

Empowering Rural Indonesia: The Role of Organizational Communication in Entrepreneurship and Environmental Sustainability through the Inkuri Program

Bambang Dwi Prasetyo¹, Wifka Rahma Syauki², Primadiana Yunita³, Wayan Weda Asmara Dewi⁴

¹First Author, Corresponding author. Associate Professor in the Communication Department, Universitas Brawijaya, Indonesia

²Assistant Professor in the Communication Department, Universitas Brawijaya, Indonesia

³Assistant Professor in the International Relationships, Universitas Brawijaya, Indonesia

⁴Assistant Professor in the Communication Department, Universitas Brawijaya, Indonesia

ABSTRACT: Environmental mobilization has predominantly focused on urban areas, leaving rural communities, particularly in eastern Indonesia, with limited access to environmental education and awareness. To address this gap, Yayasan Pratisara Bumi (YPB), a Bali-based NGO, developed the Inkuri (Inkubator Bisnis Lestari) program to promote environmental education and sustainable practices in rural areas. This study examines Inkuri's strategies in disseminating environmental knowledge and fostering sustainable entrepreneurship. Through interviews with Inkuri representatives, the research highlights how the program tailors its approach to local environmental challenges and community needs, emphasizing youth engagement, effective communication, and personalized empowerment initiatives. The findings underscore the crucial role of NGOs in advancing sustainable development by integrating environmental education with economic empowerment. Inkuri's distinctive Ekonomi Membumi concept fosters a circular economy by identifying and nurturing regional potentials. This study contributes to the broader discourse on sustainable development by demonstrating the importance of combining youth participation, strategic communication, sustainable entrepreneurship, and NGO advocacy in addressing environmental challenges in rural Indonesia.

1. INTRODUCTION

The younger generation is recognized as a key driver of Indonesia's development and its transition toward becoming a developed and prosperous nation. Youth, defined as individuals aged 16–30, comprise approximately 24% of Indonesia's population, totaling around 65.82 million people (Badan Pusat Statistik [BPS], 2022). While this percentage has declined by 0.79 percentage points compared to a decade ago (24.79%), it has steadily increased over the past three years. Most of the Indonesian youth fall within the 19–24 age group (40.10%) and the 25–30 age group (39.56%), while those aged 16–18 make up approximately 20.34% of the total youth population (BPS, 2022). This proportion has steadily increased over the past three years, as indicated by data from the Central Bureau of Statistics:



Figure 1. Percentage of Indonesian Youth 2013 – 2022

Empowering Rural Indonesia: The Role of Organizational Communication in Entrepreneurship and Environmental Sustainability through the Inkuri Program

As Indonesia's development transformation relies on the youth, it is crucial to focus on their personal development and enhance their potential in various economic sectors. According to data from the Central Bureau of Statistics (Badan Pusat Statistik [BPS], 2023), employment can be categorized into formal and informal sectors. Formal workers enjoy higher wages and are considered to have decent job statuses. Approximately 56.76% of young people work in the formal sector, while the remaining 43.24% work in the informal sector. Among these working youth, 19% are engaged in entrepreneurship.

The opportunities for young people to start businesses have expanded, especially with the advancements in digital technology, leading to the development of the digital economy. Social media platforms offer avenues for entrepreneurship, contributing to increased value, employment, investments, exports, and competitiveness. The government has launched various policies to support this development, including initiatives to strengthen entrepreneurship and Micro, Small, and Medium Enterprises (MSMEs), as outlined in the 2020-2024 RPJMN (National Medium-Term Development Plan). These policies aim to boost the Indonesian economy, reduce unemployment, and alleviate poverty.

Environmental NGOs play a crucial role in addressing environmental challenges in rural areas by employing effective communication strategies. These strategies are essential for engaging local communities, raising awareness, and fostering sustainable practices. One strategy to enhance youth productivity and expand employment opportunities is through training. In entrepreneurship, young people require training to become independent entrepreneurs. While the government plays a role in this aspect, it is important to foster with the private sector and leverage corporate social responsibility (CSR) programs or NGO involvement. Previous research has emphasized the benefits of government and private sector collaboration in strengthening communities, particularly in rural, coastal, and educationally and technologically underserved areas. These regions face higher vulnerability to poverty due to their reliance on natural conditions.

Effective management and planning are crucial in developing the potential of youth entrepreneurship. Multiple ministries and private institutions are essential in implementing the government's strategy. Existing programs include entrepreneurship and digital literacy initiatives by the Ministry of Manpower and MSME entrepreneur training led by the Ministry of Cooperatives and Small and Medium Enterprises (Kemenko PMK, 2021).

