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# The Role of Generation Z In Support Development Of Sustainable Development Goals Through Green Development In Samosir District For Sustainable Tourism In Sibeabea

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## Abstract

Generation Z plays a significant role in shaping future directions and achieving the United Nations' Sustainable Development Goals (SDGs), which address global challenges such as poverty, injustice, and climate change. By promoting and facilitating green economic development, Generation Z can contribute to sustainable progress while addressing environmental, social, and economic issues. A green economy, which emphasizes sustainable practices, can also support the advancement of Samosir Regency, a region rich in natural beauty, unique culture, and historical significance for the Toba Batak tribe. Samosir's potential as a tourist destination, particularly with the development of Sibeabea Hill and the construction of a 61-meter-tall Jesus Statue, can be enhanced through a green economy approach. This research utilizes a narrative review method, analyzing secondary data to identify Generation Z's role in supporting the SDGs and sustainable tourism development. The findings highlight the importance of empowering Generation Z to lead these efforts, with support from the government and society. Their active involvement is essential to advancing Samosir Regency as a sustainable tourism destination and achieving broader SDG objectives.

**Keywords:** Role of Generation Z; Sustainable Development Goals (SDGs); Samosir Regency (Bukit Sibeabea); Green Development

## 1. Introduction

Unsustainable global economic development has a negative impact on the environment and the quality of human life. Economic growth that is unbalanced and not environmentally friendly causes an increase in greenhouse gas emissions, environmental degradation and a decrease in natural resources [1]. This all has a negative impact on human health and the environment. At the same time, environmental damage and poor quality of human life affect long-term economic growth. Poor environmental conditions can reduce productivity and increase health costs. This all creates an economic burden for the government and society, and slows down overall economic growth [2].

Generation Z or the postmillennial generation are those who have been exposed to the internet, social networks and mobile technology since childhood [3]. Generation Z can also be called the internet generation or igeration, the drivers of innovation, they were born between 1996 and 2010. This generation has more social contact via cyberspace. So generation Z usually tends to like anything that is simple, practical and instant.

Generation Z plays an important role in realizing the Sustainable Development Goals (SDGs) planned by the UN. Generation Z is a generation that has extensive access and knowledge about social and environmental issues, so they have great potential to lead and help realize sustainable development goals. Generation Z also has the ability and motivation to work together and coordinate with government, business and other communities to achieve SDGs goals. Therefore, building capacity and providing support to generation Z in playing its role in realizing the SDGs is very important [4].

Green economy is one sector that can accelerate the achievement of SDGs, with an emphasis on Green Economy is an approach to creating low-carbon economic growth, resource conservation and social inclusion by involving communities and stakeholders in pursuing sustainable development goals and supported by broad public awareness among consumers and business actors in

realizing sustainable prosperity in the future. These various events demonstrate a joint commitment to addressing global issues to accelerate the 2030 SDGs.

Samosir is a small island which is a separate district from Toba Regency (formerly called Toba Samosir). Formed based on Law Number 36 of 2003 concerning the formation of Samosir Regency and Serdang Berdagai Regency in North Sumatra Province, which was inaugurated on January 7 2024 by the Minister of Home Affairs on behalf of the President of the Republic of Indonesia.

The position of Samosir district is in the middle of the waters of Lake Toba, so it provides advantages especially in the tourism sector. As an area that has the potential for natural wealth, unique culture and the friendliness of the people of Samosir Regency, they have also created a city branding to introduce the area to the outside community. Samosir has a distinctive culture and historical places, especially for the Toba Batak tribe, one of the tourist attractions, especially in Sibea-Bea.

Sibea-bea is a new religious tourist attraction that has been open to the public since mid-2021. This tourist attraction is in Harian District, Samosir Regency. Sibea-bea tourism offers beautiful natural views of Lake Toba with the hills surrounding it. However, the main attraction is the statue of Jesus which is at the top of the hill along the winding road around the statue.

