



HOW TO GREEN PRODUCT AND ETHICAL LIVING FOR ZILENIAL GENERATION LADYNABILITY IN SURABAYA CITY?

Nur Jannah¹, Yurilla Endah Muliatie²

Universitas Wijaya Putra Surabaya^{1,2}

nurjannah@uwp.ac.id, yurillaendah@uwp.ac.id

ABSTRACT

The purpose of this study was to analyze green products, ethical living of sanitary napkins for the zillennial generation and the impact of using sanitary napkins when women of the zilenil generation buy environmentally friendly products. A descriptive qualitative research approach using the case study method. Data collection techniques through interviews, observation and documentation using 3 informants. Based on the results of the research, it shows that not all Green products in sanitary napkins in the era of the Zillennial generation can be consumed and Ethical living in the life of the Zillennial Generation is still lacking and there is a need for education about environmental hazards, good green products will provide good environmental value . The application of green products and also green marketing in running a business has proven to have an impact on competitive advantage and also on the surrounding business environment. With so many sanitary napkin products, it is hoped that Zillennials will be more aware of, health and the surrounding environment are maintained and it is time for business people to produce green products and implement promotions among Zillennials in stages.

Keywords: Green Product, Ethical Living, Zillennial Generation.

A. INTRODUCTION

Sanitary napkin waste, as is known, is often thrown into ponds, rivers and lakes, polluting the water and its ecosystem, and if it is disposed of in the open, it can clog waterways and contaminate the soil. The amount of waste in Indonesia in 2020 reached 67.8 million tons and among them besides sanitary napkins, there was also plastic waste, which reached 7.2 tons. Likewise, the limited capacity of landfills is inversely proportional to the amount of waste that has increased from year to year. Problems such as understanding professional ethics used by their own disciplines, ethical issues in economics and relationships with products, with student case studies discussing a need for society Gomez, Taboada, & Espiritu, (2013), therefore we can start doing ethical Living as a lifestyle to be able to contribute to the environment Ceppa, (2014). The shift in consumption habits from traditional products to relatively expensive green products is the result of an ethical decision-making process that is guided by moral principles and values. Ethical obligation refers to individuals to understand an environmentally friendly product, therefore it becomes interesting to investigate how a person's tendency to comply with ethical principles affects their intention to buy environmentally friendly products Kumar et al., (2023). Modernization has changed people's lifestyle towards fast, easy and practical consumption. Women have needs that must be met by a product when experiencing the menstrual phase, the product is commonly referred to as sanitary napkins, so this increases business opportunities in the sanitary napkin industry, especially green products. As a result, industry competition is increasing rapidly. For now, not all of Gen Z use green products and ethical living. Therefore, researchers conducted an analysis of green products and ethical living with sanitary napkins for Gen Z.

B. LITERATURE REVIEW

Green Products

Bagheri (2013: 2) in his research stated that "Green product protects and develops the environment by maintaining energy and eliminating pollution and wastage. In other words,

green product harms the environment less (and its achievements include the processes of repairing, renovation, reproduction and recycling of materials” Green products protect and develop the environment by preserving energy and eliminating pollution and waste. In other words, green products do less harm to the environment (and the achievements include repair, renovation, reproduction, and recycling of materials). In Research Kumar et al., (Kumar et al., 2023) The green products are manufactured taking into consideration the environmental effects in mind. The consumers, marketers and the government are conscious of environmental degradation. Green products are helpful in reducing the negative impacts on the environment Lewis, (2012). It helps the environment by maintaining the bio-diversity and ecological balance Green products are produced with environmental impact in mind. Consumers, marketers and governments are aware of environmental degradation. Green products are very helpful in reducing the negative impact on the environment. It helps the environment by maintaining biodiversity and ecological balance. (Hidayah et al., 2023)

From the definition above, the authors can conclude that a green product is a product that can be safe when consumed and after use or consumption the result of the waste is not too much and allows it to be recycled and does not have a negative impact on the surrounding environment, so that consumers feel safe and comfortable when consuming green products, or also a way to reduce the effects that have the potential to pollute the environment both in the process of production, distribution and consumption. This can be attributed to raw materials that can be recycled and will not produce toxins that are harmful to the surrounding environment. Consumer awareness for this environmentally friendly product must be closely watched by current consumers where the level of consumerism is increasing and therefore green champagne is needed to support a better ecosystem, many companies only care about their products without thinking about the impact on the environment.

