

# MILLENNIALS GREEN CULTURE: THE OPPORTUNITY AND CHALLENGE (A CASESTUDY OF HIGHER EDUCATION STUDENT)

Ika Suhartanti Darmo

Department of Management, Faculty of Economy, KALBIS Institute, Jakarta, Indonesia  
Corresponding author e-mail: ika.darmo@kalbis.ac.id; Phone: 0818-495-655

**ABSTRACT** - Culture can be defined as a strong sense of an action, behavior, or way of thinking is understood to specific values; one of which is a green reduce, reuse, and recycle waste. Unfortunately, modernization, instant lifestyle, and lack of understanding or indoctrination of the family, the external environment and formal education institutions make the application of green with millennial Indonesia is relatively low. Millennial growing community that cared for in particular green waste management not only provide positive solutions for environmental management, but also the business and revenue opportunities candidate or beneficial to the family, the environment and local residents. The literature research is intended to sharpen the issue of the importance of the application of green culture in the millennial generation. The effectiveness of the application of green to the millennial culture requires active encouragement of formal educational institutions, companies and governments; thus providing a positive impact to inspire young people care more about the environment, and the rise of social-preneur generation participating improve the welfare of society.

**Keywords:** Challenge, Green Culture, Millennials, Opportunity

## 1. INTRODUCTION

As a great nation with a total population of about 250 million people, Indonesia is the fourth most populous country in the world after China, India and the United States. But unfortunately, the number of productive age population (15-64 years), which reached 66.8% Indonesia has not been able to compete in the economy with other neighboring countries in ASEAN which has the potential of human resources (HR) is smaller such as Singapore, Brunei Darussalam and Malaysia. HR population of childbearing age who should be able to function as a lever economic progress in Indonesia in fact has not been able to demonstrate a positive contribution to the advancement of the nation. Proven still large numbers of unemployed who are expecting a helping hand of governments, companies, and businesses to provide a formal opportunity to work as an employee or a freelancer for the people of productive age.

Refers to the phenomenon that occurred, today more and more young people are challenged to make a difference for Indonesia, one of which is to increase awareness of entrepreneurship (entrepreneurship). Related entrepreneurial spirit of courage to pioneer the business (business start-up) is now becoming an important issue for the younger generation, especially students because it is one of the important capital potential to achieve progress; both for individual students or young people, for the surrounding environment, and also for the development of Indonesia's economy more broadly. By having more entrepreneurs or business people who are actively engaged in the management of the business, then a country will be more likely to progress economically. This is due to the growing job opportunities that can be created from every unit of business activities carried on in the community.

Reflecting these conditions, it is necessary to think about the ways and methods are effective from the academics (teachers and professors), CSR team of

commercial companies and local government to be able to define a useful activity while providing entrepreneurial experience to the younger generation which is currently millennial This is still in the school age range. It is intended that the young potentials that would later become the nation's next high spirit to not only to bring up self-employment opportunities, increase knowledge and skills of individuals for the benefit of society; but also has a high concern for protecting and maintaining the environment through the implementation of actions that are environmentally friendly and pro-green environment.

It is considered very important, because young people who belong to the millennial generation is one of the groups that dominate Indonesia's current population. With the exposure of cultural and moral education as well as environmentally sound intensively to class millennial generation, it can be created by a mindset that is uniform in this generation of action related environmental concerns. One way that is effective in penetrating green environmental care culture is through education and teaching in schools. Through education, students are not only made aware of the facts about the importance of maintaining a healthy lifestyle, and how good ways to maintain the preservation of nature; but also introduced to some of the real action were productive in managing and processing waste household consumption results into things that have beautiful appearance, while providing financial benefits for the students and the surrounding community.

