

Environmental Sense of Gen Z in Online Communities: Exploring the Roles of Sharing Knowledge and Social Movement on Instagram

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Abstract. Although various studies have addressed environmental concerns, few studies use the cohort perspective to address them, mainly Gen Z online communities. The future of the earth is reflected in the awareness, thoughts, and actions of young people towards the environment. This article analyzes interaction, online community formation and examines knowledge sharing and social movement on Instagram among Gen Z in various countries. The online survey results revealed that Gen Z Instagram users (n = 258) interacted online to discuss environmental sustainability, SDGs, and the 'save the earth' campaign as a form of knowledge sharing and social movement. The research sample was taken from social media-based environmental care communities on Instagram with an age range between 19 to 29 years in various countries. The analysis was conducted empirically with descriptive statistics that describe Gen Z's attitudes, actions, and engagement in social movements. Research also shows the environmental sense among Gen Z regarding SDGs issues such as good health and well-being, poverty reduction, environmental sustainability, biodiversity conservation, and plastic litter oceans. Gen Z shows a relatively deep concern for the earth's future because they associate it with themselves and humans' future. Most of Gen Z show deep concern about the negative implications of a development that exploits nature, unbalanced ecosystems, and the human ignorance of environmental sustainability. The implication of this research is to provide recommendations for future research in a multidisciplinary manner, examining the need for Gen Z leadership in building sustainability development from one generation to the next.

Keywords: Environmental sense, Gen Z, Instagram, Online community, Sharing knowledge, Social movement

1 Introduction

The attention of citizens and leaders of countries to realize sustainable development is getting more intense. This is reflected in the shared awareness within the United Nations (UN) to place sustainable development as a goal in all countries. Even though this noble goal has faced challenges and resistance from several developed countries, the desire to realize the SDGs is powerful and becomes a global message to every generation.

UN conducts knowledge sharing to citizens of the world through global media, especially the internet. Meanwhile, each country's government conducts campaigns to switch to a development strategy that pays attention to sustainability. Economic development policies run in synergy with environmental protection and maintenance. This message must be understood

and practiced in everyday life by every citizen. Development and being environmentally friendly are the norms in government administration in various countries by involving the community. Implementation through economic development must be in line with human development and environmental sustainability. Environmental issues and the future of planet earth are significant in that the United Nations places the SDGs as an obligation that must be implemented in every country.

The context of the future of the earth must be associated with the younger generation. The youngest cohort, Gen Z, can be said to determine the future of the earth. Each generation has different characteristics and behavior, including Gen Z with distinctive characters and is different from the more senior generations. The issue of global warming due to the exploration of natural resources can be said to result from the senior generation's policies and actions. Therefore, the previous generation who exploits resources must pay attention to the future of the earth. Gen Z knowledge and experience are built through capacity building by senior generations who care about the environment. This research paper is important because it examines the sensitivity of Gen Z to eco-friendly issues. This article's discussion seeks to find a link between Gen Z's characteristics, values, current lifestyle, and future lifestyle. In the end, it is also a test for Gen Z environmental care and knowledge.

Environmental sense can be different in each generation because they have different experiences and situations with their environment. Many previous studies discuss sustainable development and environmental care. Likewise, they discuss the characteristics and roles of peer groups and their communities. However, there are scarce concerns relating to the role of a cohort to environmental sense. Therefore, this research article takes a position to fill in the gaps in Gen Z's attention to environmental sense.

Gen Z's expression and activities are offline and online. With a character that has a stronger relationship with the digital and online world, Gen Z works through social media to form a community, especially on Instagram. The concept of convergence culture by Jenkins mentions the four aspects of convergence - economic, technological, social, and cultural.

However, this research found one more aspect: digitally environmental, because concern for the environment must have a place as part of the youth's expression and visual culture. Leaver et al. [21] identify Instagram as a visual social media culture, while this article also highlights the consequences of shared perceptions of young people in global networks or global youth communicating online [16].