Ethical Living

Environmental Ethics is a field of study that discusses human ethical obligations to the environment. Environmental Ethics considers that the environment has an intrinsic value that must be protected and preserved. Ethical principles such as fairness, responsibility and equality are used as a guide in considering and fighting for environmental sustainability. In the context of contemporary life, Environmental Ethics can be used as a guide in making decisions and actions that fight for environmental sustainability (Tumanggor, 2021). Articles written by Gomez et al., (Gomez et al., 2013) discuss environmental ethics and its application in education from an axiological perspective. This article discusses one important aspect of ethics, namely environmental ethics. In the article, the author argues that education must have an important role in promoting environmental ethics, by introducing axiological values that can shape the character of students to become individuals who care and are responsible for the environment. This article also explores the principles of environmental ethics such as the connectedness between humans and the environment, the need for environmental justice, and individual moral responsibility towards the environment. Likewise, A. Sonny Keraf in his book "Environmental Ethics" reminds us that environmental problems are human moral issues or human behavior. Furthermore, Sonny Keraf in Utomo et al., (2023) explained that: Environmental ethics does not only talk about human behavior towards nature, but also about the relationship between all life in the universe, namely between humans and humans who have an impact on nature and between humans and other living things or with nature as a whole. Ethical living is a concept that captures environmental issues in Indonesia and consumer interest in environmentally friendly and green products. By aiming to contribute directly to realizing the goals of sustainable development, by implementing "small kindnesses" that can easily contribute to life, and taking new steps from small things by utilizing the latest technology.

Zillennial Generation

The trend for sustainable lifestyles is growing in Indonesia, especially among millennials and generation Z. A number of studies show that there is an increase in awareness of environmental issues as reflected in how they consider the impact of the products or services they will buy on the environment. Experts state that Gen Z has very different traits and characteristics from previous generations. This generation is labeled as a generation that has minimal boundaries (boundary-less generation). Ryan Jenkins (2017) in his article entitled "Four Reasons Generation Z will be the Most Different Generation" for example states that Gen Z has different expectations, preferences, and work perspectives and is considered challenging for the organization. Gen Z characters are more diverse, global in nature, and have an influence on the culture and attitudes of most people. One thing that stands out, Gen Z is able to take advantage of technological changes in various aspects of their lives. The technology they use is as natural as they breathe. Article by Bruce Tulgan and RainmakerThinking, Inc. entitled "Meet Generation Z: The Second Generation within The Giant Millennial Cohort" which is based on longitudinal research from 2003 to 2013, found five main characteristics of Gen Z that differentiated them from previous generations. First, social media is a picture of the future of this generation. Gen Z is a generation that has never known the world and is completely alienated from the existence of other people. Social media negates that one cannot talk to anyone, anywhere and anytime. Social media is a bridge over alienation, because everyone can connect, communicate, and interact. This relates to Pratama, Sakti, & Listiadi, (Pratama, Sakti, & Listiadi, 2022) the second characteristic, that Gen Z's connectedness to other people is the most important thing. Third, the skills gap is possible in this generation. This is why efforts to transfer skills from previous generations such as interpersonal communication, work culture, technical skills and critical thinking must be carried out intensively. Fourth, the ease with which Gen Z explores and connects with many people in various places virtually through an internet connection, causes their experience to explore geographically to be limited. Even so, the ease with which they connect with many people from various parts of the world causes Gen Z to have a global mindset. Lastly, this generation's openness in accepting various views and mindsets, causes them to easily accept diversity and different views on things. However, the aftermath, Gen Z found it difficult to define themselves. Self-identities that are formed often change based on various things that influence their thinking and behaving towards something.

C. RESEARCH METHOD

This study uses a qualitative method that seeks to use the phenomenon under study based on green products, ethical living in sanitary napkin products. Data collection techniques Arifin, Pratama, & Utomo, (2023) used interviews, documentation, observation and literature studies for in-depth analysis to find out how much the millennial generation cares about green sanitary napkin products, in terms of using natural sanitary napkins to help reduce the risk of environmental waste. The focus of research on the millennial generation is that there are still many who have not used it in the city of Surabaya. The data analysis technique used in this study is data reduction (data filtering/sorting), data display (data presentation), data verification (data validity/correctness testing). Data analysis in this study is inductive in nature (specific conclusions become general), namely efforts made by researchers to be able to obtain relevant conclusions through thoughts and abstractions used in detail by researchers. This is based on trying to explore and observe the symptoms of social behavior in the company's organizational environment, then interpret this phenomenon through the use of the theories used. Drawing conclusions on the interpretation of answers will be analyzed descriptively which is tentative/indeterminate in nature, always repeated because at any time the current

conclusions cannot be absolutely consistent, but adjust to empirical conditions when the research is conducted. The essence of qualitative conclusions will be made from the results of qualitative data analysis intended to understand complex social reality phenomena. (Sugiyono, 2017)