## 2. MATERIAL AND METHOD

### 2.1 Definision of Culture

Culture is a way of life that developed and shared by a group of people and passed down from generation to generasi. Budaya made up of many complex elements, including religious and political system, customs, languages, tools, clothing, buildings, and works of art. Language, as well as culture, an integral part of

human beings that many people tend to think of genetically inherited. When someone tried to communicate with people of different cultures and adjust differences, proving that culture is learned.

Culture is a holistic lifestyle. culture is complex, abstract, and spacious. Many cultural aspects also determine the communicative behavior. Elements of socio-cultural spread and include many social activities of man. Some of the reasons why people have difficulties when communicating with people from other cultures is seen in the definition of culture: Culture is a complex device values polarized by an image containing a view on its merits alone. "The image of the force" that take different forms in various cultures such as the "rugged individualism" in America, "the individual harmony with nature" in Japan and "collective compliance" in China. Image coercive culture is to equip members with guidelines on proper behavior and establishes a logical world of meaning and value that can be borrowed members of the most understated to gain a sense of dignity and affinity with their lives. Thus, a culture that is providing a coherent framework for organizing the activities of a person and allow predict the behavior of others.

Culture is closely connected to the community. Melville J. Herskovits and Bronislaw Malinowski argued that everything contained in the society is determined by the culture which is owned by the community itself. The term for it is the opinion of Cultural-determinism.

Herskovits looked at culture as something handed down from one generation to another, which is then referred to as superorganic. According to Andreas Eppink, cultures containing the overall sense of social values, social norms, knowledge and overall social structures, religious, and others, in addition all the intellectual and artistic expression that characterizes a society.

According to Edward Burnett Tylor, culture is a complex whole, which has in it the knowledge, belief, art, morals, law, customs, and other abilities from any person as a member of society. According Selo Soemardjan and Soelaiman Soemardi, culture is a means of work, taste, and creativity of society.

From the various definitions, can be obtained an understanding of the culture is something that will affect the level of knowledge and covers a system of ideas or the ideas contained in the human mind, so that in everyday life, the culture is abstract.

While the embodiment of culture are objects created by man as cultured, in the form of behaviors and objects that are tangible, such patterns of behavior, language, equipment life, social organization, religion, art, and others, are all of which is intended to help people in the hold of the life of society.

## 2.2 Form and cultural components

According to J.J. Hoenigman, a form of culture can be divided into three: ideas, activities, and artifacts.

### 1. Idea (ideal realization)

Ideal form of culture is the culture in the form of a collection of ideas, ideas, values, norms, rules, etc.,

that are abstract; can not be felt or touched. This culture form located in heads or in the nature of thinking citizens. If the community expressed their ideas in written form, then the location of the ideal culture are in essays and books of the work of writers such citizens.

### 2. Activity (action)

Activity is a form of culture as a pattern of human action in that society. This form is sometimes called the social system. The social system is composed of human activities that interact, make contact, as well as associating with other human beings according to certain patterns are based on customary code of conduct. Concrete nature, occurs in everyday life, and can be observed and documented.

### 3. Artifacts (works)

Artifacts is a form of physical culture in the form of the results of activities, actions, and the work of all men in the community in the form of objects or things that can be touched, seen, and documented. The most concrete nature of the third form of culture. In fact the life of society, between culture form one inseparable from the other culture form. For example: the ideal culture form organize and give direction to the action (activity) and work (artifacts) in humans.

Based on his form, the culture has some elements or components, according to anthropologists Cateora, namely:

#### 1. Culture material

Culture material refers to all the community creations real, concrete. Included in the material culture are the findings resulting from an archaeological dig: a bowl of clay, perhisalan, weapons, and so on. Culture material also includes items, such as televisions, airplanes, sports stadiums, clothing, skyscrapers, and a washing machine.

#### 2. Nonmaterial culture

Nonmaterial culture is abstract creations are passed down from generation to generation, for example in the form of fairy tales, folklore, and traditional song or dance.