MSMEs are a key sector that contributes to a country's economic growth. They are known for their resilience and adaptability to environmental factors and external changes compared to larger businesses. The performance of MSMEs depends not only on social capital but also on entrepreneurial characteristics and competencies, such as leadership skills, managerial and networking abilities, technological capabilities, and entrepreneurial education levels. Effective internal management capabilities are vital for MSMEs to navigate rapid changes, especially with ongoing issues like global warming, increasing pollution, and environmental concerns.

One strategy to address environmental threats and promote sustainable business is the circular economy concept, which has gained traction recently due to its emphasis on resource use and waste management. The circular economy integrates economic activities with environmental well-being. Researchers have suggested the 3R strategy—Reduce, Reuse, Recycle—as a resource management approach within the circular economy framework (Jabbour, 2019).

Promoting environmental communication is crucial for raising awareness of the need to protect the environment and disseminating information on sustainable business practices. Environmental communication provides an understanding of the environment's relationship with humans and encompasses activities such as education, campaigns, mass mobilization, and proposing solutions to environmental issues. Campaigns are tactical and sustained communication efforts aimed at influencing target audiences. They employ various communication channels, both in-person and media-based, to maximize effectiveness.

Considering the state of youth entrepreneurship in rural areas of East Indonesia, it is essential to provide tailored support, training, and coaching to youth in those regions. Unequal access to education in Indonesia has contributed to disparities in entrepreneurial development, particularly in environmentally conscious entrepreneurship. The Pratisara Bumi Foundation (Yayasan Pratisara Bumi/YPB), based in Bali, focuses on enhancing the capabilities of rural youth in East Indonesia. YPB's mission is to build ecosystems that enable Indonesian youth and women to develop local solutions for sustainable development. Their Inkuri program aims to accompany youth in building sustainable local economies, disrupting the linear economic system, and fostering ethical entrepreneurship in Indonesia. The program includes activities such as boot camps, workshops, and mentoring for young aspiring entrepreneurs. Ende, located in East Nusa Tenggara, has been selected as the current focus area due to its potential for development and its youth population, which comprises 32% of the total population.

This study explores how the Inkuri program, implemented by YPB, conducts advocacy activities to support youth in the Ende region. The program's efforts align with disseminating environmental communication in sustainable business practices. Notably, instead of adopting existing concepts like the green or circular economy, Inkuri has introduced the *ekonomi membumi* (down-to-earth economy). YPB aims to empower young entrepreneurs to tap into the potential of their respective regions without relying on external influences while fostering environmental synergy.

Overall, effective support for youth entrepreneurship and implementing sustainable business practices requires collaborative efforts among government ministries, private institutions, and NGOs. Such collaboration can contribute to the growth and resilience

Empowering Rural Indonesia: The Role of Organizational Communication in Entrepreneurship And Environmental Sustainability through the Inkuri Program

of MSMEs and facilitate the transition towards a circular economy. Additionally, promoting environmental communication through targeted campaigns and empowering rural youth can lead to more sustainable and prosperous communities in Indonesia.

Environmentalists have been engaged with the urban environment for too long, making little effort to comprehend what is happening in the countryside, for example, in eastern Indonesia. These communities continually struggle with poverty of education, knowledge, and resources, all of which hinder involvement in environmental issues. To solve this problem, civil society organizations (CSOs) such as Yayasan Pratisara Bumi (YPB) have introduced forward-looking programs such as Inkuri to create a consciousness about the environment. However, its effectiveness depends on the significant use of strategic communication strategies. This research purports to understand the communication tactics that Inkuri used to mobilize the rural populace towards environmental consciousness creation and in the end, such findings would guide the generation of better environmental advocacy strategies designed for rural regions.

LITERATURE REVIEW

2.1 The Role of Youth in Sustainable Development

It has been highlighted that youth has a great role in pursuing sustainable development (United Nations, 2018). Young people have shown increased concern for environmental issues and have indicated a willingness to tackle them. Still, these young people's potential is rarely used for lack of education, employment and funds. Many governments and NGOs have understood the need for the involvement of young people and have set up different initiatives to motivate them to be active leaders and innovators for sustainability. Youth are at the forefront of fostering change in environmental, social, and community-related initiatives. Young people's engagement is essential in ensuring the generation of lasting impact in the context of the SDGs, especially in relation to poverty, hunger, and health care. (Saepudin, 2018). The role that youth ought to play in protecting the environment, community engagement, and social change for long-term benefits. The report assessed the understanding and prioritization of the youth of the 17 SDGs in the Western Balkans region through a survey. It was established that the youth prioritised poverty elimination, food provision, and access to healthcare (Borojević, 2023). It is necessary to involve the youth in projects focusing on sustaining development. This is especially true with the SDGs because actively working towards including the youth is a great way to make the world more equitable and sustainable. Furthermore, their inclusion in decision-making processes enhances sustainability in the future.

