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Policy Transformation: Promoting Sustainable Production and Consumption of Local Brands in Indonesia in Support of SDGs 2045

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Abstract

Indonesia faces challenges in implementing sustainable consumption and production (SCP) principles, which are critical to achieving the Sustainable Development Goals (SDGs), particularly SDG 1 (No Poverty), SDG 8 (Decent Work and Economic Growth), and SDG 12 (Responsible Consumption and Production). Although Indonesia has formulated policies such as the 2020-2030 SCP Strategic Framework, implementation on the ground is still limited, especially in supporting the strengthening of sustainability-focused MSMEs. Sustainable MSMEs, which integrate environmentally and socially friendly practices, have great potential to support the creation of decent jobs and empower local communities. In addition, MSMEs also play a role in reducing social inequalities and accelerating the transition to a green economy. However, the main challenges faced are limited market access, lack of fiscal incentives, and difficulties in obtaining recognized sustainability certifications. Therefore, more progressive and integrated policies are needed to encourage the strengthening of local brands and sustainable MSMEs. By strengthening support for this sector, Indonesia can accelerate the achievement of SDGs 1, 8, and 12, while laying a strong foundation to realize the vision of a Golden Indonesia 2045, an advanced nation based on sustainable development.

Keywords: Policy Transformation; Sustainable Production; Sustainable Consumption; Local Brands; SDGs 2045

1. Introduction

In recent decades, the world has faced serious challenges related to unsustainable consumption and production patterns. These patterns not only accelerate environmental degradation, but also increase social inequality and widen economic disparities. For Indonesia, as a developing country with a large population and rapid economic growth, there is a dilemma between maintaining economic growth momentum and ensuring environmental sustainability and social welfare.

Sustainable Consumption and Production (SCP) is one of the important goals in the Sustainable Development Goals (SDGs), particularly SDG 12. SCP emphasizes the principle of “doing more with fewer resources” through resource efficiency, emission reduction, and improved social welfare. Indonesia has formulated an SCP policy through the Strategic Framework for Sustainable Consumption and Production 2020–2030, which prioritizes the circular economy, energy efficiency, and waste reduction [1].

However, the implementation of SCP principles in Indonesia still faces various obstacles. One of the biggest challenges is the lack of integration between national policies and local initiatives, especially in supporting local brands that are oriented towards sustainability. Although several local brands have implemented environmentally friendly practices such as the use of recycled materials, ethical production processes, and community empowerment, they still face difficulties in gaining market access, fiscal incentives, and officially recognized green certification.

On the other hand, Indonesian consumer awareness of local products and sustainability shows a positive trend. A [2] survey revealed that 74% of Indonesian consumers tend to choose brands that are committed to sustainability, and 81% of consumers aged 25–34 are willing to pay more for environmentally friendly products [3]. This increased awareness has also driven demand for sustainable products, but this shift in consumer preferences has not been fully matched by progressive national regulations or strategies that build a supportive ecosystem for sustainable local brands.

In line with the Indonesia Emas 2045 vision, which aims to make Indonesia a developed country based on sustainable development, policy transformation is a must. Bappenas emphasizes the importance of transitioning to a green and circular

economy as the main pillars of long-term development. These efforts include increasing the renewable energy mix to 60% and integrating sustainability principles into various sectors, such as textiles, food, and the creative industry [4].

Thus, more progressive and integrated policies are needed to encourage the implementation of SCP in Indonesia, particularly in strengthening local brands that are oriented towards sustainability. This approach is believed to support the achievement of the SDGs while increasing the competitiveness of the domestic economy in the face of globalization challenges. Policies that favor the strengthening of sustainable local brands are key to realizing sustainable development in Indonesia.

2. Literature Review

2.1. Theoretical Foundations

2.1.1. Sustainable Consumption and Production (SCP)

Sustainable Consumption and Production (SCP) is an approach that aims to improve the efficiency of natural resource and energy use, reduce waste, and reduce emissions that damage the environment. The main objective is to achieve a balance between human needs and the earth's capacity to meet them without damaging the sustainability of ecosystems.

SCP is one of the main targets of the Sustainable Development Goals (SDGs), particularly SDG 12, which emphasizes the importance of changing consumption and production patterns towards a more environmentally friendly direction. In practice, SCP includes the use of renewable energy, reducing dependence on non-renewable raw materials, and minimizing the amount of waste produced.

In the Indonesian context, the implementation of SCP is part of the national commitment to achieving sustainable development targets. Industry and society are required to adapt to changes in consumption and production patterns that are more efficient and oriented towards sustainability.

2.1.2. Circular Economy

The transition to a circular economy in Indonesia faces major challenges, particularly in relation to industrial waste management and the sustainable use of natural resources. The circular economy is highly relevant to Indonesia, which is struggling to overcome plastic waste problems and improve recycling processes.

One concrete example of the application of the circular economy is the reuse of raw materials in the manufacturing sector, particularly in the textile and packaging industries, which have adopted recycling-based systems.

2.1.3. Sustainability in Business and Strengthening Local Brands

In recent years, sustainability has become a major focus in the business world, particularly in relation to more environmentally friendly production and fairer social practices. Sustainability in business includes companies' efforts to minimize environmental impact and improve social welfare through emission reduction, energy efficiency, and local community empowerment.