The Gen Z lifestyle is formed from the experiences of young people with seniors from different cohorts. Opinions, lifestyles, and experiences are formed from the habits of individuals influenced by the social groups in which they live their daily lives, such as in a family, school, and peer groups. However, lifestyle is also influenced by trends promoted by the media, especially online media and people's interactions through social media.

Gen Z's character and daily habits are reflected in social media such as on Instagram, Facebook, YouTube, Line, and Whatsapp. Gen Z interaction and communication demonstrates the socio-demographic group's attention to issues of interest. Gen Z's interactions and conversations about an issue arise from experiences and formal education in schools, colleges, and workplaces. Environmental issues are one of Gen Z's concerns by forming communities among peer groups for environmental concerns.

An online community may not be significant if it does not contain messages to form collective understanding and action in various countries. Therefore, expression and social movement became the focus of discussion by examining Gen Z's attention to eco-friendly awareness, thoughts, and actions [37]. Meanwhile, other elements, such as online interaction, community formation, and knowledge sharing [26], are also a concern in this research paper.

The movement of young people worldwide requires a political and social movement environment on Instagram [6]. In this article, the shortcomings of the above theories and concepts that can still be completed are answered in this article by linking the interconnected factors.

Classrooms no longer dominate education and experience sharing in formal environmental education but with social media such as Instagram-Facebook, or Google-YouTube. Young people seek and learn information, knowledge, and experiences of other individuals and socially through Internet conversations. Social media is a channel for sharing knowledge and experience. From the community sprang up the initiators and pioneers to make more tremendous efforts for their peer groups. Instagram is used as a channel to promote environmental care. Social ideas and movements were started and built through Instagram. Gen Z makes Instagram a worldwide communication channel where local communities can be reached into a global network.

This research article discusses several variables that were not considered by various previous studies, such as the characteristics of Gen Z associated with their awareness of sustainable development in general, the structure of the values they have as part of a community group. The attention of this article is focused on Gen Z's current lifestyle, their knowledge and experience sharing activities, and their experience of making Instagram a channel to sharpen social movements related to eco-friendliness, and finally, a commitment to Gen Z future of environmental care.

Gen Z character is essential to be studied as a basis for discussing their concern for the environment. In various works of literature, identified characters are present at each cohort layer. According to Eder [12], characters can be analyzed as artifacts, fictional forms, symbols, and symptoms. Real or fictional life can reflect the character of a group of people, as in movies and social media, so the movement of the four aspects of the character eventually becomes focused on one or more of these aspects. However, a survey is necessary as social media activities such as Instagram are not sufficient to show the character of Gen Z related to environmental care. The IG community is assumed to be a part of everyday life so that their conversations and interactions reflect Gen Z's daily life and characteristics.

Koulopoulos and Keldsen [20] mention that Gen Z characters are related to technology; they break generations, hyper connecting, slingshotting, shifting from affluence to influence, adapting the worlds as their classroom, and lifehacking.

This research article reveals the importance of values structure as one factor that determines how Gen Z has a perspective on themselves, their environment, and their commitments in the future. Schwartz's values theory has become a reference because it has been validated in many countries and is one of the most widely used models for describing value at the individual level. These concepts and theories distinguish between individualistic and collectivist values, which are united in several value dimensions. The two dimensions on the self-improvement vs self-transcendence axis organize values according to the degree to which they motivate people to follow their interests or surpass them for others' sake.

Furthermore, the other two dimensions on the openness to change vs. conservatism axis organize values according to the degree to which they motivate people to go in uncertain directions vs. to keep them safe [34][35].

This research paper also highlights current lifestyle factors that want to explore Gen Z's thoughts, actions, and behavior in everyday life in real terms. Lifestyle includes the spirit of learning about their environment, the future, their food consumption habits, shopping, use of transportation, use of leisure time, and their network of friends. Networking of friends in various activities is sharing knowledge and experience among Gen Z. Thus, the knowledge sharing factor is also considered as one of the variables in this research paper. The environmental sense

of Gen Z can finally be a whole in Gen Z's thinking and actions related to all environmental issues today and in the future as their form of commitment.