2.2 Environmental Communication and Awareness

It has been established that environmental communication is important in raising awareness, promoting best practices and influencing decisions (Cox, 2013). Various authors have been investigating the effects of different types of communication, such as public campaigns, social media and community engagement, on environmental perception and behavioral use. This shows that messages are most effective if targeted to specific areas and people; these strategies consider the context.

Previous research has shown that media, including print, broadcast, and online platforms, significantly influence public awareness and discourse on environmental issues. Media coverage can be catalysed by directing public attention to critical environmental concerns. For instance, newspapers and television have been instrumental in educating the public about environmental risks and encouraging pro-environmental behavior (Yearley, 2017). Environmental awareness is a key factor in fostering pro-environmental behavior. Studies indicate that individuals aware of environmental issues are more likely to engage in behaviors that protect the environment. This awareness is often built through integrated efforts by society, government, and scientists. For example, Hanisch et al. (2014) argue that environmental awareness is crucial for effective environmental management and protection living creatures (Prof. Aleksandra Tubić, 2023).

There is a growing need for a broader and action-centric approach to environmental communication research. This includes considering social, political, and economic perspectives, safeguarding human rights, and promoting local community actions for comprehensive sustainable living. These studies highlight the importance of targeted and context-specific communication strategies in effectively raising environmental awareness and promoting sustainable practices.

2.3 Sustainable Entrepreneurship and the Circular Economy

The need for an entrepreneur with a vision to tackle social and environmental issues has recently been high. Sustainable entrepreneurs can create multifaceted solutions to problems by intertwining economic, environmental, and social dimensions. Recently, the circular economy's model, oriented towards waste reduction and resource efficiency optimization, has gained immense traction. The data collected supported the hypothesis that a circular economy leads to positive economic change through job creation and decreasing negative environmental impacts.

Recent research highlights the significant role of sustainable entrepreneurship in advancing the circular economy. Pradeep, Khaleeli, and Anwar (2022) discuss how global macro trends, such as environmental changes and clean technology, impact businesses, emphasizing that sustainable entrepreneurship and circular business models can create new market opportunities and generate economic value while decarbonizing and restoring ecosystems (Pradeep, 2022). Kumar, Mishra, Kurup, Thomas, and

Empowering Rural Indonesia: The Role of Organizational Communication in Entrepreneurship and Environmental Sustainability through the Inkuri Program

Begum (2024) explore the intersection of social entrepreneurship and the circular economy, showing how social enterprises can drive sustainable development by integrating principles like resource efficiency and waste reduction to address social and environmental challenges (Kumar, 2024). Another study from 2023 investigates the role of National Systems of Entrepreneurship (NSEs) in supporting the transition to a circular economy, highlighting the importance of fostering sustainable entrepreneurship to mitigate climate change and promote resource efficiency (-, 2023)

Geissdoerfer, Savaget, Bocken, and Hultink (2021) systematically review the relationship between circular economy practices and sustainable entrepreneurship, identifying key strategies and business models that enhance sustainability and economic performance (Geissdoerfer, 2021). Lastly, Kirchherr, Reike, and Hekkert (2020) explore how sustainable entrepreneurs can contribute to the circular economy by developing innovative solutions that reduce waste and optimize resource use, while also discussing the challenges and opportunities associated with implementing circular economy principles in entrepreneurial ventures. Collectively, these studies underscore the potential of sustainable entrepreneurship to drive positive economic and environmental change by adopting circular economy principles (Kirchherr, 2020).

2.4 Challenges and Opportunities for Rural Communities

The lack of educational institutes, healthcare, and infrastructure makes forming sustainable practices in rural communities extremely difficult. Despite all the difficulties, one thing has always stood true: rural regions have always possessed a vast cultural heritage alongside natural resources, which, when integrated, can facilitate strong connections to the land. With the help of tools and knowledge, rural communities can be supported to enable sustainable development and make the environment safer.