#### 3. Social institutions

Social and educational institutions provide many roles in the context of relating and communicating in the nature of society. Social system which is formed in a state will be the basis and concepts that apply to the social fabric of society. Example In Indonesia in towns and villages in some areas, women do not need a high school let alone worked on one agency or company. But in the city - a big city it is upside down, choose a career fair woman

#### 4. Belief systems

How communities develop and build the system of trust or confidence in something, it will affect the existing assessment system in the community. This belief system will affect the habit, how to look at life and the life, the way they consume, to the way how to communicate.

5. Aesthetics  
Related to the art and artistry, music, stories, fairy tales, tales, drama and dance -tarian, prevailing and evolving in society. As in Indonesia every society has its own aesthetic value. This aesthetic value needs to be understood in any role, in order to convey the message that we will be able to achieve the objectives and effectively. Suppose in some areas and are stricken, each will membangu buildings of any type SAJ should put yellow coconut and fruit - fruit, as a symbol that every daerah different meaning. But in big cities like Jakarta rarely may not look the way people use.
6. Language  
Language is a tool pengatar in communication, language for every Walayah, countries have different parts and very complex. In the science of language communication is a communication component that is difficult to understand. Language has a unique and complex eel, which can only be understood by users tersebu language. So the uniqueness and complexity of this language should be studied and understood in order to better and effective communication by obtaining the value of empathy and sympathy from others.

### **2.3 Green Culture**

Environment and health have a reciprocal relationship. Environmental conditions affect human health. Instead lifestyle can impact the health of the environment. Eg dirty environment causes diarrhea or selection of the foods consumed to cause environmental impacts.

Human lifestyles according to FAO has led to at least 1.3 billion tons of food is wasted. In fact, 1 out of 7 people in the world still affected by famine and more than 20,000 children under five die every day of starvation. The impact of food waste in addition to financial loss is also bad for the environment. The more the rest of the wasted food also means greater waste of chemical use, water resources, as well as fuel. The bigger food waste to landfills will also make a significant contribution to global warming.

The study Ministry of Environment (MOE) in 2012 showed that the index of Conduct Environmental Concern (IPPL) still revolves around the figure of 0.57 (out of absolute figures 1). This indicates that our society is a new half-behaved half a caring environment in performing daily life. Care or environmentally friendly should continue to be pursued, including food consumption. It's important to encourage human behavior and lifestyle for efficient and environmentally friendly in terms of food.

Efforts to maintain a healthy environment is not just a physical affair, but more on cultural aspects. As well as any physical facility which was initially clean and healthy without the support of keeping the culture, it will quickly turn into unhealthy. For that in order to maintain a healthy environment needs the application of a green culture. Green culture can simply be interpreted as an environment-friendly culture. Sustainable environment automatically becomes a healthy environment. Green culture is the application of understanding human consciousness and

implemented consistently in creating and maintaining a sustainable environment.

Mengadirkan strategy cultured generation of green can be pursued through the social sectors of education and culture. Environmental education must be present in school or college, both normative and applicative. Environmentally friendly school program (Adiwiyata) or kayak eco-friendly campus developed more intensively.

Families and communities is important to create a conducive atmosphere and opportunities for young people to take part in environmental action. It is time for young children given the task of serving the house to sweep, manage waste, plant, or caring for a garden. Young children may also be invited in voluntary work programs in the village. Youth clubs, youth mosque, or other community media can be a good organization to implement it.

The young child or school student high school level has its own style and taste. His approach must be appropriate socio-cultural. Model relaxing activity and slang important pursued in its implementation. Young children can be invited to see the progress as Ronaldo. Care for the environment as part of the evidence should be appointed jocks be stigmatized together. Young children should be aware that a green lifestyle (care environment) it is also slang or in other words "not slang if not green".

Parents should be role models and pioneers in building a green culture in the family. For example, with the division of roles maintain cleanliness, managing and sorting garbage, taking care of plants, and others.

