

INTERACTIVE RADIO: GREEN TRANSFORMATION – TOWARDS SUSTAINABLE ECONOMY IN INDONESIA

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ABSTRACT

The implementation of Community Service (PKM) for the period of December 2024 was carried out by a Team from the Faculty of Economics and Business School UPH Surabaya Campus together with Radio Sangkakala Surabaya as partners. Therefore, Universitas Pelita Harapan Surabaya Campus collaborated with Radio Sangkakala Surabaya to be able to provide education to the wider community. This collaboration was built by presenting quality speakers from the Management Study Program and the Accounting Study Program. Each speaker will present interesting topics that are in accordance with current issues. Based on discussions regarding community needs, this PKM was carried out by providing supplies to the Community with the theme of Green Economy. With the holding of this interactive talk show, it is hoped that it can provide information and educational education for the wider community in the Surabaya area in terms of economics, business and sustainability issues that can improve community knowledge and skills.

Keywords: Green Economy, Business, Sustainability

INTRODUCTION

The transition towards a sustainable economy is a critical global priority, necessitating multi-sectoral collaboration and public engagement. In Indonesia, where economic growth has historically been reliant on extractive industries, the shift towards sustainability presents both challenges and opportunities. One emerging strategy to accelerate green transformation is the use of interactive media, particularly radio, as a platform for education and public discourse. Interactive radio, which fosters two-way communication and real-time audience participation, has the potential to influence public perception and drive behavioral change towards sustainable economic practices (Ardhi & Firmansyah, 2022).

Indonesia has demonstrated a strong commitment to sustainability through policy initiatives aimed at reducing environmental degradation and promoting green industrial practices. The government's establishment of the Indonesia Green Industrial Park in Bulungan, North Kalimantan, is a testament to its dedication to transitioning from raw material exports to value-added production, aligning with global sustainability goals (Kompas, 2021). However, effective implementation of these initiatives requires widespread public awareness and participation. This necessitates robust communication strategies to bridge the gap between policymakers and the general public.

The role of media in shaping public attitudes towards sustainability cannot be overstated. Previous studies have shown that mass media plays a crucial role in environmental advocacy, influencing individual and collective behaviors (Santoso et al., 2023). Interactive radio, in particular, offers a unique advantage due to its accessibility, affordability, and ability to reach remote communities where internet penetration remains low (Suhendra & Wulandari, 2022). By enabling real-time discussions and expert engagement, interactive radio serves as an effective tool for environmental education and awareness-building.

Recent research highlights the economic benefits of transitioning to a green economy. According to a study by the Center of Economics and Law Studies (CELIOS) and Greenpeace Indonesia, adopting sustainable economic policies could generate up to IDR 4,376 trillion in national economic output and contribute IDR 2,943 trillion to Indonesia's Gross Domestic Product (GDP) within the next decade (Greenpeace, 2023). These figures demonstrate that green transformation is not only an environmental necessity but also an economic imperative. The challenge lies in ensuring that this transition is inclusive and well-communicated to all stakeholders, particularly local businesses and communities.

Despite its potential, the impact of interactive radio in promoting sustainable economic practices remains underexplored in the Indonesian context. Existing research has largely focused on digital media and television as primary tools for environmental advocacy, overlooking the effectiveness of radio in influencing public perception (Yusuf et al., 2021). Given Indonesia's vast archipelagic landscape, where access to digital platforms varies significantly, interactive radio presents an untapped opportunity to promote green initiatives at the grassroots level.

This study aims to assess the effectiveness of interactive radio in fostering a green economy by examining its role in disseminating environmental knowledge, engaging diverse stakeholders, and influencing sustainable behavior. By analyzing radio programs, audience interactions, and listener feedback, this research seeks to provide empirical evidence on the potential of interactive media in driving sustainable economic transitions. The findings will contribute to policy recommendations on utilizing media as a strategic tool for environmental advocacy.

A key aspect of this research is understanding the psychological and behavioral effects of interactive radio programs on listeners. Studies in media psychology suggest that audience engagement in two-way communication formats enhances information retention and encourages action-oriented responses (Lestari & Prabowo, 2022). Unlike passive media consumption, interactive radio fosters a sense of community and collective responsibility, making it a promising medium for promoting sustainability initiatives.