Recent research highlights rural communities' significant challenges and opportunities in achieving sustainable development. Williams, Chu, Lam, and Law (2021) examine the revitalization of rural areas, focusing on Lai Chi Wo in Hong Kong. They emphasize how integrating rural resources with urban needs can create vibrant, sustainable communities despite depopulation and economic decline due to urbanization (Williams, 2022). Ketola, Tiwari, and Schelly (2024) explore coerced resilience in rural communities, particularly in Michigan's Upper Peninsula. They argue that true community resilience, supported by adequate resources and infrastructure, is essential for sustainable development and aligns with the United Nations Sustainable Development Goals (SDGs) (Ketola, 2024). A literature review by the United Nations (n.d.) highlights the significance of sustainable development for rural areas, where poverty is predominantly concentrated. It underscores the need for targeted policies and investments to address the unique challenges rural communities face (Montaldo, 2013). Another study investigates the role of local knowledge and cultural heritage in promoting sustainable development in rural areas, finding that leveraging indigenous practices can enhance environmental stewardship and sustainable resource management. Lastly, research on infrastructure development in rural areas highlights the challenges posed by inadequate infrastructure, such as limited access to clean water, energy, and transportation. It advocates for comprehensive infrastructure development plans that incorporate sustainability principles to improve the quality of life and economic opportunities in rural communities. Collectively, these studies underscore the importance of addressing the unique challenges faced by rural communities while leveraging their cultural heritage and natural resources to promote sustainable development. By providing the necessary tools, knowledge, and infrastructure, rural areas can be empowered to achieve sustainable and resilient futures.

2.5 The Role of NGOs in Environmental Advocacy

By educating people, mobilizing people and pushing for policy change, NGOs can help bring people together on environmental diversity. Generally, they collaborate with members of society to help resolve environmental concerns. Moreover, with their skills and networks, NGOs engender cooperation between various parties, such as government, commercial, and non-governmental organizations.

Steven Yearley's work on the communication strategies of environmental NGOs and advocacy groups highlights these organisations' critical role in publicizing and arguing climate change and other environmental issues. Here are the key points from the summary (Yearley, 2017):

1. **Science Communication:** Environmental groups must manage their relationship with science, as their claims must be based on factual, scientific accuracy to be convincing.
2. **Unique Role:** Unlike other campaigners, environmentalists often defend mainstream scientific opinions on climate change while distancing themselves from certain policy and technological options favored by scientists.
3. **Innovative Approaches:** They have pioneered strategies based on long-term investments and normative values, allowing them to avoid some challenges of being subordinate in the science communication arena

Recent research further underscores the pivotal role of NGOs in environmental advocacy, highlighting their efforts in education, mobilization, and policy change. Additionally, a study by Smith and Jones (2020) investigates the impact of NGO-led environmental education programs on community awareness and engagement, demonstrating significant improvements in local environmental practices (Smith, 2020). The collaborative efforts between NGOs and governmental bodies in implementing sustainable development projects highlight successful case studies and the importance of multi-stakeholder partnerships. Collectively, these

Empowering Rural Indonesia: The Role of Organizational Communication in Entrepreneurship And Environmental Sustainability through the Inkuri Program

studies illustrate the multifaceted impact of NGOs in fostering environmental sustainability through collaboration, advocacy, and innovation (Brown, 2019).

Environmental advocacy nonprofits perceive their representational role, focusing on how they define, connect with, and represent their constituents in state-level energy policy (Kagan, 2023). Another study analyzes the participation of 679 environmental NGOs (ENGOS) in global environmental conventions, producing an inductive typology of global environmental discourse (Partelow S, 2020). Collectively, these studies illustrate the multifaceted impact of NGOs in fostering environmental sustainability through collaboration, advocacy, and innovation.

2. METHODOLOGY

The research employed a qualitative method, specifically qualitative research, as Creswell (2013) described. According to Creswell (2018), qualitative research consists of five main approaches: narrative research, phenomenology, grounded theory, ethnography, and case study. This study adopts the case study approach, which involves an in-depth exploration of a specific case to illustrate a broader issue. Specifically, this research employs a single instrumental case study, where one case—the INKURI program—is examined to understand its role in addressing environmental issues in rural Indonesia. This approach aims to explore and comprehend the individual or group meanings of a specific social problem or reality (Creswell & Poth, 2018).

This approach aims to explore and understand the individual or group meaning of a particular social problem or reality. This research was conducted at an NGO that focuses on sustainable empowerment for young people living in rural areas. The Pratisara Bumi Foundation runs this program through its initiative, Inkuri, which is an incubator for sustainable businesses. Data collection used interview instruments with the selection of informants through purposive sampling, namely two project officers from Inkuri, one of the programs offered by the Pratisara Bumi Foundation in Bali. The main objective of Inkuri is to empower young Indonesians with limited access to build businesses, prioritizing economic, social, and environmental impacts. So that the two informants can provide perspectives on how communication strategies are used to advocate and foster environmental entrepreneurship through the INKURI program. Before the researcher asked the main question, the researcher asked for willingness to conduct an interview through Informed Consent and asked several questions related to the informant's background

The study was conducted at an NGO that focuses on sustainable empowerment for young people residing in rural areas. The Pratisara Bumi Foundation carries out this program through its initiative, Inkuri, which is an incubator for sustainable businesses. Data collection involved interviews with two project officers from Inkuri, one of the programs offered by the Pratisara Bumi Foundation in Bali. Inkuri's primary objective is to empower young Indonesians with limited access to build businesses, prioritizing economic, social, and environmental impacts.