Compared to several previous studies, this research article focuses more on examining the environmental sense, which is very important to analyze the expression, actions, and commitments of Gen Z today and in the future. Therefore, the main research question is what determinant factors influence Gen Z's thought and action commitments to their environmental sustainability concern. This research article aims to examine Gen Z community, its values structure, current lifestyle, knowledge sharing, social movement, and environmental care.

2 Literature Review

2.1 Environmental Communication

The perspective of the communication discipline is used as the basis for discussing limited environmental issues in the Gen Z cohort's sociological-demographic community. It covers topics that focus on communication and human relations with the environment. The word environment reflects anthropocentric, or human-centered, cultural views of and relations with the living earth. Environmental communication focuses explicitly on the way people interact and communicate about the natural both during regular and human-caused environmental crises. The emphasis is on understanding and articulating environmental copresence, as explained by Milstein [27] who mentions the essence of environmental communication in mediating human-nature relations.

2.2 Cohort and Identity

The cohort concept was first put forward by Ryder [32], who analyzed social change based on age groups. According to him, this sociology-demographic approach provides opportunities for social transformation. Each birth group derives coherence and continuity from its constituents' specific development and its persistent macro analytic features. Peer groups or demographic groups are formed from the environment when they grow, up from children, adolescents to young adults, including experiences, technology environment, and formal education. Generations experience a peer group socialization process, formed by unique or most memorable historical experiences when they grow up. According to Ryder [32], the young adult cohort stands out in a significant social event such as war, revolution, immigration, urbanization, and technological change because peer groups are used to achieve structural transformation. The cohort manifests the consequences in ways that are typical for social change and group identification.

Furthermore, identity is defined as an image of cultural, social, relational, and individual self-conception, and a combined identity which has implications for group membership, interpersonal, and individual self-reflection. Apart from that, identity is also considered as a colorful kaleidoscope with stable and dynamic characteristics. The communication studies view identity as both a challenge and a benefit to understanding how individuals define themselves and how others define them for various reasons. Interaction and communication occur with other people of different cultures as part of interpersonal interactions.

Cho, Bonn, and Han [7] were also interested in researching generation Z's sustainable volunteering by placing the variables of motivation, attitudes, and job performance related to

this concern. According to him, four Gen Z motives such as "values," "career," "learning," and "self-esteem" significantly influence attitudes. Moreover, the 'social' motive had no significant effect on their attitudes towards volunteerism. As a comparison, Gen Y or Millennials are cohorts one level above Gen Z, who also have concern for the environment. Johnson [19] analyzed Gen Y's lifestyles and environmental concerns when choosing products related to the environment. However, millennials show a lack of support for future preventive measures [15].

Regarding identity and values, Scholz and Rennig [33] provide insight into the feelings and values of Gen Z, which are grouped into five values such as 1) less concerned for others, 2) more selfish than previous generations, 3) less tolerant, 4) less traditional, and 5) stability of relationships is less important. This dimension is considered in understanding Gen Z characters in association with environmentally friendly issues.

2.3 Gen Z and Social Movement

Gen Z and social movements are inseparable, as do other senior cohorts in different contexts. Gen Z has an environmental care social movement, especially since Greta Thunberg started protesting against climate policy in Sweden in August 2018. Demonstrations were forms of protest to the senior generation, which controls the policy throughout the world, causing public discourse global impact of Gen Z's specific involvement in their opinions and actions on climate change. Global social movement news gained sympathy and followers and became trending on social media. Many young people around the world have accepted Thunberg's social movement to care for the environment by joining in climate protests such as the Fridays For Future (FFF) movement on March 15, 2019, where more than 1.6 million people from 133 countries took climate action on streets in protest against the thoughts and policies of their senior generation [3].