Furthermore, the effectiveness of interactive radio depends on the quality of content, the credibility of sources, and the engagement strategies employed by broadcasters. A comparative analysis of different radio formats—such as talk shows, expert interviews, and community discussions—will provide insights into the most effective approaches for encouraging sustainable economic practices. Lessons from successful case studies in other regions can offer valuable strategies for optimizing the impact of interactive radio in Indonesia. By integrating interdisciplinary perspectives from media studies, environmental economics, and behavioral science, this research aims to bridge the gap between communication strategies and sustainable development goals. The study's findings will be beneficial for policymakers, environmental organizations, and media practitioners seeking to enhance public engagement in green transformation efforts.

In conclusion, as Indonesia navigates its transition towards a sustainable economy, interactive radio presents an innovative and accessible platform for public discourse and environmental advocacy. This research will provide empirical evidence on how interactive media can be leveraged to support green transformation, ultimately contributing to Indonesia's broader sustainability agenda.

METHOD

The theme of this study, "Interactive Radio: Green Transformation – Towards a Sustainable Economy in Indonesia," explores the role of interactive media in promoting environmental awareness and sustainable economic practices. As Indonesia transitions towards a green economy, effective public engagement is essential to ensure widespread understanding and adoption of sustainability initiatives. Interactive radio serves as a powerful communication tool by enabling real-time discussions, expert insights, and audience participation. Unlike traditional media, interactive radio fosters two-way communication, allowing the public to voice their concerns, ask questions, and actively participate in sustainability discourse.

By leveraging interactive radio as an educational platform, this research examines how media-driven engagement can influence public perception and behavior regarding environmental issues. The study focuses on key sustainability topics such as renewable energy, waste management, and eco-friendly business practices, providing a platform for experts, policymakers, and the general public to exchange ideas. Through audience participation analysis and qualitative data collection, the research aims to assess the effectiveness of interactive radio in shaping attitudes, encouraging sustainable actions, and supporting Indonesia's long-term economic and environmental goals.

This study employs a qualitative research approach by utilizing interactive radio broadcasts as a primary method to explore public engagement in green transformation initiatives. The research design follows an action research framework, where interactive radio programs serve as both an intervention and a data collection tool. The study involves broadcasting a series of sustainability-themed radio programs, during which listeners can participate through live calls, social media interactions, and SMS responses. The primary goal is to assess how interactive radio facilitates knowledge dissemination, shapes public perceptions, and encourages behavioral change towards sustainable economic practices.

The radio programs are designed based on thematic content covering key aspects of the green economy, including renewable energy, sustainable consumption, waste management, and eco-friendly business practices. Experts from environmental organizations, government agencies, and academia are invited as guest speakers to provide authoritative insights. Each program follows a structured format, beginning with an expert presentation, followed by an interactive Q&A session where listeners can engage directly with the speakers. By analyzing listener responses and participation patterns, the study aims to understand the effectiveness of interactive media in environmental advocacy.

Table 1 PKM Implementation Schedule

NO	ACTIVITY	November				December				January	
		1	2	3	4	5	6	7	8	9	10
1	Material Preparation										
2	Proposal Preparation										
3	Implementation of Activities										
4	Reporting										

Table 2 Implementation of PKM Activities

Time	Activity
19.45 – 20.00	Preparation
20.00 – 20.20	Speaker Presentation Session 1
20.20 – 20.25	<i>Break Time</i>
20.25 – 20.40	Speaker Presentation Session 2
20.40 – 20.55	Question and Answer Session
20.55 – 21.00	<i>Closing Statement</i>

The team leader, Ilyona Risty, S.E., M.Sc (80000078), is responsible for overseeing the preparation and implementation of the PKM (Student Creativity Program). Her primary tasks include drafting the PKM proposal, ensuring its alignment with the program's objectives, and coordinating the necessary preparations with Radio Sangkakala, the project's strategic partner. This collaboration aims to enhance the program's outreach and effectiveness by leveraging the radio platform as a medium for public engagement and knowledge dissemination.