## 2. Literature Review

### 2.1. *The role of generation Z in influencing sustainable tourism development in Sibea-bea*

Generation Z is a generation born between 1995 and 2010. Some of them are entering the development phase of adolescence and early adulthood [5]. Generation Z grew up after touching the internet [6], where the digital world is advancing so rapidly [7]. Teenagers from generation Z use smartphones as part of everyday life [8]. In effect, teenagers internalize the values in life of various socialization agents [9]. However, current studies still place parents in a central position in the value socialization process [10]. This encouraged the committee to reveal the values and socialization process perceived by Generation Z from their parents.

Generation Z is a de group category with the most dominant number from various generational categorizations both in Indonesia with 27.94% of the population [11], and in various parts of the world [12]. Generation Z is known as a digital native generation who has been familiar with technology such as gadgets since childhood [8]. This generation is also able to express their identity in both real and virtual environments. the ability to collaborate and co-create is one of the advantages of the younger generation of the millennial generation [7]

Generation Z has great potential to influence change and make a positive impact on the environment and society through their actions in business and consumption. Generation Z is known as a generation that cares about the environment and has a strong social orientation. They tend to have environmentally friendly products and services and show concern for issues and the environment. Therefore, they can be pioneers in changing unsustainable consumption and business patterns to become more environmentally responsible [13]

Apart from that, generation Z also has extensive technological capabilities and access so that they can utilize technology to promote and expand knowledge about green economic development and environmental issues. They can also be pioneers and utilize green technology to overcome environmental problems and promote sustainable lifestyles. Thus, the role of Generation Z in realizing the SDGs is very important and plays a big role in helping achieve their goals and daily actions. Therefore, it is important for the government and society to facilitate and facilitate the role of Generation Z in realizing the SDGs and building a more sustainable and prosperous world.

Generasi Z can help develop Sibea-bea by utilizing technological media so that outsiders know the beauty that Samosir Regency has. With this technology, outside communities can be brought in to increase the income of the Sibea-bea community. Sibea-bea has very beautiful natural beauty, both natural environment and infrastructure. Generation Z is very useful for developing areas that have natural and regional beauty.

### 2.2. *Generation Z's contribution to supporting environmental conservation efforts and interest in Sibea-bea*

Generation Z's contribution to supporting environmental preservation efforts and interest in helping to introduce Sibea-bea to the outside community, namely through the development of a green economy and good infrastructure by looking at the environment in Sibea-bea without damaging the environment. Generation Z can start by understanding the importance of the environment and how the development of a green economy can help improve the environment and improve human welfare in a sustainable manner. Generation Z can participate in the development of a green economy through business activities and environmentally responsible consumption [14].

By starting a green business, generation Z can contribute to the economy and the environment. They can also choose products and services that meet green standards, such as reducing plastic use, producing renewable energy, and reducing greenhouse gas emissions. Generation Z can also invite other people to work together to build a green economy by providing education and influencing consumer behavior [4]). For this reason, the government hopes that Generation Z can become entrepreneurs who can have a positive impact on the economy. And it is able to open up large employment opportunities for the nation and is also expected to be able to compete at the national and international level, especially in the field of entrepreneurship.

Then the researchers also interviewed several generation Z people who lived there. Researchers asked how Generation Z contributed to development and customs duties to the outside community. They will share photos and create content to attract tourists to visit Sibea-bea on social media as best as possible. After many tourists visit, they will also introduce the various places

there. Not only that, in Samosir Regency themselves, they often display various creations that they own so that people from outside are more interested in visiting and don't get bored.

### *2.3. Green Tourism Development Strategy to Achieve Sustainable Development Goals (SDGs) in the Tourism Sector in Sibea-bea*

Sustainable Development Goals: as a continuation of the Millennium Development Goals (MDGs) which were previously implemented from 2000 to 2015 with an emphasis on eight targets. SDGs have seventeen targets with a vision of realizing sustainability in the future [1]. SDGs are designed as a comprehensive agenda for human welfare and sustainability for the entire planet [2]. The overall target is divided into three dominants: social, economic and environmental or what Elkington calls the triple bottom line. Acceleration of SDGs achievement is supported through a green economy with the aim of realizing SDGs targets by 2030.