The cohort characteristics, on the other hand, are reflected in their consumer behavior. In this context, there have been many previous studies that only discuss from the consumer side but rarely discuss it from social movements. Courtney's [9] study of Gen Z's environmental concerns and its effects was on their purchasing behavior. The findings of Dabija, Chebeň, and Lančarič [11] showed that Millennial and Generation X consumers in Romania and Slovakia believe that international clothing, footwear, and sportswear retailers are less concerned about environmentally responsible behavior and the need to sell environmentally friendly products. Older cohorts like the Baby Boomers are more sensitive to these aspects and choose retailers carefully according to their environment.

However, Gen Z considers personal values as in natural beauty products; personal values drive their intention to buy. Ahmad [2] explain that currently, Gen Z consumers are one of the most persuasive market segments because this age group has digital-savvy characteristics, and they are easily identified through their preferences, choices, views, tendencies, and unique behaviors.

2.4 Environmental Sense

Knowledge and experience regarding environmental concerns and the earth's future are sources of Gen Z's sensitivity when dealing with environmental damage and pollution issues. Modern life in urban and suburban areas and traditional life in rural areas both shape the experience and knowledge of dealing with nature and human health directly and indirectly.

Gen Z sense is then expressed in online communities and in their peer group chats and responses to events on the ground or through the media. Even opinions are embodied in a social

movement that is developed online on Instagram. Tadaki et al[39] put forward making sense of environmental values as a priority concept that provides a way to describe individual priorities for a wider population.

2.5 Gen Z in Online Communities

The concept of community is about people who live together geographically. However, another sharper meaning is a term of reference for a discrete set of people who share a culturally marked identity. Tracy explains the concept of community from the second definition above, which refers to groups that have been marginalized or stigmatized by the broader community in several ways. In comparison, an online community is a group of people who have the same interests or activities, opinions, and thoughts on issues such as attention to avoiding environmental damage, anti-pollution, and overall environmental care.

Gen Z can be identified with Instagram users because in its era, Instagram emerged and grew expansively, as Facebook was identified with its senior cohorts such as Millennials and Gen X. Various studies on the Instagram community discuss Gen Z's behavior as consumers and active content fillers. Jacobsen and Barnes [17] discuss the online life and behavior of Gen Z as consumers on social media, especially Instagram, that "made them do it."

2.6 Sharing Knowledge

Knowledge is always related to one's experience. In a formal sense, knowledge is always seen as one of the primary strategic resources that can produce a long-term sustainable competitive advantage [13]. So, knowledge is identical to a person, group, or organization's ability to understand and act effectively on a problem. Knowledge can be obtained from one's own experience or the experience of others and after going through the

institutionalization process, which becomes a resource for everyone to practice it and re-test it continuously.

Sharing knowledge is the transfer or exchange of experience and knowledge from one individual to another. Sharing itself is a process that involves interpersonal, group, organization, or a community [1]. Furthermore, Ma and Chan have defined knowledge sharing as "communication of knowledge from sources in such a way that it is learned and applied by the recipient". The experience becomes knowledge in the form of "providing information tasks and knowledge to help others and to collaborate with others to solve problems, develop new ideas, or implement policies and procedures." A suitable and inexpensive medium for sharing knowledge is social media, and for Gen Z the preferred social media is Instagram. With Instagram, Gen Z activities make it an effective channel of knowledge sharing to convey ideas, actions, promotions, invitations, campaigns, and even social movements.

2.7 Social Movement

The definition of social movement is related to social psychology which studies a group of people's collective behavior. American Sociology describes it as a whole spectrum of behavioral types from panic to fashion changes, from crowd behavior to revolution. Much empirical research on the various ways people behave in groups has developed and supports such theories. The study of collective behavior is thus a mandatory point of reference; but, at the same time, they point to the limitations of an approach that finds the key to the explanation

of behavior in the beliefs of actors and which, above all, places phenomena at the same level whose structural significance varies greatly, for example in panic and revolution.