Additionally, Ilyona Risty is in charge of preparing educational materials related to the topic "Green Innovation: How Businesses Turn Challenges into Opportunities." This presentation serves as a key component of the PKM activities, aiming to provide insights into sustainable business practices and innovation strategies. As the main speaker in the PKM event, she plays a crucial role in delivering the material, engaging with participants, and fostering discussions on green entrepreneurship and its impact on economic development.

Dr. Hananiel M. Gunawan, A.A., B.A., MBA (80000041), serves as a key member of the PKM (Student Creativity Program) team, playing a crucial role in coordinating preparations with Radio Sangkakala. His responsibilities include facilitating communication and collaboration between the program organizers and the radio station to ensure the seamless execution of the initiative. This partnership aims to maximize the program's outreach by utilizing interactive radio as a platform for discussing sustainable economic practices and engaging the public in meaningful conversations on green transformation.

In addition to his coordination duties, Dr. Hananiel M. Gunawan is responsible for preparing educational content on "Green Economy: A Sustainable Future for Indonesia." His presentation is designed to provide insights into the principles and long-term benefits of a green economy, emphasizing its role in shaping Indonesia's sustainable development. As one of the speakers in the PKM event, he contributes to the dissemination of knowledge by engaging with participants, addressing key challenges, and inspiring innovative approaches to achieving economic sustainability.

RESULTS AND DISCUSSION

Interactive Radio Talkshow: Green Transformation – Welcoming a Sustainable Economy in Indonesia was successfully held with the aim of increasing public awareness of the importance of green transformation in the business world and the national economy. Through interactive and in-depth discussions, the speakers provided insights into the challenges and opportunities in implementing green economy principles in various sectors. Active participation from listeners showed high enthusiasm for sustainability issues and the need for further collaboration to realize

real change.

The results of this talkshow revealed that there are still various challenges in implementing green transformation in Indonesia, such as limited supporting regulations, lack of incentives for business actors, and the public's lack of understanding of environmentally friendly business practices. However, there are many opportunities that can be utilized, including innovation in green technology, increasing sustainable investment, and cooperation between the government, private sector, and communities in encouraging a more environmentally friendly economy.

Based on the evaluation of the implementation of this talkshow, there are several aspects that can be improved for similar events in the future. One of them is expanding the audience reach by utilizing various digital platforms so that information about green transformation can reach more people. In addition, it is important to present more case studies and best practices from business actors who have successfully implemented green economy principles, so that they can be an inspiration for listeners. As a follow-up to this talk show, it is hoped that there will be further activities such as webinars, training, or more in-depth panel discussions on specific topics in the green economy. The government and other stakeholders are also advised to continue to encourage policies that support sustainability, including providing incentives for businesses that implement green principles and ongoing education for the community and business actors. Thus, the green transformation can be implemented more quickly and have a positive impact on the national economy.

CONCLUSION

This community engagement initiative has successfully provided valuable knowledge to listeners, particularly in the area of green transformation and sustainable economic development. Through interactive radio broadcasts, participants were able to gain a deeper understanding of key environmental issues, including green innovation, sustainable business practices, and the long-term benefits of transitioning to a green economy. The discussions facilitated by experts and academics ensured that the information shared was both credible and relevant, addressing current challenges and opportunities in Indonesia's sustainability efforts.

The interactive nature of the radio program proved to be an effective method for fostering engagement and encouraging active participation from the audience. Listeners were not only passive recipients of information but also had the opportunity to voice their opinions, ask critical questions, and share their own experiences. This two-way communication model enhanced knowledge retention and increased awareness of how businesses and individuals can contribute to sustainable economic growth. Furthermore, the collaboration with Radio Sangkakala enabled a wider reach, ensuring that information on green transformation was disseminated to a diverse audience across various demographics.

Overall, this initiative has demonstrated the potential of media-driven education in promoting sustainability awareness. By utilizing an accessible platform such as radio, the program has made significant strides in bridging the knowledge gap and inspiring action towards an environmentally responsible future. It is recommended that similar interactive media programs be expanded and sustained to continuously educate the public and support Indonesia's transition towards a more sustainable and resilient economy.

ACKNOWLEDGEMENTS

This community service is funded by the Faculty of Economics and Business University of Pelita Harapan (2024), No. PM-036-P-FEB/X/2024

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