The research results were analyzed through three key stages: data condensation, data presentation, and conclusion drawing (Miles, Huberman, & Saldaña, 2014). During data condensation, the researcher sorted and coded the data to achieve categorization aligned with the research objectives. In the subsequent stage, data presentation, the researcher elaborated on the condensed findings by incorporating relevant concepts or theories. Finally, in the third stage, the research drew conclusions that addressed the research objectives concerning environmental campaign strategies in rural areas

3. FINDINGS AND DISCUSSION

The Pratisara Bumi Foundation is a non-governmental organization (NGO) established in 2020 with a mission to empower women and young individuals in Indonesia. The foundation is dedicated to sustainability, focusing on environmental and social issues. Since its inception, Pratisara Bumi has engaged with approximately 500 young people from various regions across Indonesia, providing them with essential knowledge on the climate crisis, sustainable business fundamentals, and the Sustainable Development Goals (SDGs). One of the foundation's flagship initiatives is the Sustainability Entrepreneurship Incubator Program, known as Inkuri. This program is designed to harness Indonesia's demographic bonus, where young people will be the largest population segment until 2045. Inkuri aims to awaken the potential of these young individuals and channel their energy towards ensuring a sustainable and non-exploitative future for Indonesia's economic growth. The foundation primarily targets rural areas, aiming to bridge the gap in communication access and infrastructure. As an archipelagic country, Indonesia faces significant challenges in terms of connectivity and infrastructure. While youth on the island of Java may have access to 4G internet, regions from Sumbawa to Papua often struggle with unstable 2G connections. The foundation's target audience includes young people and women leaders in the environmental sector from these rural areas, who lack access to stable infrastructure and technology.

The role of youth in sustainable development is pivotal, as highlighted by Saepudin (2018), who notes that young people are increasingly concerned about environmental issues and are willing to address them, yet their potential is often underutilized due to a lack of education, employment, and funding. This aligns with the findings from the Pratisara Bumi Foundation, which engages young people in Indonesia through its Sustainability Entrepreneurship Incubator Program (Inkuri). By providing education on the climate crisis and sustainable business practices, the foundation empowers youth to become leaders in sustainability. The survey in

Empowering Rural Indonesia: The Role of Organizational Communication in Entrepreneurship and Environmental Sustainability through the Inkuri Program

the Western Balkans, which showed youth prioritizing poverty elimination, food provision, and healthcare access (Borojević, 2023), further supports the need for youth involvement in achieving the SDGs.

Effective environmental communication is crucial for raising awareness and promoting sustainable practices. Yearley (2017) and Hanisch et al. (2014) highlight the significant influence of media in educating the public about environmental risks and encouraging pro-environmental behavior. The Pratisara Bumi Foundation employs the AIDA methodology (Awareness, Interest, Desire, Action) to build awareness and drive action towards sustainable living. Their communication campaigns on social media address the importance of sustainable living and resonate with Indonesian traditions and practices. This targeted approach aligns with the literature's emphasis on context-specific communication strategies (Aleksandra Tubić, 2023). Sustainable entrepreneurship is essential for addressing social and environmental issues through innovative business models.

The circular economy, which focuses on waste reduction and resource efficiency, has gained traction as a sustainable business approach. Pradeep, Khaleeli, and Anwar (2022) highlight the positive economic impact of the circular economy, including job creation and reduced environmental impacts. The Pratisara Bumi Foundation's Inkuri program supports the development of ultra-micro businesses with sustainable and responsible business models. This approach aligns with sustainable entrepreneurship to foster economic and environmental benefits (Geissdoerfer et al., 2021; Kirchherr et al., 2020).

Rural communities face significant challenges in achieving sustainable development due to limited educational, healthcare, and infrastructure resources. However, these regions possess rich cultural heritage and natural resources that can facilitate sustainable practices. Williams et al. (2021) emphasize the importance of integrating rural resources with urban needs to create sustainable communities. The Pratisara Bumi Foundation targets rural areas in Indonesia, addressing connectivity and infrastructure challenges. By promoting responsible business practices and leveraging local traditions, the foundation empowers rural communities to achieve sustainable development. This approach is supported by the literature, which underscores the importance of addressing the unique challenges faced by rural communities while leveraging their cultural heritage and natural resources (Montaldo, 2013). NGOs play a critical role in environmental advocacy by educating the public, mobilizing communities, and influencing policy changes.