The next green culture should be grown in a social community. Culture of mutual cooperation can be a medium to jointly maintain cleanliness and environmental health. For example, with communal work canal cleaning, the volunteers monitoring mosquito larvae, making the park the village green, manage waste banks, and others. If the green culture has grown up and running optimally, then the effort will become a necessity keeping together.

Strategy of building a green culture can also be performed with local wisdom approach. Human adaptation to the environment has stimulated the diverse behaviors and actions. This is where culture emerged in the people's life. The culture of a community identifier other than trying to survive on the shaft orisinalitanya also required to develop without there should be recast. Thereof is formed into a pattern of community life ideas and behavior inherent in every individual. Therefore between culture and morality have a reciprocal relationship that can not be separated.

As the concept of ideas and human behavior, culture go hand in hand with the historicism of human civilization. In an effort to defend the values luhurnya, the culture of a community to proceed through inheritance between generations. For example Javanese culture kept many physical heritage (tangible) and non-physical (intangible).

Physical heritage which can encourage green culture is the existence of the palace. Kraton Java all shady

with trees. In addition to philosophical value, the tree proved capable of functioning as an environmentally friendly greening. Beringgin (*Ficus benyamina*) as an absorber of carbon dioxide (CO<sub>2</sub>) and manufacturers of Oxygen (O<sub>2</sub>) and its bush canopy as an effective air filter, Asem (*Tamarindus indica*) as an absorber Lead (Pb), Gayam (*Inocarpus edulis*) that can save water and maintain springs and Tanjung (*Mimusops elengi*) which is able to absorb dust.

In addition to the above tangible heritage, Javanese culture also still have intangible heritage in the form of noble values (value) and beliefs (beliefs) that guide or behavior plan and solve basic problems prevailing between generations. Value is still attached to the lives of the people of Yogyakarta is hamemayu Hayuning Bawono. This value has been laid out as a vision of Javanese society by the lane I, which implies a commitment to make the earth beautiful and sustainable (sustainable). Vision harmony with environment lane span the 'hierarchy in the mission, which literally means to care for the earth or the environment.

Local wisdom expected to effectively stimulate green culture society. Green culture is also important instilled through education, both formal, non-formal, and informal. Keeping the environment for health is a cultural movement. The key has been the presence of

culture is consistency of behavior and lifestyle as well as providing living facilities. Green cultural significance, starting from small things, from ourselves, and from now on as well.

**2.4 Millenials**

Millennials were born between the years 1982-2000. Initially will be popularized as generation Y because it is the next generation of generation X, but develop resistance. Given this generation marks the arrival of the new millennium that is millenia 21, then the mention of millenia generation is more accepted and more popular than the generation Y. Social researchers often classify the generation born between the 1980s and 2000's as the millennial generation. So to say the millennial generation is the young generation of today who currently dikisaran aged 15-34 years.

Studies on the millennial generation in the world, especially in America, have been done, including the study conducted by the Boston Consulting Group (BCG) together with the University of Berkley in 2011 with the theme of American Millennials: Deciphering the Enigma Generation. The previous year, 2010, the Pew Research Center also released a research report titled Millennials: A Portrait of Generation Next; as shown in the table 1: Uniqueness of Generation below.

**Table 1: Uniqueness of Generation**

| What Makes Your Generation Unique? |                          |                     |                         |
|------------------------------------|--------------------------|---------------------|-------------------------|
| Millennial                         | Gen X                    | Boomer              | Silent                  |
| 1. Technology use (24%)            | Technology use (12%)     | Work ethic (17%)    | WW II, Depression (14%) |
| 2. Music/Pop culture (11%)         | Work ethic (11%)         | Respectful (14%)    | Smarter (13%)           |
| 3. Liberal/tolerant (7%)           | Conservative/Trad'l (7%) | Values/Morals (8%)  | Honest (12%)            |
| 4. Smarter (6%)                    | Smarter (6%)             | "Baby Boomers" (6%) | Work ethic (10%)        |
| 5. Clothes (5%)                    | Respectful (5%)          | Smarter (5%)        | Values/Morals (10%)     |

Note: Based on respondents who said their generation was unique/distinct. Items represent individual, open-ended responses. Top five responses are shown for each age group. Sample sizes for sub-groups are as follows: Millennials, n=527; Gen X, n=173; Boomers, n=283; Silent, n=205.