Focus on implementations SDGs in Sibea-bea consist of four pillars, namely social, economic, environmental and legal pillars. However, this research focuses its main attention on the environmental pillar, namely without destroying the environment in Sibea-bea and making it the main goal in the Sustainable Development Goals. Environmental issues are considered a shared responsibility for all communities to keep each other well.

Green economic development can help Generation Z in supporting Sustainable Development Goals (SDGs) in several ways. First, the development of a green economy focuses on the use of environmentally friendly resources and technology, so that it can reduce negative impacts on the environment and improve the quality of human life. Second, the development of a green economy also promotes environmentally responsible business practices, such as sustainable management of natural resources and environmentally friendly production practices [15]

Thus, Generation Z can play an important role in promoting green economic development by choosing to promote green economic development through selecting environmentally responsible products and services, as well as participating in businesses and activities that promote green economic development. Generation Z can also influence social and cultural change through knowledge and understanding of environmental issues and sustainable development. Therefore, developing a green economy is an important solution for Generation Z to participate in realizing the SDGs and improving the environment and quality of human life in a sustainable manner. By involving the younger generation such as generation Z in the development of the green economy.

### *2.4. Challenges and Opportunities in Integrating Sustainable Tourism Concepts into Tourism Destination Development in Sibea-bea*

The tourism sector has potential to play a big role in encouraging a country's economic growth by reducing unemployment levels and increasing productivity. However, the rapid growth of the tourism industry also brings significant challenges especially related to environmental and cultural sustainability, as well as effective destination management [16]. In an effort to overcome these challenges, the concept of sustainable tourism has emerged as an important approach to tourism development. Sustainable tourism aims to minimize negative impacts on the natural and cultural environment, while maximizing the economic benefits resulting from the tourism industry. This approach underlines the importance of long-term sustainability in managing natural resources, protecting cultural heritage, and empowering local communities as an integral part of tourism development.

Digitalization strategies have become increasingly popular to increase sustainable tourism growth in recent years [17]. Digitalization refers to the integration of technology into various aspects of society, including tourism [18]. The use of digital technology in managing sustainable tourism has various positive impacts. One significant aspect is the ability to collect, analyze and manage data that supports sustainable policy making [19].

## **3. Research Method**

### *3.1. Location and time of collection*

This Study was done in Samosir Regency, precisely in the tourist destination of Sibea-bea, North Sumatra, Indonesia. This research was conducted over a period of 3 days, April 15-18, 2024.

### *3.2. Population and Sample*

The population and sample in this research are the people of Samosir Regency, tourist visitors, Sibea-bea tourism administrators and Sibea-bea owners. Considering the limitations of time, information and research capabilities, the researchers took 10 respondents from the community, visitors, administrators and owners of Sibea-bea. The data collection method is documentation and interview methods.

### *3.3. Data Analysis Techniques*

The first stage of this research is to determine the conditions for the revitalization of green economy development in Sibea-bea tourism. This aim is an initial identification regarding the ongoing development conditions of each green economy variable to be studied, which will later become input for the following stages. This stage is carried out by direct observation in the area you

want to research and identifying green economy conditions in Sibea-bea tourism. The second analysis technique is to use descriptive analysis techniques because the data obtained is qualitative, namely by asking several questions. Next, presenting the data begins by reviewing all the data provided available from various sources of collected data, arranging them into units which are then categorized at the next stage, and examining the data and interpreting it with analysis according to the researcher's reasoning ability to make research conclusions.

After the previous research stages have been carried out, the next stage in this research is to carry out the system analysis stage. By using itn analysis of this system is intended to identify and evaluate problems, obstacles that arise from community expectations regarding Sibea-bea tourism so that it can make the Sibea-bea area more famous among the outside community without damaging the environment.

#### 4. Results and Discussion

The results of in-depth interviews and observations with informants who are tourists and also local workers in Sibea-bea are based on the Problem Formulation. It is clear that the destinations in Sibea-bea itself that Generation Z tourists really influence and also contribute to supporting environmental conservation efforts and interest in developing sustainable tourism in Sibea-bea and Sibea-bea itself can be a solution to achieving Sustainable Development Goals (SDGs). and development of tourism destinations in Sibea-bea.