Sustainability-oriented local brands generally apply these principles in their business models. This is in line with increasing consumer awareness of social and environmental issues. A [5] shows that 74% of Indonesian consumers tend to choose brands that are committed to sustainability, and 81% of consumers aged 25–34 are willing to pay more for environmentally friendly products. Therefore, local businesses need to adopt sustainable practices and obtain certifications that can strengthen their sustainability claims.

2.1.4. The Role of Policy in Promoting a Sustainable Economy

Government policies play an important role in promoting the transition to a green and circular economy. Indonesia has implemented various policies, including the Indonesia Green Economy program, which aims to reduce carbon emissions and increase the use of renewable energy.

In addition, the Strategic Framework for Sustainable Consumption and Production (2020–2030) prioritizes resource efficiency, waste reduction, and the expansion of renewable energy use, particularly in strategic sectors such as textiles, food, and packaging.

However, Indonesia's biggest challenge is weak implementation at the regional and MSME levels. Many small businesses still find it difficult to access fiscal incentives and market support for environmentally friendly products. Therefore, more integrated policies that favor the strengthening of sustainable local brands are needed.

2.1.5. Consumer Trends and Changing Shopping Patterns

Changes in global consumption patterns show an increasing interest in products that support sustainability values. Consumers now not only assess product quality, but also the social and environmental impact of the production process.

In Indonesia, this trend can be seen in the increasing demand for environmentally friendly products. This provides an opportunity for local brands to adopt sustainable practices. However, there are still regulatory and policy gaps that do not fully support the development of sustainable local brands.

2.2. Previous Research

Research related to Sustainable Consumption and Production (SCP) and the circular economy in Indonesia has been conducted by various researchers and institutions. One important study was conducted by [2], which showed that 74% of Indonesian consumers tend to choose brands that are committed to sustainability, while 81% of consumers aged 25–34 are willing to pay more for environmentally friendly products. These findings confirm a shift in consumer preferences towards sustainability, which opens up great opportunities for local brands to grow if they are able to adopt environmentally friendly principles. This study supports the importance of local brands adapting to changes in consumer patterns.

In addition, a report from [4] provides valuable insights into global sustainability trends. The report states that consumers are increasingly concerned about the environmental impact of the products they consume, and this factor influences their purchasing decisions. With growing concern for environmental issues, brands that prioritize sustainability are projected to be increasingly sought after by the market. This is an important basis for local brands to pay more attention to the social and environmental impact of the products they produce.

Another study conducted by [6] in the context of the transition to a green and circular economy emphasizes that national policies have a strategic role in strengthening sustainable local brands as part of Indonesia's Vision 2045. This report explains that policies that promote a green economy will help Indonesia achieve the Sustainable Development Goals (SDGs), especially in sectors that have a significant environmental and economic impact, such as textiles, food, and packaging. This shows the importance of the role of policy in building an ecosystem that supports the growth of local brands that promote sustainability.

Meanwhile, [1] through its Strategic Framework for Sustainable Consumption and Production (2020–2030), highlights that waste management and energy efficiency are key issues in the implementation of SCP in Indonesia. Significant challenges arise particularly in industrial sectors, such as manufacturing and packaging, which have a large environmental impact. Although regulations are in place, optimal implementation at the regional level and among small and medium-sized enterprises (SMEs) has not yet been achieved. These findings indicate the need for more integrated policies and stronger support for local businesses that are in the process of transitioning to sustainable production practices.

In addition to these studies, [7] shows that companies that implement environmentally friendly and socially responsible practices have greater opportunities to grow and become competitive. In an increasingly environmentally conscious market, consumers tend to consider social and environmental aspects before purchasing a product. This study confirms that local brands that integrate sustainability into their business models have the potential to excel in a competitive market.

3. Research Methodology

3.1. Research Methods

The method used in this research is the quantitative research method. This method collects structured data through measurement instruments in the form of questionnaires given to a number of respondents with the aim of supporting this research.

4. Result and Discussion

The following are the results of the questionnaire that has been made and distributed to several MSMEs using the following criteria and scale:

1. Assessment Criteria

a. Sustainable Production

Assessing the extent to which MSMEs implement sustainable production practices, such as energy efficiency, waste reduction, and the use of environmentally friendly materials.

b. Sustainable Consumption

Assessing MSMEs' understanding and implementation of promoting sustainable consumption, for example through consumer education, the use of environmentally friendly packaging, or efficient distribution systems.

2. Assessment Scale (Likert Scale)

1 = Strongly Disagree

2 = Disagree

- 3 = Neutral
- 4 = Agree
- 5 = Strongly Agree

4.1. Sustainable Production

4.1.1. Sustainable Production

Table 1. A1. My business uses local raw materials as a top priority

Type of Business	A1. My business uses local raw materials as a top priority.
Drink	5
Parfume Seller	4
Clothes	3
Coffe	4
Risoles	5