**2.5 Indonesian Millenials Opportunity and Challenge**

In Indonesia, a study and a study of the millennial generation has not been done, whereas the number of Indonesian population aged between 15-34 years is now very large, 34.45%. Years ago there was a major business magazine editorial discusses the millennial generation, but unfortunately liputanya coverage is still limited to the millennial generation relation with the world of marketing, in substance not yet entered into the scope of their life as a whole.

Compared to the prior generation, the millennial generation is unique, results released by the Pew Research Center, for example Research clearly explain the uniqueness of the millennial generation than previous generations. What is striking from this millennial generation than the previous generation is about the use of technology and pop culture / music. Millennial generation's life can not be separated from technology, especially the Internet, entertainment / entertainment has become a staple for this generation

In the Indonesian context, the same thing happens, the results of a survey conducted Alvara Research Center in 2014 showed the younger generation, 15-24 years favored topic related to music / movies, sports, and technology. While the generation aged 25-34 years are more varied in topics like they were saying, including social, political, economic, and religious. Consumption internet population age group 15-34 years was also significantly higher than the group of older residents. This shows their dependence on Internet connections are very high.

When we talk and try to dissect portrait of the millennial generation in Indonesia as a whole then there are at least five major issues that need to be studied more in depth, namely:

1. Religious views, Religion Beliefs

Number of Muslim population in Indonesia is the largest in the world, however it appears that Indonesia would prefer democracy as a system bernegaranya than the state system based on

religion. This principle firmly held by the founders of this republic, that as a nation we need to base it on the principles and basic state protects every citizen of any origin and background, and we agreed on the basis that the state is the Pancasila. It is therefore important to photograph how the youth's religious views are conservative, moderate, or secular, what a view of youth views about the relationship between religion and state. Is there a shift in religious outlook than the youth of previous generations.

2. Ideology and Political Participation, Ideology and Politics Participation

There is a general view that always tickled that the values of patriotic and nationalism have been lost and faded from our youth. What is the case? If we see the spirit of football mania at the Bung Karno each team compete even indicate otherwise. Also when we see them in the social media response when we abused symbols neighboring countries, they are very active and persistent defense of the dignity of the nation and the country. So it is important for us actually to see actually what they mean for the millennial generation's nationalism, Is only a primordial aspect, any trend or there are more substantial. Associated with the world of politics in Indonesia, it is important also to see how youth see any political process state that occurred in Indonesia, large seberepa level of youth participation in any political process in Indonesia. Surveys conducted Alvara Research Center in 2014 showed younger voters Indonesia is dominated by swing voters / voters upset, and apathetic voters / voters ignored.

3. Social Values, Social Values

How youth interpret the meaning of a family is also important to be dug, how they view the relationship between children and parents, whether the parents are the role models for them, or even their preferred role model other than family relationships. Such questions are important to measure linked to the social values among youth, many also argued begin a shift of social values among youth orient us, because they are more liberal-minded, they are also easily adopt social values more modern western

4. Education, Employment and Entrepreneurship, Education, Work, and Entrepreneurship

The most important issues facing the youth from the beginning until now is the issue of education and employment, because of two things is the most influential and determine their future. Kesuksesan their future level of adult and old age is determined by the education and employment they received in their youth. Besides entrepreneurs today have become an alternative young people in work, start-up businesses have sprung up in many cities. Once they pass no more hunting jobs, but seek business opportunities and making business opportunities as the entrance to the entrepreneurial world.