Marketing via social media from Generation Z itself has greatly influenced developments in Sibea-bea. Because Generation Z itself will promote its own Sibea-bea so that it is known to be popular and interested in tourists. It is even possible that the tourists will not only be local people who visit, but foreign tourists who will definitely visit Sibea- duty. That way, Sibea-bea has wider and more efficient access to reach potential consumers.

##### 4.1. Results and Discussion of Tourists and Local Workers

Various research related to this research can be seen from the following table:

Table 1. Research Result

No.	Name of source	Question	Interview result
1	Elma Sinaga	What are the contributions of generation Z in supporting environmental conservation efforts and the interest in the areas?	As a young generation, we take care of the environment by throwing rubbish in its proper place. In my opinion, come to this Sibea Bea for photos and later post them on social media such as Instagram and also Tik Tok, because these Sibeas are very good and interesting and if I give them a rating, I will give them a rating. i.e. 9/10
2	Yohana Purba	Does generation Z influen the development of sustainable tourism in Sibea-bea?	Very influential because there are many generation Z in Sibea-bea who will immortalize their moments by taking photos and videos and that way it's not just Samosir people who visit but people from outside the area too and can make Sibea Bea a good and popular tourist attraction.
3	Okto Gorga Nainggolan	How can a green tourism development strategy be a solution to achieving the Sustainable Development Goals (SDGs) in the tourism sector in Sibea-bea?	Don't stop here, for development plans, such as the land used can be made by imitating what outsiders make from existing facilities, so that people don't easily get bored with what is already in Sibea Bea, that way we will market it again through social media by adding new facilities and tourism, and also we protect existing tourism in Sebea Bea, such as illegal harvesting or thuggery will soon be eradicated because it really disturbs people who want to travel, especially to Sibea Bea.
4	Mandela's inspiration	What are the challenges and opportunities in integrating the concept of sustainable tourism into the development of tourist destinations in Sibea-bea?	The biggest challenge in Sibea-bea is from the community, secondly, people are flocking to come to Sibea-bea in the sense of advancing Sibea-bea to become a tourist attraction. For their own opportunities by uplifting and improving the prosperity of those in Sibea-bea and the surrounding area, and it's not just local people who have come to visit but people from abroad have also visited Sibea-bea because Sibea-bea itself expresses the world
5	Richard Naibaho	Does generation Z influence the development of sustainable tourism in Sibea-bea?	Very affecting because Most The visitors at these sibeas are Generation Z who are currently racing with technological advances, so this Sibeabea will be even more viral in Asia and even the world.
6	Bryan Alvancho	Does generation Z influence the development of sustainable tourism in Sibea-bea?	Influence, because Generation Z really dominates various tourism, especially in Sibea, especially

No.	Name of source	Question	Interview result
7	Deni Saputra	What are the Contributions of generation Z in supporting environmental conservation efforts and the interest in the areas?	Generation Z who really likes healing and traveling, it really influences various destinations. Generation Z's biggest contribution is by visiting Sibea-bea and immortalizing their moments at Sibea-bea, but they still have to remember to preserve the Sibea-bea environment by not throwing rubbish carelessly and parking in the right place.
8	Anita Simorangkir	How can a green tourism development strategy be a solution to achieving the Sustainable Development Goals (SDGs) in the tourism sector in Sibea-bea?	By developing a sustainable destination management plan for customs and services involving all stakeholders, including local communities, business owners and government
9	Doni Saragih	Does generation Z influence the Hi community on sustainable tourism development in Sibea- Bea?	Yes, influencing because Generation Z is very influential on the development of sustainable tourism, because nowadays there are lots of Generation Z, so it cannot be denied that Generation Z itself is the largest contributor to tourist attractions, especially in Sibea Bea.
10	Heri Pasaribu	What are the Challenges and Opportunities in integrating the concept of sustainable tourism into the development of tourist destinations in Sibea-bea	Managing tourist destinations in an integrated and sustainable manner while meeting tourist expectations can be a complex challenge, while the opportunities themselves are by involving stakeholders, developing sustainable destination management plans, and committing to the principles of green tourism, we can create tourist destinations that are sustainable and meet needs. today's tourists without damaging tourism potential for the future