Source: Researcher Processed Data

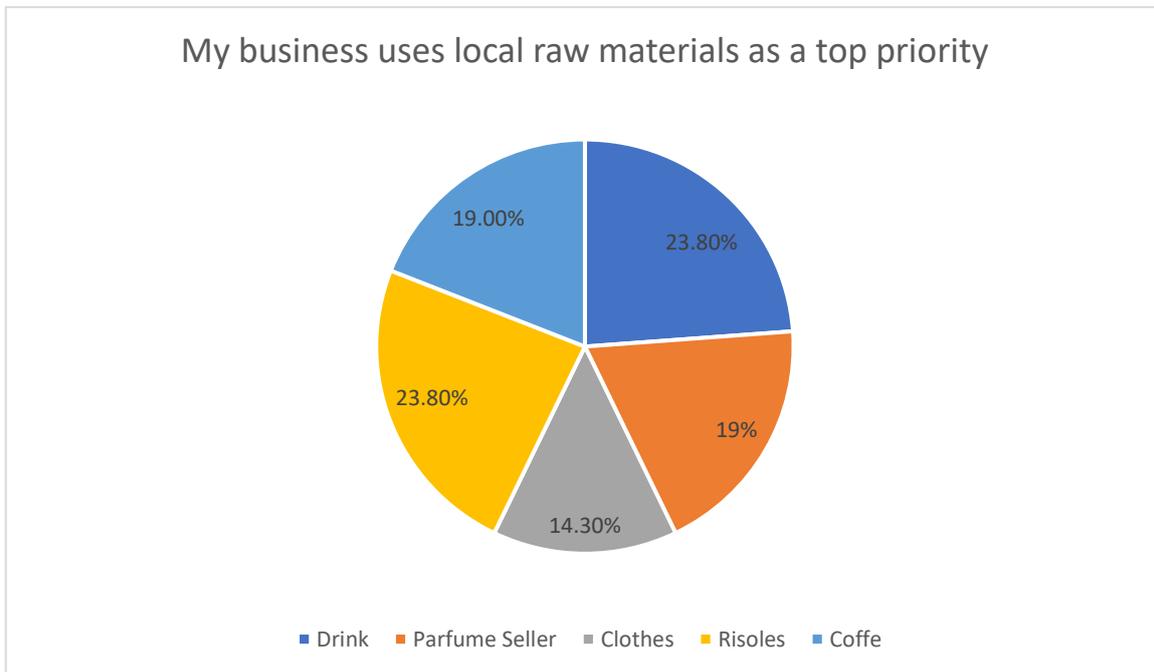


Figure 1. The Business Prioritizes the Use of Local Raw Materials as Its Top Priority.

Based on the diagram shown, it can be seen that the use of local raw materials is a major concern for various types of businesses. The risoles and beverage businesses occupy the highest positions, with 23.8% each, indicating that these two types of businesses are highly dependent on local raw materials. This can be due to the availability of local ingredients that are easy to obtain as well as the quality that supports food and beverage production. Furthermore, the coffee business and perfume sales each have a percentage of local raw material use of 19.0%. For coffee businesses, the use of local raw materials is the main strength, considering that Indonesia is one of the largest coffee producers in the world. Meanwhile, in the perfume business, the use of local raw materials can be related to the use of natural ingredients such as flowers, spices, or Indonesian plants. On the other hand, the clothing business showed the lowest rate of using local raw materials, which was 14.3%. This low percentage is likely due to

dependence on imported textile materials or the need for certain materials that are not entirely available domestically. Overall, these results show that most business actors are quite likely to prioritize local raw materials, especially in the food and beverage sector. However, there are also sectors such as clothing that still have challenges in optimizing the use of domestic raw materials.

4.1.2. We use environmentally friendly materials (natural, recycled, or minimal waste)

Table 2. A2. We use environmentally friendly materials (natural, recycled, or minimal waste)

Type of Business	We use environmentally friendly materials (natural, recycled, or minimal waste)
Drink	2
Parfume Seller	3
Clothes	3
Coffe	3
Risoles	5

Source: Researcher Processed Data

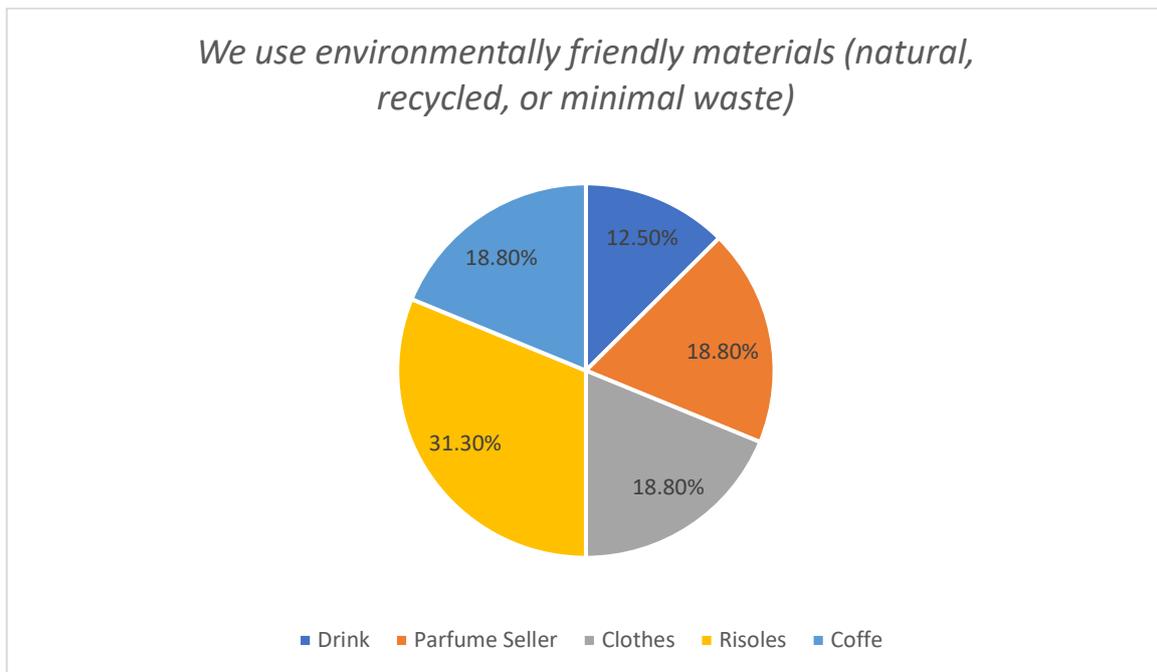


Figure 2. Businesses Use Environmentally Friendly Materials (Natural, Recycled, Or Minimal Waste).