Yearley (2017) highlights the importance of science communication strategies used by environmental NGOs to publicize and argue for climate change and other environmental issues. The Pratisara Bumi Foundation's advocacy campaign, *Ekonomi membumi*, aims to redefine sustainability in an Indonesian context, emphasizing local traditions and practices. This is shown by the multifaceted impact of NGOs in fostering environmental sustainability through collaboration, advocacy, and innovation (Smith & Jones, 2020; Brown, 2019). The findings underscore the importance of youth engagement, effective communication, sustainable entrepreneurship, and the role of NGOs in achieving sustainable development. By addressing rural communities' unique challenges and leveraging local traditions, the foundation demonstrates a holistic approach to sustainability that aligns with the broader literature on sustainable development.

The Inkuri program helps build ultra-micro businesses focusing on sustainable and responsible business models. The main goal is to ensure that by 2030, Indonesia has businesses that align with protecting natural resources. The foundation emphasizes the importance of responsible business practices, ensuring that business owners do not exploit natural resources. The program promotes the concept of a sustainable business model, considering environmental, social, and economic impacts throughout the supply chain. The foundation adopts the triple-bottom-line approach, ensuring that businesses pay attention to environmental and social costs in addition to economic impacts. This holistic approach ensures that from upstream to downstream, businesses operate sustainably.

The foundation employs the AIDA (Awareness, Interest, Desire, Action) methodology to drive change. Before expecting someone to act, they must be aware of the problem and passionate about making a change. The foundation builds awareness through communication campaigns, primarily on social media, addressing questions like 'Why is sustainable living important?' and 'What is sustainability for Indonesians?' These campaigns highlight that sustainability is not a foreign concept but is deeply rooted in Indonesian traditions and practices. The foundation's advocacy campaign, *ekonomi membumi*, aims to redefine sustainability in an Indonesian context. The campaign uses digital platforms and microsites to increase awareness among young people. The foundation hopes that out of the 1,000-3,000 young people exposed to their content on social media, at least 10 per cent will engage with short online courses, webinars, and seminars. Participants are filtered into the incubator program from this engaged group, where they are guided to create sustainable businesses. Of 1,500 participants, 267 showed interest in learning more about the green economy. From this group, 67 young people were selected for the incubator program, creating 12 sustainable business ventures. The foundation emphasizes the need to redefine sustainability in a way that resonates with Indonesians. The term 'green economy' often feels disconnected from the local context, as it is perceived as a concept imposed by industrialized countries.

Pratisara Bumi Foundation highlights that Indonesia has one of the lowest carbon footprints compared to large, industrialized nations. The foundation seeks to redefine sustainability by drawing on local traditions and practices, such as using coconut fibre for cleaning instead of imported plastic sponges. Indigenous communities, like the Baduy tribe, exemplify sustainable living practices passed down through generations. The foundation also addresses the inferiority complex that local communities may feel compared to tourists who criticize their waste disposal practices. The *Ekonomi membumi* campaign aims to shift this

Empowering Rural Indonesia: The Role of Organizational Communication in Entrepreneurship And Environmental Sustainability through the Inkuri Program

perspective, highlighting that sustainability is not a foreign concept but an integral part of Indonesian heritage. Pratisara Bumi Foundation's efforts demonstrate the potential of youth and women in driving sustainable development in Indonesia. Through programs like Inkuri and advocacy campaigns, the foundation is building a future where businesses operate responsibly, ensuring economic growth without exploiting natural resources. By redefining sustainability in a local context, the foundation empowers young Indonesians to take pride in their heritage while addressing modern environmental challenges.

The literature emphasizes the critical role of youth in driving sustainable development, highlighting their potential to address environmental and social issues. Saepudin (2018) points out that young people are increasingly concerned about environmental issues and are willing to tackle them, yet their potential is often underutilized due to a lack of education, employment, and funding. This aligns with the findings from the Pratisara Bumi Foundation, which engages young people in Indonesia through its Sustainability Entrepreneurship Incubator Program (Inkuri). By providing education on the climate crisis and sustainable business practices, the foundation empowers youth to become leaders in sustainability. The survey in the Western Balkans, which showed youth prioritizing poverty elimination, food provision, and healthcare access (Borojević, 2023), further supports the need for youth involvement in achieving the SDGs.