Repetitive actions by people who have the same characteristics or collective behavior is defined by Melluci as an ensemble of various types of conflict-based behavior in a social system. Collective action implies a struggle between two actors for the appropriation and orientation of social values and resources, each of which is characterized by some solidarity. This general definition denotes first-order collective action. To be complete, it requires a second condition, which also determines the second level of collective action.

Collective action also includes all types of behavior that violate the institutionalized norms of social roles, go beyond the political system's rules, and attack the structure of class relations in society.

3 Method

3.1 Survey Research

Survey research is conducted directly and via a google form. This study population was young people aged 15 to 25 years in several universities and high schools through a direct online survey [38]. Because the population is spread across the Greater Jakarta metropolitan area, the population size is unknown. Therefore, the number of samples is taken purposively for the age of respondents. The number of samples in this study was 258 persons, with the distribution in urban and suburban areas. Sampling was purposive because the Gen Z age group (15-25 years) tends to have homogeneous characteristics [10]. Forty-seventh percent of respondents were female and 53 percent male, 21 percent aged 15-17 years, 27 percent aged 18-20 years, 33 percent aged 21-23 years, and 19 percent aged 24-26 years.

3.2 Measures

Several variables in this study adopt measurement elements from the character inventory Luby et al [24] to understand the character of Gen Z and relate it to environmental issues in their experiences, knowledge, and actions. Specifically, several elements concerning the current values of Gen Z, Maloni [25] were also adopted to understand their attitude and behavior as part of a lifestyle.

Furthermore, constructs for understanding interaction activities to exchange ideas, discussion, and efforts to build shared perceptions are adopted from knowledge sharing [31]. Likewise, the dynamics that occur with the same opinion and determination to think about the future of the earth are adopted and become the social movement elements [42] that allow the community movement to care about the environment. Elements of the environmental care dimension [40] were eventually adopted to determine Gen Z's commitment to the Future Eco-Friendly [41]. All dimensions were constructed for a coherent and well-organized questionnaire and were formulated with useful sentences that were easy for the participants to understand.

3.3 Path Analysis

Path Analysis is a statistical technique that allows users to investigate patterns of effect within a system of variables [23]. It is one of the general linear models that examine the impact of a set of predictor variables on multiple dependent variables. Path analysis is similar to

multiple regression in that the effect of multiple predictors on a criterion variable can be assessed. However, it differs from multiple regression in that two or more criterion variables can be examined at the same time.

Figure 1 illustrates the factors that we test in a course or path by examining each variable. We started with the Gen Z IG Community, which reflects their familiar character whether there is any impact on Values and Current Lifestyle. Furthermore, the two factors were tested whether they impacted Sharing Knowledge on Instagram, which in the end they had the spirit to carry out Social Movements in the environmental sector, which showed Gen Z's concern about the earth's future or Environmental Care. The impact of a set of predictor variables (IG habit and Community activities, Values, Lifestyle) on multiple dependent variables (includes Sharing Knowledge, Social Movement, and Environmental Care). Figure 1 show the Path Analysis of Research Framework.