Based on the diagram, it can be seen that most business actors try to use environmentally friendly materials, such as natural materials, recycled materials, or materials with minimal waste. The risoles business shows the highest commitment with a percentage of using environmentally friendly materials of 31.3%. This indicates that many snack businesses such as risoles are opting for more natural and sustainable raw materials. • The coffee business, perfume sales, and clothing business each have the same percentage, which is 18.8%. This shows that these three types of businesses are quite aware of the importance of using environmentally friendly materials, although they are still not as strong as the risoles sector. The beverage business recorded the lowest percentage in the use of environmentally friendly materials, which was 12.5%. This can be due to the limitation of environmentally friendly raw materials available for the beverage sector, or obstacles in the production process. In general, these results reflect that awareness of the use of more environmentally friendly materials has begun to grow in various business sectors, although the level of implementation still varies. In particular, the food sector such as risoles seems to be more proactive than other sectors.

4.1.3. Our Production Process Is Designed to Save Energy and Water.

Tabel 3. A3. Our Production Process Is Designed to Save Energy and Water.

Type of Business	. Our Production Process Is Designed to Save Energy and Water.
Drink	4
Parfume Seller	5
Clothes	3
Coffe	3
Risoles	3

Source: Researcher Processed Data

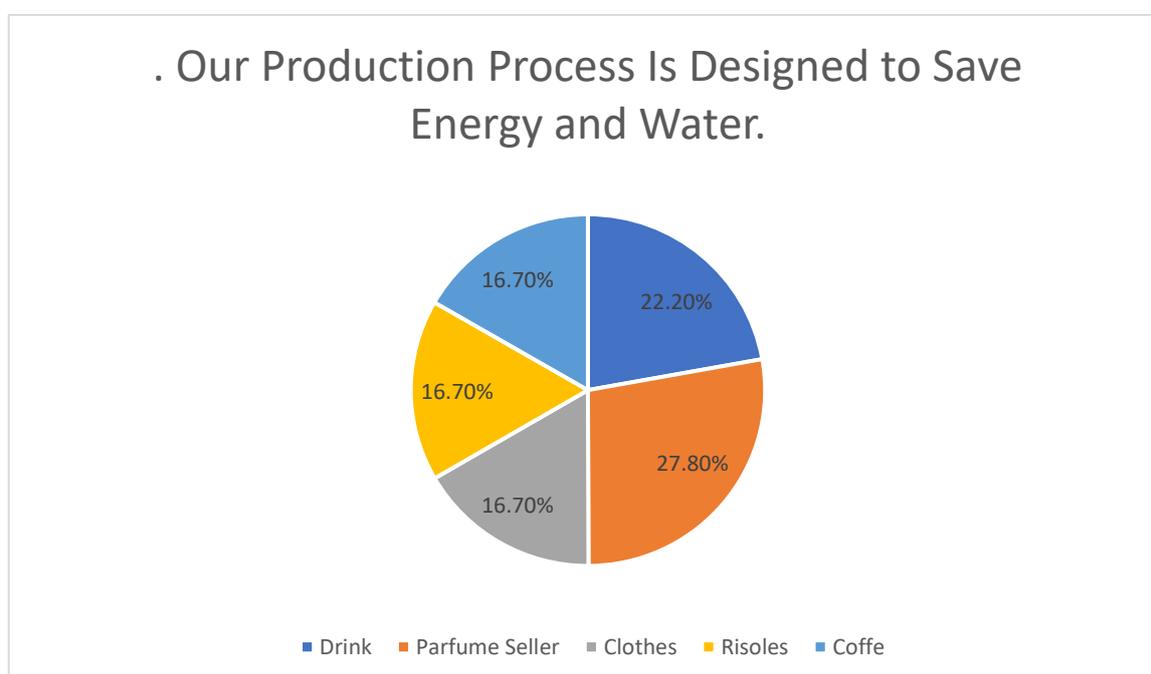


Figure 3. Business uses Production Processes Designed to Save Energy and Water.

From the diagram, it can be seen that the commitment of business actors in designing an energy- and water-efficient production process varies quite a bit between business sectors. Here's the explanation:

- Perfume sellers recorded the highest percentage of 27.8%. This suggests that the sector is making more efforts to optimize the use of energy and water in its production processes, perhaps due to the awareness of the importance of sustainability in chemical-based industries.
- The beverage business is in second place with a percentage of 22.2%, which indicates that most beverage business actors are also starting to pay attention to the energy and water efficiency aspects in their production.
- The risoles, coffee, and clothing businesses each have the same percentage, which is 16.7%. This shows that energy and water saving efforts in these sectors are still moderate and there is still room for further improvement.