5. Lifestyle, Technology, and the Internet, Lifestyle, Technology, and the Internet

Lifestyle of young people who tend to be hedonistic especially in big cities it is common knowledge, they have their own way to vent their expressions, their living world can not be separated from the entertainment and technology, especially the Internet.

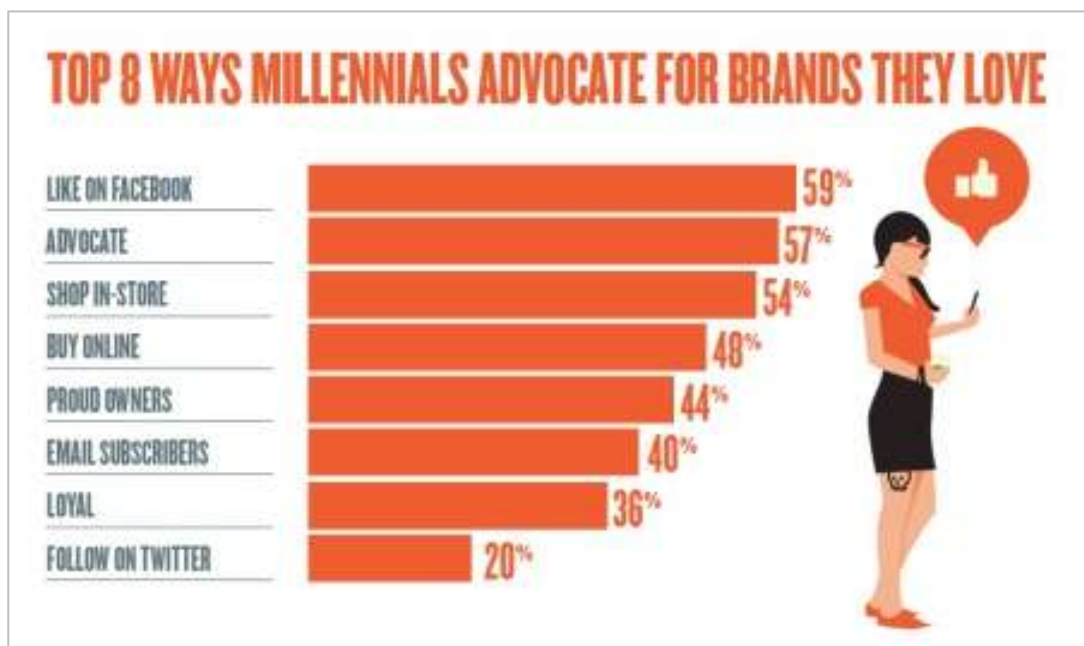


Fig 1: Top 8 Ways Millenials Advocate for Brands They Love

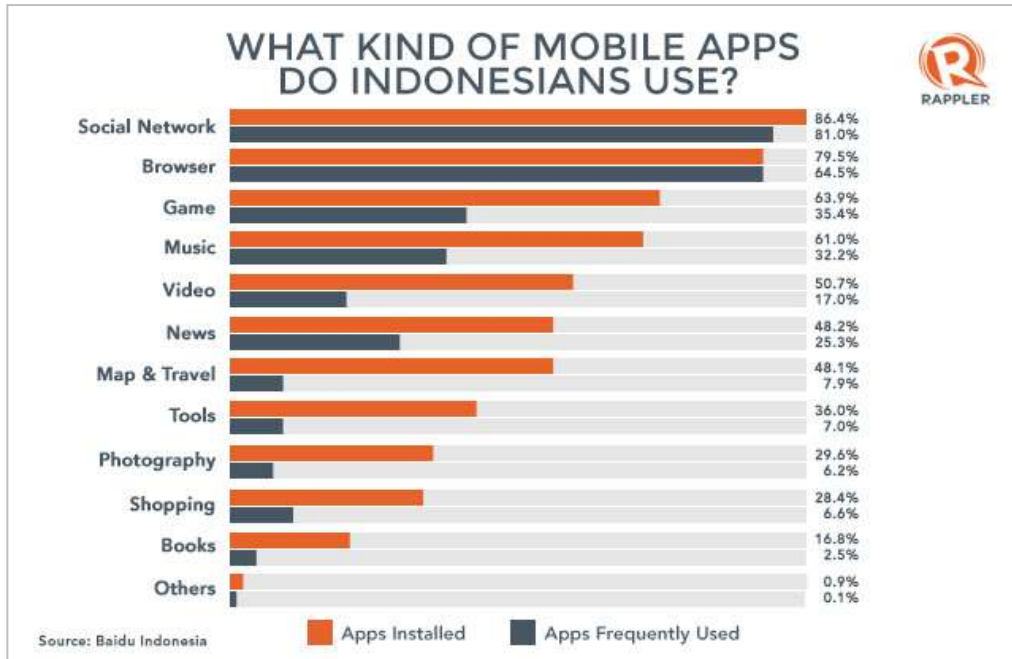


Fig 2: What Kind of Mobile Apps Do Indonesians Use?

According to research conducted by Rappler.com, in general, Indonesian millennial (84.2%) said that their online habits to access social networks, and search applications such as Google, Baidu, and others. This is bad news for application developers, though, such as mobile phone browser seems still preferable to open the application; nearly 40% of Indonesian millennial say they only use 1-2 applications on a regular basis, and the remaining 78.3% said that they use the browser several times a day - including access to social networks and read the news.

Online habits of this generation is done at the time after lunch, and at 19:00 pm is the next peak hours to use the mobile Internet - when stuck in traffic on the way home. Interestingly, 95.2% of respondents said they use mobile internet when they are not really mobile but only at home.

Finally with a full comprehension of the millennial generation portrait in Indonesia then we have a picture of the views, aspirations and their perspective on all aspects in their lives, so it appears logical whole human development can be targeted, because in the end this is the millennial generation later to the fate and future of the nation and the state is determined.

**3. RESULT/DISCUSSION**

**Millenials and Green Culture**

Millennial Generation, also known as Gen Y sooner or later will show their dominance in the company and become a leader in the various sides of modern life. Unfortunately, not many formal and non-formal feel responsible for positive efforts to prepare for the millennial to become future leaders capable, advanced vision and love of balance and preservation of the environment; Good for productive ventures that are formal (concern for green culture), encouragement to participate actively in the activities of green-entrepreneurship, as well as the 3R campaign (reduce,

reuse, recycle) waste that could be developed in order to utilize recycled materials for a better life.

Every day more than 10 thousand Baby Boomers are entering the age of 65 years. This fact will continue to occur over the next 18 years. This fact gives a challenge to the whole society that sooner or later the millennial generation will be the determinant of the direction of the nation. Engagement of the younger generation inevitably become an important agenda, is much more important than ever. Important issues in managing millennial, particularly in the application of and education about the importance of green culture is very challenging; but there are plenty of opportunities if we can learn how to work with them.

Brad Karsh, president of JB Training Solutions provides 9 notion of best practices for academics and human resource professionals who want to maintain and continue to develop the great potential for the millennial, among others:

1. Socialize

First and foremost is to have a solid foundation by educating all parties about the importance of awareness and environmental awareness for all students intensively. According to the Nolan Norton Institute study published Harvard Business Review, more than 75% of the company's market value is determined by intangible assets (intangible assets) as talent. Depth understanding of the millennial owned by their influence in the success and sustainability of the implementation of green culture as one of the actualization of the modern lifestyle can only be achieved with a socialization program to get the commitment of all people would together change, and realizing a better environment. To do this socialization, Karsh proposed holding a luncheon casual or informal agenda other activities to help all sections of