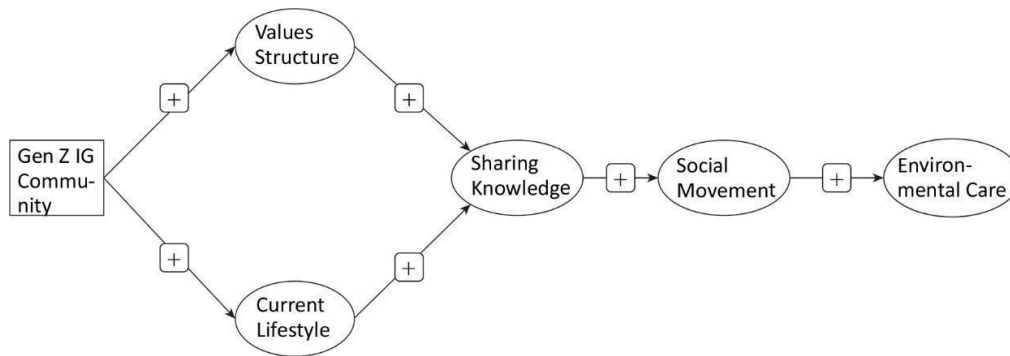


Fig. 1. Path Analysis of Research Framework

4 Result and Discussion

4.1 Sustainable Development

Most of the respondents (71 percent) understand sustainable development in nature utilization for the human benefit economic growth. Gen Z also understands the details of various concepts or terms related to sustainable development as a demand trend in the human lifestyle, and it shows that the environmental sense among Gen Z is relatively high. Gen Z has also understood several derived concepts related to SDG issues such as good health and well-being, poverty reduction, environmental sustainability, biodiversity conservation, and plastic litter in the oceans.

This research generally found several things in the various factors analyzed, such as "Save the Earth", a more popular concept in their interactions and expressions of sustainable development that is understood by the younger generation on Instagram. Gen Z is environmentally friendly and has a relatively deep concern for the future of the earth because they associate it with themselves and the humanity's future. Campaigns on social media are a place to exchange information and knowledge with fellow Gen Z and their senior cohorts.

The results of the IG Community variable show that among several types of social media that are identified for them, IG is Gen Z's preference in interaction and expression.

Gen Z has values built from its seniors, the technology environment, and embedded interactivity with peer groups. Values dimension based on cohort concern becomes the value structure that influences Gen Z to communicate knowledge sharing among its peers and even across generations. Gen Z's daily lives reflect the path for a future goal. Likewise, Current Lifestyle also influences Gen Z to share experience and knowledge with fellow Gen Z and their communities. The lifestyle of young people has changed compared to their seniors because they care more about the environment. They obtain their knowledge and lifestyle from the retailing industry, campaigns on Instagram, and school materials. Environmentally friendly is one of the Gen Z lifestyle identities because most of Gen Z show deep concern about the negative implications of a development that exploits nature, unbalanced ecosystems, and the human ignorance of environmental sustainability.

4.2 IG Community

Many communities appear on social media such as Instagram, including Gen Z. The community makes Instagram the base or the main “home” where they interact with their peer group. IG is Gen Z's preferred social media for daily activities. Often, their offline and online activities are not differentiated because everything is shared on live streaming or delayed content on YouTube and Facebook. YouTube content and live streaming are options and are always shared through IG and discussed by the community.

The community builds cognition, affection, action, and behavior on an issue that develops in society or follows conversation trends in the world. The eco-friendly issue and its shared experiences have been discussed and are continuously maintained. Environmental care continues to be discussed and practiced by peer groups because of Gen Z cohesiveness within the community.

4.3 Values Structure

Table 1. Means, Standard Deviations, and Zero-Order Correlations in Path Analysis

| Variable | <i>M</i> | <i>SD</i> | IGC | VST | CLF | SKL | SMV | EVC |
|----------|----------|-----------|--------|--------|--------|--------|--------|-----|
| IGC | 5.9 | 2.2 | — | | | | | |
| VST | 13.1 | 6.9 | .10* | — | | | | |
| CLF | 61.2 | 18.7 | .17** | .76*** | — | | | |
| SKL | 53.2 | 18.9 | .22** | .52*** | .41*** | — | | |
| SMV | 37.9 | 13.2 | .52*** | .47*** | .38*** | .51*** | — | |
| EVC | 81.7 | 11.9 | .59*** | .87*** | .78*** | .67*** | .78*** | — |

Note: IGC = Gen Z IG habits; VST = Values Structure; CLF = Current Lifestyle; SKL = Sharing Knowledge; SMV = Social Movement; EVC = Environmental Care

* $p < 0.05$ ** $p < 0.01$ *** $p < 0.0001$

Each generation's value structure is formed from experiences with families, peer groups, schools, communities, and the media. Gen Z derives knowledge from the same sources as its senior generation. Habits and discipline taught by families and schools, in particular, make Gen Z has a consistent attitude to always care about environmental issues. Some of the values structure's elementary habits are awareness of reducing pollution and preserving nature, giving the message that people care about reducing waste, and desire to have fun in beautiful and sustainable nature. These statements significantly became the structure of the values for Gen Z's

thoughts, actions, and behavior. In table 1 shows that several factors or variables under study are examined for their correlation with one another as shown in the previous Figure 1.