Overall, these results show that despite significant efforts in some sectors, efforts to save energy and water in the production process still need to be improved, especially in the food and clothing sector which is currently showing lower numbers.

4.1.4. We have a good production waste management system.

Table 4. A4. We have a good production waste management system.

Type of Business	We have a good production waste management system.
Drink	3
Parfume Seller	5
Clothes	3
Coffe	3
Risoles	2

Source: Researcher Processed Data

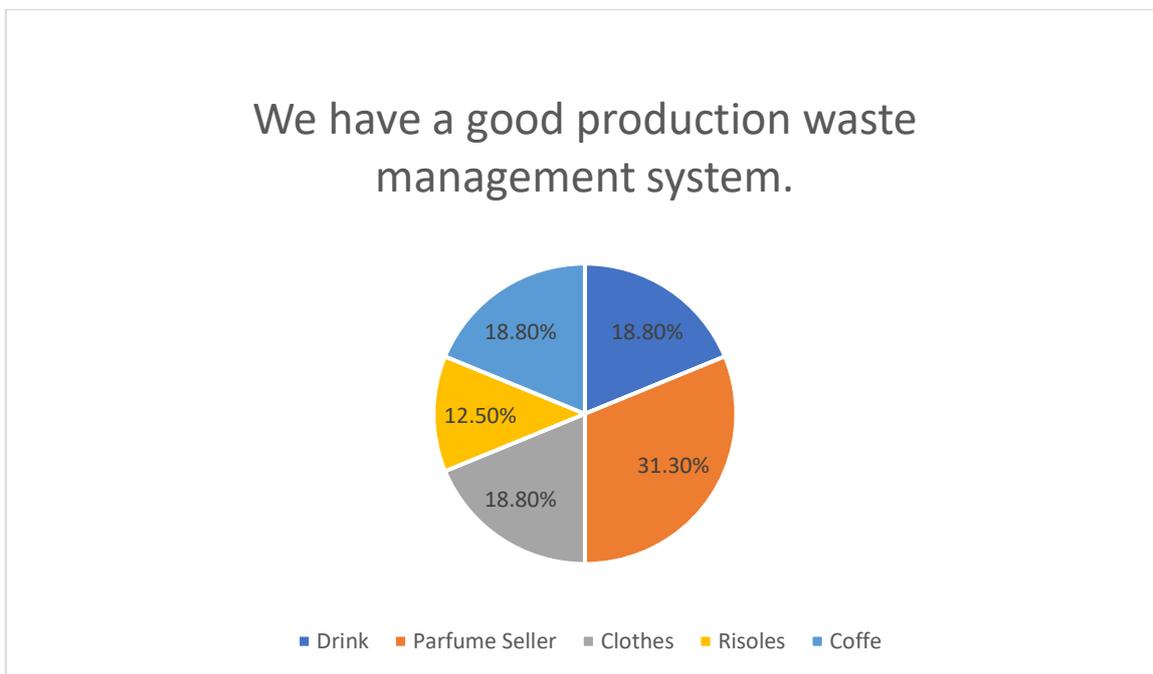


Figure 4. The Business Has a Good Production Waste Management System.

Based on the diagram, it can be seen that the level of implementation of a good production waste management system varies among the types of businesses. Here are the details of the explanation:

- Perfume sellers showed the highest figure with 31.3%, indicating that the sector has implemented the most good waste management systems. This may be because perfume production involves chemicals that require strict waste management procedures to maintain environmental safety.
- The beverage, coffee, and clothing businesses each recorded 18.8%. This shows that awareness to manage waste properly has begun to grow in these sectors, but it still needs to be strengthened to be more optimal.
- The risoles business has the lowest rate of 12.5%, showing that waste management in this business is still a challenge. Possibly, snack businesses such as risoles have not fully implemented a structured waste management system, perhaps due to the relatively small scale of production.

Overall, these results indicate that waste management efforts have been implemented by some business actors, but there is still a lot of room for improvement, especially in the food sector.

4.1.5. Our Business Provides Decent Work (Salary According to Umr, Reasonable Working Hours).

Table 5. A5. Our Business Provides Decent Work (Salary According to UMR, Reasonable Working Hours)..

Type of Business	Our Business Provides Decent Work (Salary According to UMR, Reasonable Working Hours).
Drink	5
Parfume Seller	3
Clothes	3
Coffe	3
Risoles	5