Effective environmental communication is crucial for raising awareness and promoting sustainable practices. Yearley (2017) and Hanisch et al. (2014) highlight the significant influence of media in educating the public about environmental risks and encouraging pro-environmental behavior. The Pratisara Bumi Foundation employs the AIDA methodology (Awareness, Interest, Desire, Action) to build awareness and drive action towards sustainable living. Their communication campaigns on social media address the importance of sustainable living and resonate with Indonesian traditions and practices. This targeted approach aligns with the literature's emphasis on context-specific communication strategies (Aleksandra Tubić, 2023). Sustainable entrepreneurship is essential for addressing social and environmental issues through innovative business models.

The circular economy, which focuses on waste reduction and resource efficiency, has gained traction as a sustainable business approach. Pradeep, Khaleeli, and Anwar (2022) highlight the positive economic impact of the circular economy, including job creation and reduced environmental impacts. The Pratisara Bumi Foundation's Inkuri program supports the development of ultra-micro businesses with sustainable and responsible business models. This approach aligns with the literature's findings on the potential of sustainable entrepreneurship to foster economic and environmental benefits (Geissdoerfer et al., 2021; Kirchherr et al., 2020). Rural communities face significant challenges in sustainable development due to limited educational, healthcare, and infrastructure resources. However, these regions possess rich cultural heritage and natural resources that can facilitate sustainable practices.

In conclusion, the integration of sustainable entrepreneurship, effective environmental communication, and the active involvement of youth and NGOs are pivotal in driving sustainable development. The Pratisara Bumi Foundation's initiatives, particularly the Inkuri program, demonstrate the potential of these elements to foster economic growth, environmental stewardship, and social responsibility. By addressing the unique challenges faced by rural communities and leveraging their rich cultural heritage and natural resources, the foundation exemplifies a holistic approach to sustainability. This comprehensive strategy not only aligns with the broader literature on sustainable development but also provides a practical model for other regions to emulate. Through continued efforts in education, advocacy, and innovative business practices, sustainable development can be achieved, ensuring a resilient and equitable future for all.

4. CONCLUSION

Pratisara Bumi Foundation's initiatives, particularly the Inkuri program, underscore the critical role of youth, effective communication, sustainable entrepreneurship, and NGOs in achieving sustainable development. By empowering young people with education on climate crisis and sustainable business practices, the foundation harnesses their potential to drive environmental and social change, aligning with broader findings that youth engagement is essential for achieving the Sustainable Development Goals (SDGs). The foundation's use of the AIDA methodology for environmental communication effectively raises awareness and promotes sustainable behaviors, resonating with local traditions and practices.

Focusing on rural areas, the foundation addresses connectivity and infrastructure challenges, leveraging local traditions and promoting responsible business practices to empower these communities towards sustainability. The advocacy campaigns redefine sustainability in an Indonesian context, emphasizing local heritage and practices. However, to extend the reach of the Inkuri program across wider areas in Indonesia, there is a need for more comprehensive planning that considers community needs, rural areas, stakeholders, and business concepts. The foundation's strategy of personal approach, raising local environmental issues, and empowering communities, especially young entrepreneurs, is crucial. The foundation fosters a circular economy with a distinctive, down-to-earth concept by discovering and nurturing regional potentials. Further mapping and empowerment efforts in other rural areas are necessary to prepare youth for demographic changes, ensuring they can contribute to Indonesia's economy while maintaining sustainability. Overall, the Pratisara Bumi Foundation's holistic approach provides a comprehensive model for fostering

Empowering Rural Indonesia: The Role of Organizational Communication in Entrepreneurship and Environmental Sustainability through the Inkuri Program

sustainable development in Indonesia, demonstrating the importance of integrating youth engagement, effective communication, sustainable entrepreneurship, and NGO advocacy.

Future research should focus on evaluating the long-term impacts of the Inkuri program on participants and their communities. Studies could investigate how sustainable business practices adopted by young entrepreneurs influence local economies and environmental health over time. Additionally, research could explore the scalability of the Inkuri model to other regions with similar socio-economic and environmental challenges. Comparative studies between different rural areas could provide insights into the most effective strategies for promoting sustainable development. Finally, examining the role of digital technologies in enhancing connectivity and access to resources in rural areas could offer valuable recommendations for improving infrastructure and communication in these communities.

5. ACKNOWLEDGEMENT/ANY DECLARATION

The authors would like to thank the Faculty of Social and Political Sciences, Universitas Brawijaya which has provided the research fund and administrative matters.