Table 2. Tourist Attractions in Samosir Regency

No	Name of Tourist Attraction	Information
1	Sibea Bea Hill	A religious destination located in Harian Boho, Samosir Regency. The main attraction of this tourist attraction is the presence of a statue of Jesus at the top of the Sibea hill, and also with a height of 61m making Sibea-bea itself the highest
2	Waterfront City Pangururan	statue of Jesus in the world Built with the theme aek natio or clean water, the construction invites local residents and tourists to preserve Lake Toba. Water is a very important element in Batak culture with the future of dancing
3	Tano Ponggol Bridge	fountains. The Ponggol Land Bridge itself has become a new icon in Samosir Regency, as well as being a means of supporting the development of strategic areas and
4	Euphrates Falls	becoming a tourist attraction. The waterfall is often called the Tele waterfall because it is close to the Telearea, with a green area, flanked by evidence, making every visitor who comes will be enchanted by its natural beauty.
5	Sidihoni Lake	It is often said to be an "island above an island" and can also be said to be "a lake above a lake" and also with the beauty of electric poles and a church on top of the hilly views, it makes the atmosphere like in Switzerland.

#### 4.2. Final Results and Discussion

That Generation Z itself is very influential on sustainable development in Samosir Regency, especially Sibea Bea, because the large number of visitors from Generation Z itself ensures that this destination is busy and often visited by tourists, because the important role of Generation Z itself is very supportive, due to technological advances. and social media which is now the future of the era. By sharing their moments of togetherness with friends and family, and also by posting on social media such as Facebook, Instagram, TikTok, Twitter and so on, this causes the tourism destinations in Sibea-Bea to develop and become known outside the

region and abroad.

For sustainable development itself and strategies as well as opportunities and challenges faced, such as throwing rubbish in its place and not parking haphazardly, with this the development of sibe-bea will continue, and also with several places or land still empty in sibe-bea, this could be ideas or opportunities to add several facilities or places that are popular with tourists, especially Generation Z, either by imitating foreign tourism or other new innovations, so that in this way it is not only local tourists who visit Sibe-bea but foreign tourists will also visit as well. curious so they flock to Sibe-bea, because the increase in visitors will also be an opportunity as well as a challenge. The opportunity itself is that with the increasing number of visitors, the rates and entry fees will also increase, and the challenge itself is how to maintain the number of tourists visiting Sibe-bea -own duty.

## 5. Conclusion

From the research results it can be concluded that the role of generation Z in developing a sustainable green economy for tourism in Sibe-bea is a project that aims to develop Samosir Regency, especially for Sibe-bea. Generation Z plays a very important role in realizing the Sustainable Development Goals (SDGs) because they are the successors of development and have great potential to influence business and consumption patterns. Green economic development is one solution to improve the environment and improve human welfare in a sustainable manner, which can be promoted and implemented by generation Z. Therefore, they can play an active role in building a green economy and realizing sustainable green development for tourism.

Thus, Generation Z itself can play an important role in promoting the development of the green economy through the development of highly developed digital technology. Through this, it can help introduce Samosir district to the outside community and tourism. Generation Z can help economic development with tourism in Sibe-bea which can open up employment opportunities for the community itself. Generation Z can also influence social and cultural change through developing and understanding environmental issues and sustainable development. Therefore, developing a green economy is an important solution for generation Z to participate in realizing the SDGs and improving the environment and quality of human life in a sustainable manner. By involving the younger generation such as generation Z in the development of the green economy.

With this, generation Z can contribute to the economy and the environment. They can also choose products and services that meet green standards, such as reducing plastic use, producing renewable energy, and reducing greenhouse gas emissions. Generation Z can also invite other people to work together to build a green economy by providing education and influencing consumption behavior.

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