Source: Researcher Processed Data

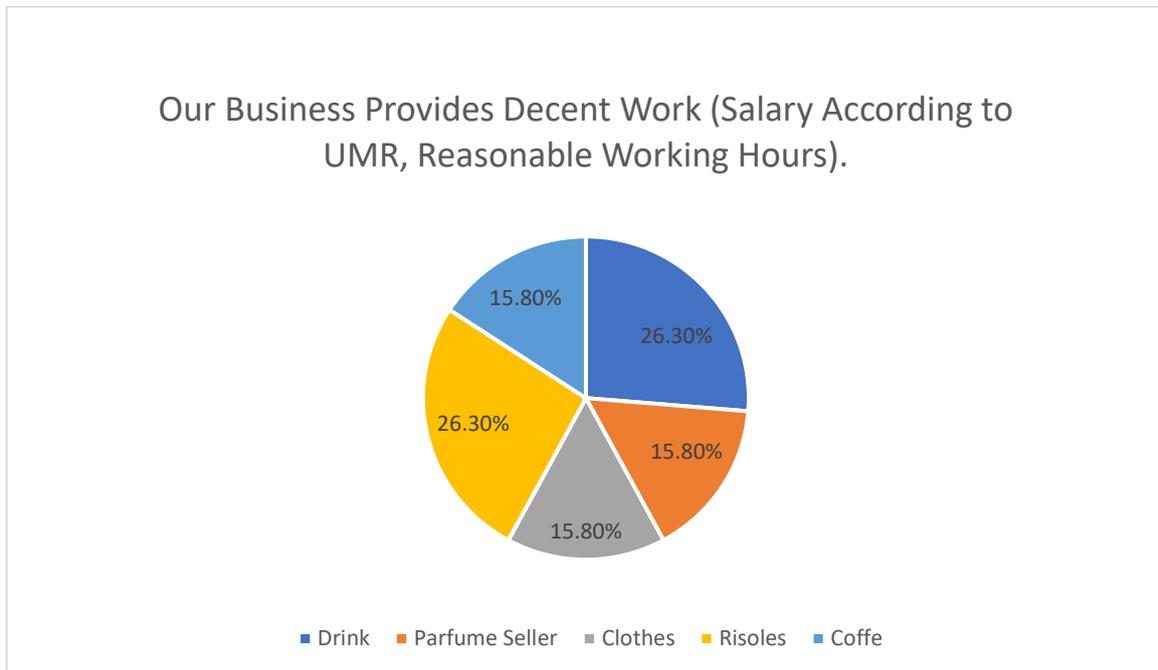


Figure 5. Company Offers Decent Jobs (Salaries in Line with Minimum Wage, Reasonable Working Hours).

Based on the diagram, it can be seen that the commitment to providing decent work to employees varies quite a bit among the types of businesses. Here are the details of the explanation:

- The risoles business and the beverage business each recorded the highest percentage of 26.3%. This shows that business actors in the food and beverage sector are sufficiently concerned about the welfare of their workers, by providing wages according to the regional minimum wage (UMR) and implementing reasonable working hours.
- The coffee business, perfume sales, and clothing each recorded 15.8%. This lower percentage shows that in these three sectors, attention to the provision of decent work still needs to be increased.

Overall, these results indicate that while there are already business sectors that are serious about the welfare of their workforce, there are still many other businesses that need to strengthen their commitment to providing decent work. The implementation of salaries according to standards and humane working hours is an important step to support sustainable and fair business growth.

4.1.6. Our Business Uses Technology or Tools That Support Environmentally Friendly Production.

Table 6. A6. Our Business Uses Technology or Tools That Support Environmentally Friendly Production.

Type of Business	Our Business Uses Technology or Tools That Support Environmentally Friendly Production.
Drink	4
Parfume Seller	4
Clothes	3
Coffe	4
Risoles	3

Source: Researcher Processed Data

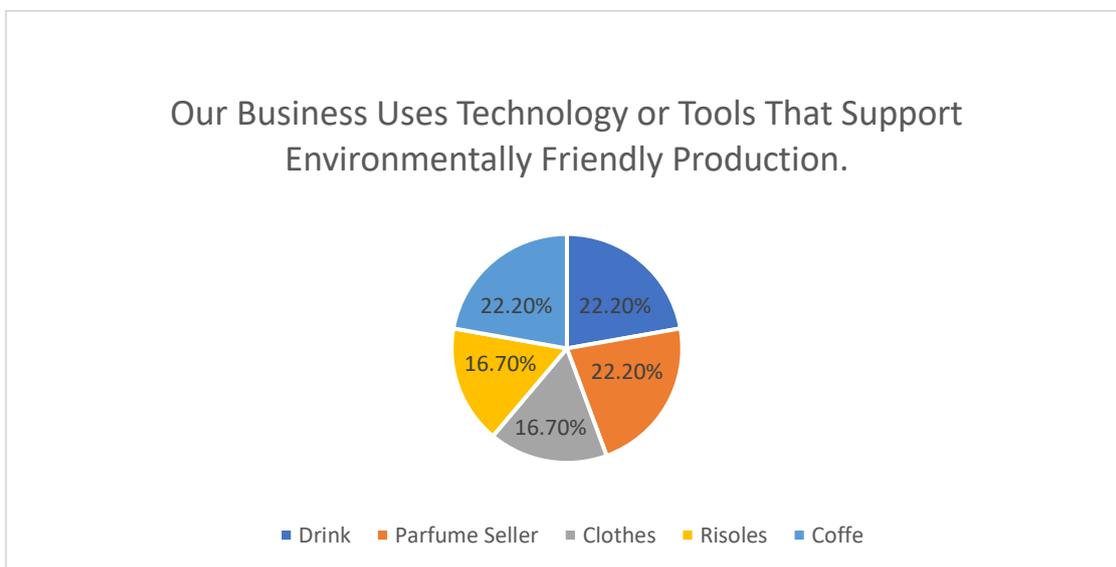


Figure 6. Businesses Using Technology or Tools that Support Environmentally Friendly Production.

Based on the diagram, it can be seen that the use of technology or tools that support environmentally friendly production has begun to be applied by various types of businesses, although there are still variations between sectors. Here's the explanation:

- The beverage, coffee, and perfume sales businesses each recorded the same figure, namely 22.2%. This shows that all three types of businesses pay enough attention to the importance of using environmentally friendly technology to support their production. Possibly, the use of energy-saving tools or machines with green technology is starting to be widely adopted in the production process of beverages, coffee, and perfumes.
- The risoles business and the clothing business had lower numbers, 16.7% each. This shows that the snack and clothing sector still has challenges in adopting more environmentally friendly technology, either due to cost factors, limited available technology, or smaller business scale.