- society understand the dynamics of life are constantly changing.
2. **Identify Potential Student**  
Millennial need to feel that they are special and important to the family, schools, colleges, companies and communities. Identify the potential students and let them know that they are potential students for the college, so that they realize the long-term impact that they provide to families, schools, companies and the environment in which they are located. This generation greatly appreciate the personal and professional development and expect the company to help them learn and grow. When they know that the school or company even governments invest in them for the long term, they will be more involved (engaged). Not infrequently, if schools want to tell someone that he is a high-performance, then he will become high performers. In this case the notion that Karsh give school leaders or companies who appreciated willingly greet, discuss or invite lunch students to share the burden positive for common progress.
  3. **Connect Them With The Big Picture**  
Millennial also always ask "why," because it's in their workplaces to question the reasons behind the decisions. Management should explain the big picture behind the processes and procedures of the organization. This generation has always wanted to make an impact, because it show how the jobs and responsibilities they have an impact in the big picture. The notion of Karsh is, appointed several leaders / activists with experience in green popular culture for the millennial students sitting together and doing interactive and productive discussions with the millennial.
  4. **Provide A Map Of The Future (Goals)**  
Millennials longed for flexibility at the stage everyday life, but also want the flexibility of a long-term basis. When in college or the professional world they can switch majors or different profession if you want to try something new, then at school they want the same flexibility. Because it is important for senior high school to show them the options available goals. By applying green culture, academics and schools are obliged showed positive things of what can be achieved by each student, for school institutions and their environment. Not infrequently the lure of financial reward and achievement awards at the local, provincial and national becomes a goal that is quite effective for increasing motivation green culture for all students.
  5. **Give An Emphasis On The Importance Of Soft Skills**  
Emphasize the importance of soft skills in the green culture. Soft skills are very important for the sustainability of green culture in the spirit of family and school environment, but milenials often weak in this regard. For that, it helps the academia and schools disseminating the basic things soft skills such as ethics green-business, waste management counseling communication, conflict and others.
  6. **Give Them A series of Experience**  
Offer to students could potentially experience, experience, experience. Millennial tend to have a great curiosity for different experiences. For that we need for school, or too CSR companies and governments to encourage participation in the implementation of green millennial culture at the level of professional and industry organizations to enrich their experience; eg visits and periodic training related to culture and practice green.
  7. **Invest Started Now**  
Long-term success of the organization is located entirely in the hands of students millennial high potential. This group will shape the future landscape of success or failure of the program green culture. So considerable investment is absolutely necessary for the training and development as well as positive guidance related to green culture which can only be harvested at the times ahead.
  8. **Build Mentoring Program**  
Millennials want someone who is their role model. Give them a figure that will be appreciated and respected in implementing and running the program green culture. When Millennial trust authority, the mentoring program can be done as a way to connect them with the organization's program.
  9. **Develop Culture Feedback And Recognition**  
Millennial may have a confidence that high, but it does not mean they do not want to be better. Tell them about the achievement of their performance, as often as possible. This millennial group wants to learn, grow, and thrive. Unlike baby boomers are just waiting for an annual review. They want to get feedback (feedback) on a daily basis. Develop a culture of feedback and get used to the leaders and academics to be open, honest and direct in sharing their management style and philosophy.
- #### **4. CONCLUSION**
- Various activities are socialization, education and productive competition-related issues of green culture among schools; especially at the high school level belonging to the millennial generation, is one of the effective ways of cultural investment for the future generation. Deep understanding and awareness of the importance of youth in maintaining cleanliness, sustainability and balance of nature in ways that truly make a positive contribution to the progress and welfare of the nation in the future.
- This effort is not only the responsibility of the formal school, but also involves the active participation of all parents, educators (academics), the support of companies (CSR Program) and government policies in ways attractive, interactive and creative. The practice of green culture can continue to be encouraged by the school to which the student millennial can be realized through a variety of actions, among others: green planting (choose a good plant and how to plant good), green waste (care for the sorting and environmentally sound waste management ),

green energy (making solar panels, and conduct research and seek alternative renewable energy and environmentally friendly) and green water (make biopori that serves as a water catchment holes in order to cope with the flood).

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