practices, such as the use of the noken as a plastic bag alternative, garner increased support. However, challenges in policy enforcement persist, including limited resources and inconsistent waste management systems. Youth involvement and institutional collaboration are essential for ensuring long-term sustainability. Jayapura's decentralized

governance model facilitates inclusive participation and underscores the importance of embedding cultural elements within environmental policies.

5. Suggestions

The researchers propose strategies to enhance public awareness and participation in environmental policies in Jayapura. They recommend incorporating cultural symbols into awareness campaigns, empowering local leaders to communicate environmental messages, and utilizing a combination of traditional and social media. Additionally, they advocate for aligning green culture with local values, collaborating with traditional institutions, and emphasizing the cultural benefits of reusable products. Strengthening enforcement mechanisms, offering affordable alternatives, and systematically monitoring policy impacts are also recommended. Furthermore, the researchers emphasize the importance of aligning environmental policies with community behaviors and traditions, while promoting community-driven governance.

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