Overall, these results show that awareness to use technologies that support environmentally friendly production already exists in several business sectors, but still needs to be encouraged more widely, especially in the small and medium business sector.

4.2. Sustainable Consumption

4.2.1. Our Products Are Designed to Be Durable and Can Be Used Repeatedly.

Table 7. B1. Our Products Are Designed to Be Durable and Can Be Used Repeatedly.

Type of Business	. Our Products Are Designed to Be Durable and Can Be Used Repeatedly
Drink	1
Parfume Seller	4
Clothes	4
Coffe	3
Risoles	4

Source: Researcher Processed Data

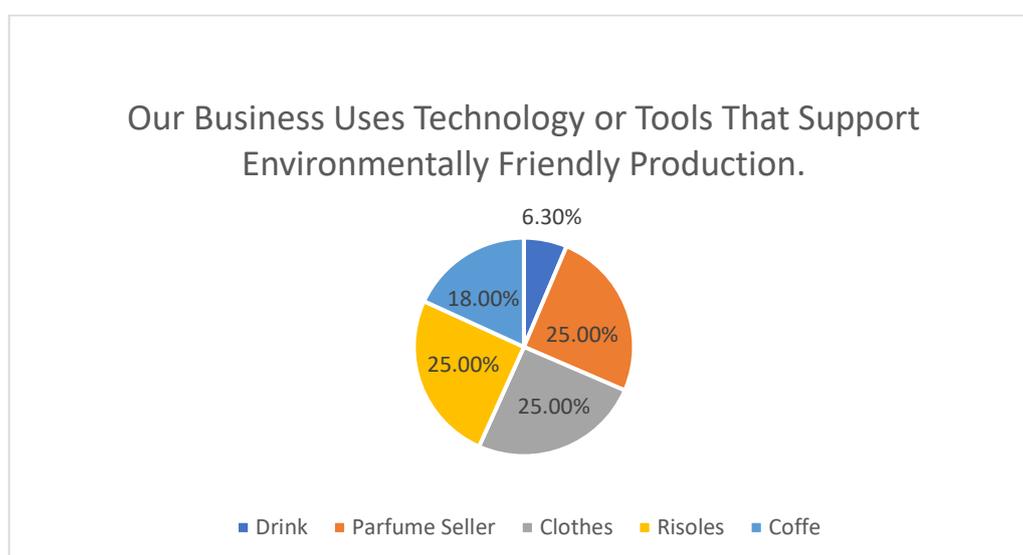


Figure 7. Businesses Using Technology or Tools that Support Environmentally Friendly Production.

Based on the diagram, it can be seen that the efforts of business actors in designing durable and reusable products vary among different types of businesses. Here's the explanation:

- Risoles, perfume sellers, and clothing businesses each recorded the same percentage, which is 25%. This shows that these three types of businesses have great attention to the principle of sustainability by making products that do not spoil quickly or can be used many times. For clothing and perfumes, focusing on product durability is indeed very important to maintain customer satisfaction and reduce waste.
- The coffee business recorded a percentage of 18.8%, which means that there are efforts in designing coffee products to be more durable or packaged in a way that can be used repeatedly, although it is still not as large as other businesses.
- The beverage business has the smallest percentage at 6.3%, showing that the design aspect of durable and repeatable products is still less of a concern in this sector. This may be due to the fact that most beverage products are disposable consumption.

Overall, these results show that the majority of businesses in the perfume, clothing, and snack sectors such as risoles pay enough attention to sustainable product design. However, the beverage sector still needs to increase attention to this principle to make it more environmentally friendly.

4.2.2. We Use Eco-Friendly or Biodegradable Packaging.

Table 8. B2. We Use Eco-Friendly or Biodegradable Packaging.

Type of Business	. We Use Eco-Friendly or Biodegradable Packaging
Drink	1
Parfume Seller	4
Clothes	1
Coffe	2
Risoles	3