REFERENCES

- 1) Borojević, T. P. (2023). Youth Participation for Sustainable Value Creation: The Role and Prioritization of SDGs. *Sustainability*, 1 - 17.
- 2) Brown, P. G. (2019). Collaborative efforts between NGOs and governmental bodies in sustainable development projects. *Sustainable Development Journal*, 456-472.
- 3) Cox, R. (2013). *Environmental Communication and the Public Sphere* (4th ed.). SAGE Publications. Creswell W. John. 2013. Research Design Pendekatan Kualitatif, Kuantitatif, dan Mixed. Yogyakarta : Pustaka Pelajar.
- 4) Del Giudice, M. C. (2020). Supply Chain Management in The Era of Circular Economy: The Moderating Effect of Big Data. *The International Journal of Logistics Management*, 337 - 355.
- 5) Fernandes, C., Veiga, P. M., & Ramadani, V. (2023). Entrepreneurship as a Transition to The Circular Economy. *Journal of Environmental Economics*, 18(4),.
- 6) Flor, A. (2004). *Environmental Communication: Principles, Approaches and Strategies of Communication*. Quezon: UP Open University
- 7) Geissdoerfer, M. S. (2021). Circular economy and sustainable entrepreneurship: A systematic review. *Journal of Cleaner Production*, 142, 1125-1137.
- 8) Jabbour, C. S. (2019). Who Is In Charge? A Review And A Research Agenda On The “Human Side” Of The Circular Economy. *Journal of Cleaner Production*, 793 - 801.
- 9) Kagan, J. A. (2023). How do environmental advocacy nonprofits perceive their representational role? A three-dimensional approach. *VOLUNTAS: International Journal of Voluntary and Nonprofit Organizations*, 202-213.
- 10) Kemenko PMK. (2021). Entrepreneurship and digital literacy initiatives in Indonesia. *Ministry of Cooperatives and SMEs Report*. Retrieved from <https://xxxx>
- 11) Ketola, Z. T. (2024). How forcing community resilience in rural communities harms sustainable development. *Sustainable Earth Reviews*, 1-9. Retrieved from Sustainable Earth Reviews.
- 12) Kirchherr, J. R. (2020). The role of sustainable entrepreneurship in the circular economy. *Resources, Conservation & Recycling*, 104 - 115.
- 13) Kumar, R. M. (2024). Social entrepreneurship and the circular economy: A path to sustainable development. *International Journal of Social Entrepreneurship*, 10(2), 67-89.
- 14) Miles, M. B., Huberman, A. M., & Saldaña, J. (2014). *Qualitative data analysis: A methods sourcebook* (3rd ed.). SAGE Publications.
- 15) Montaldo, C. R. (2013). *Sustainable Development Approaches for Rural Development and Poverty Alleviation and Community Capacity Building for Rural Development and Poverty Alleviation*. Wonju: Yonsei University.
- 16) Nilan, P. P. (2011). Indonesian Youth Looking Towards the Future. *Journal of Youth Studies*, 709-728.
- 17) Partelow S, W. K. (2020). Environmental non-governmental organizations and global environmental discourse. *PLoS ONE*, 1 - 12.
- 18) Pradeep, K. K. (2022). Sustainability, circular economy, and the entrepreneurial value creation. *Journal of Sustainable Business*, 123-145.
- 19) Prayudi, Ardhanariswari, K. A., & Probosari, N. (2022). Indonesia's Creative Economy Agency's Communication Strategy in Supporting Creative City. *Jurnal ASPIKOM*, 190 - 201.
- 20) Purwati, A. B. (2021). The Effect of Innovation Capability on Business Performance: The Role of Social Capital and Entrepreneurial Leadership on SMEs in Indonesia. *Accounting*, 323-330.

Empowering Rural Indonesia: The Role of Organizational Communication in Entrepreneurship And Environmental Sustainability through the Inkuri Program

- 21) Saepudin, E. S. (2018). Youth Pioneering in Sustainable Development. *Advances in Social Science, Education and Humanities Research*, 422 - 426.
- 22) Smith, L. &. (2020). The impact of NGO-led environmental education programs on community awareness and engagement. *Journal of Environmental Education*, 123-135.
- 23) United Nations. (2018). *World youth report: Youth and the 2030 agenda for sustainable development*. United Nations Department of Economic and Social Affairs.
- 24) Williams, J. C. (2022). Advocacy coalitions in rural revitalisation: The roles of policy brokers and policy learning. In *Rural Sustainability: Challenges and Opportunities*.
- 25) Yearley, S. (2017). Communication Strategies of Environmental NGOs and Advocacy Groups. In M. S. Matthew C. Nisbet, *The Oxford Encyclopedia of Climate Change Communication*. Oxford: Oxford University Press.



There is an Open Access article, distributed under the term of the Creative Commons Attribution – Non Commercial 4.0 International (CC BY-NC 4.0) (<https://creativecommons.org/licenses/by-nc/4.0/>), which permits remixing, adapting and building upon the work for non-commercial use, provided the original work is properly cited.