4.4 Discussion

These results are compared with various previous studies, and the findings are discussed. In several previous studies, there was a mutual confirming finding. Among other things, the results of this research are in line with the findings of Niaura [28] who used the theory of planned behavior to investigate the determinants of environmental behavior among youth. In addition, the findings of this research also support previous research by Blythe & Harré [5] which focuses on inspiring youth sustainability leadership, in which Gen Z acts as the leader.

This study's findings also reinforce the interrelated concept of environmental concerns such as the factors of lifestyles, mobility-related attitudes, and young adults' adoption of technology as researched by Circella et al. [8] which explored the impact of various factors, including personal attitudes and preferences (e.g., regarding travel, technology adoption, adoption of alternative fuel vehicles, social, economic, and environmental issues), lifestyle, urban forms, individual living arrangements, peer influence, and online social networks.

The Gen Z lifestyle that considers consuming an environmentally friendly product has similarities with Millennials. The differences are in that Gen Z is more accustomed to being concerned due to the increasing trends driven by local government policies such as on the retail industry. This study is in line with the findings of Öz et al. [30], discussing consumer attitudes toward genetically modified food in the United States. Likewise, the findings of Liobikienė et al. [22] previously suggested that policymakers should use different tools that promote eco-friendly purchasing behavior among young people.

Mutual confirming finding between the results of this study and previous research is more in environmentally friendly product consumption practices. However, current lifestyle practices are also seen as a form of Gen Z's commitment to eco-friendliness. Song et al. [36] found a relatively similar finding by exploring the theoretical relationship between product attributes and environmental awareness in the context of green marketing to Gen Z consumers in China. The findings of this research are also in line with Yu et al. [43] in Taiwan, who examined the pro-environmental behavioral Gen Z intention towards green products in the fight against climate change. Likewise, Genoveva and Syahrivar [14], despite researching Millennials, found a green lifestyle among Indonesian millennials in a comparative study between Asia and Europe.

Although there are differences in the findings of this research regarding social movement for environmental concerns, the recommendation regarding the need for volunteer groups to drive environmental care activities is a mutually confirming finding. Binder and Blankenberg [4] show that environmental awareness also leads to an increased tendency to volunteer and that volunteering is positively associated with well-being, but only for those who care deeply about the environment. The findings of this study are consistent with the Jerome et al. [18] recommendations who stated the importance of re-defining the characteristics of environmental volunteering. Because one way to involve the community with green infrastructure is as an environmental volunteer, this research also confirms Ojedokun's findings [29] that personality traits of openness and agreeableness were more related with eco-initiatives and eco-helping.

The results of this study get a different place compared to various previous studies. The new finding in this research provides insight into the importance of capacity building in young cohorts for environmental care. This research enriches previous findings by exploring aspects of eco-psychology and eco-sociology to formulate a youth commitment, especially Gen Z, to a future development that pays attention to preserving resources and green earth.

5 Conclusion

Based on the findings above, we conclude several essential points; first, the Environmental Sense of Gen Z is reflected in their current lifestyle, values, and character as their identity. Second, Instagram is Gen Z's preference to reflect their thoughts and actions in paying attention to the environment by forming communities. Third, there is a significant influence between Values and Lifestyle on Sharing knowledge on Instagram social media, and fourth, there is a significant influence between Values and Lifestyle on Knowledge Sharing, Eco-Friendly Social Movement, and Environmental Care among Gen Z through Instagram.

The implication of this research is to provide recommendations for future research in a multidisciplinary manner, examining the need for Gen Z leadership in building sustainability development from one generation to the next.

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