Source: Researcher Processed Data

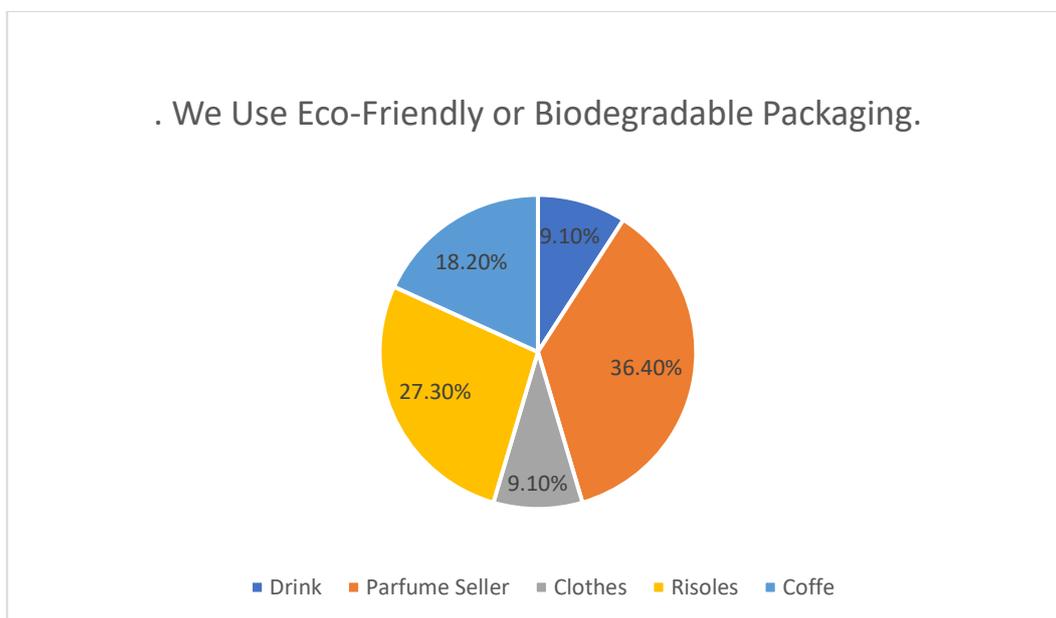


Figure 8. Businesses Using Eco-Friendly or Biodegradable Packaging

Based on the diagram, it can be seen that the use of eco-friendly packaging varies among different types of businesses. Here's the explanation:

- The perfume seller business recorded the highest percentage, which was 36.4%. This shows that the perfume industry pays great attention to sustainability by using environmentally friendly packaging. The use of this packaging is not only appealing to environmentally conscious consumers, but it can also improve the brand's image.
- The risoles business followed with a percentage of 27.3%. This shows that the food sector is also actively contributing to the more sustainable use of packaging. With more and more consumers looking for more environmentally friendly food products, this move could increase customer appeal and trust.
- Coffee business recorded a percentage of 18.2%. While not as high as the previous two categories, it suggests that there is awareness among coffee producers to switch to more environmentally friendly packaging. However, there is still room for improvement so that it can compete with other industries.

The last two categories, namely clothing and beverages, each had the lowest percentage of 9.1%. This shows that the clothing and beverage industry still needs to increase attention to the use of environmentally friendly packaging. Especially in the beverage industry, where many products still use single-use packaging, efforts to switch to more sustainable packaging are essential. Overall, these results show that the perfume and food sectors such as risoles are quite good at adopting eco-friendly packaging. However, the coffee, apparel, and beverage sectors still have challenges to increase the use of more sustainable packaging and support sustainability principles.

4.2.3. We Implement an Efficient Sales System (E.G. Pre-Order, Made-To-Order)

Table 9. B3. We Implement an Efficient Sales System (E.G. Pre-Order, Made-To-Order)

Type of Business	We Implement an Efficient Sales System (E.G. Pre-Order, Made-To-Order)
Drink	5
Parfume Seller	3
Clothes	2
Coffe	5
Risoles	5

Source: Researcher Processed Data



Figure 9. Business Implementing an Efficient Sales System (e.g., Pre-Ordering, Order-to-Order)

Based on the diagram, it can be seen that the implementation of an efficient sales system varies among different types of businesses. Here's the explanation:

- The perfume seller business recorded the highest percentage, which was 15.0%. This suggests that the perfume industry is more likely to implement efficient sales systems, such as pre-orders or made-to-orders, to reduce product waste and ensure that customers get the products they want. With this approach, manufacturers can better manage stock and improve customer satisfaction.
- The risoles and coffee businesses each recorded a percentage of 25.0%. This figure shows that these two types of businesses are also actively implementing an efficient sales system. In the food industry such as risoles, a pre-order system can help in the management of raw materials and reduce waste. For coffee, the use of this system allows producers to offer fresher products and according to consumer demand.
- The beverage business has a percentage of 25.0%, which shows that the sector is also starting to adapt to a more efficient sales system. By implementing a suitable sales model, manufacturers can increase product rotation and reduce the number of unsold products.
- Meanwhile, the clothing category recorded the lowest percentage, at 10.0%. This shows that the fashion industry still has challenges in implementing an efficient sales system. Although some brands have started using pre-order models to reduce waste, there are still many businesses that operate in conventional ways that can lead to overstock.

Overall, these results show that most businesses, especially in the perfume, food and beverage sectors, are already doing quite well in implementing an efficient sales system. However, the clothing sector still needs to increase efforts to adopt a more sustainable and efficient system in sales, so that it can be more responsive to market demand and reduce waste.

5. Conclusion

This Indonesia still faces major challenges in implementing the principles of Sustainable Consumption and Production (SCP), especially in supporting sustainable local brands. Although consumer awareness of environmentally friendly products continues to increase, regulatory support and policy implementation have not been optimal. Some MSMEs have begun to implement sustainable practices, but the level of implementation is uneven across sectors. To realize Indonesia Emas 2045, stronger policies, concrete support for local businesses, and an ecosystem that truly promotes sustainability are needed.

5.1. Recommendations

1. Sustainability Socialization and Campaigns
Education, collaboration with influencers, and events that introduce environmentally friendly products are needed to raise public awareness.
2. Incentives for Local Businesses
The government can provide financial assistance, tax breaks, training, and market access to encourage MSMEs to switch to more sustainable production practices.
3. Development of Circular Economy Infrastructure
It is necessary to develop recycling facilities and efficient waste management systems through collaboration between the government and the private sector so that the recycling process is easier and more evenly distributed in various regions.

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