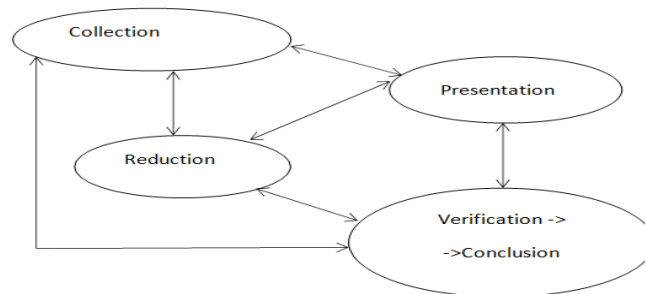


Figure 1. Framework Research Model

D. RESEARCH AND DISCUSSION RESULT

The data to be used in this study are 3 informants as follows: 1. Dwi F/20 year old student domicile in Surabaya, the informant has used environmentally friendly sanitary products even though they are constrained by high prices 2. Farah/21 year old student domicile in Surabaya, the informant has never used environmentally friendly sanitary products 3. Tamara/23 year old student domiciled in Surabaya, the informant has never used environmentally friendly sanitary products, but knows the benefits of environmentally friendly products.

Green Product Interpretation

In Ridwan's research (2018: 82) argued that green products are environmentally sound products that are designed and processed in a way to reduce the effects that can pollute the environment, both in production, distribution and consumption. The proximity of green products and green consumerism explains that consumers who care about the environment make purchasing decisions to meet their needs. In Azad's research (2014: 27) The green products are manufactured taking into consideration the government are conscious of environmental degradation. Green products are helpful in reducing the negative impact on the environment (Widawati & Arifin, 2021). It helps the environment by maintaining the biodiversity and ecological balance. Green products are manufactured with environmental impact in mind. Consumers, marketers and governments are aware of environmental degradation. Green products are very helpful in reducing the negative impact on the environment. And can help the biological and ecological balance. From the definition above, the authors conclude that a green product is a product that is safe when consumed and after use or consumption, the waste is not too much and it is possible that it can also be recycled and does not have a negative impact on the surrounding environment, so that consumers feel safe and comfortable when consuming it/ using green products or ways to reduce the effects that can potentially pollute the environment both in a production process. In this case it can be attributed to the use of raw materials that can be recycled and will not provide toxic substances that are harmful to the surrounding environment. Consumer awareness, Surjanti, Soesatyo, & Wibawa, (2019) especially the Millennial Generation for environmentally friendly products, must be observed by consumers of the millennial generation where the level of consumerism is increasing, green champagne is needed to support a better ecosystem, many companies only care about their products without thinking about the impact on the environment. Green Products really help save energy to maintain and enhance natural environmental resources or reduce the use of

toxic substances, pollution and waste. And the green product itself has several characteristics including the following: 1) Product does not contain toxic; 2) Product is more durable; 3) Product uses raw materials that can be recycled; 4) Product does not use materials that can damage the environment; 5) Does not involve materials that can damage the environment; 6) As long as use does not damage the environment 7. Uses simple packaging; 8) Does no harm to human and animal health; 9) Does not consume a lot of energy and other resources during processing, use and sale; 10) Does not produce useless waste due to packaging in a short period of time. Millennials who are aware of environmentally friendly products and care about their environment tend to choose products that are harmless, both to themselves and the environment, however, a person always has needs that must be met, but on the other hand, millennial generations must be able to choose critically about sanitary napkin products that are will be consumed where there is a selection process for products in circulation. The existence of environmentally sound products is the answer for the millennial generation who have started to have awareness of the environment and increase consumer confidence and awareness of environmental concerns, therefore a green brand will influence purchasing decisions. Millennials who understand green products will choose eco-friendly sanitary napkin products because they understand the impact it will have on women's health and the process of waste from using sanitary napkins.

Ethical Living Interpretation

Environmental Ethics does not only talk about human behavior towards the environment but also about the relationship between all life in the universe, namely between humans and humans who have an impact on nature and between humans and other living things as a whole. Please note that the damage is not a technical problem but the environmental crisis is a human moral crisis. So that environmental ethics is used as a way to change human views and behavior towards the environment. (Hidayah et al., 2023)

There are several theories that are known to look at the relationship between humans and nature, including the theories of anthropocentrism, biocentrism and ecocentrism. These three theories have different perspectives on humans and nature as well as the relationship between humans and nature. Atropocentrism explains that ethics only applies to the human community, ethics in this school views humans as having more value and nature is only seen as an object so that the position and moral values of the environment are centered on humans (human central ethics) resulting in humans being anthropocentric which in turn results in to overexploitation of the environment. The new environmental ethics, biocentrism ethics and ecocentrism ethics emerged to respond to the previous ethical paradigms. Bicentrism ethics has the view that every life and living creature has a valuable value in itself so that in the end the life of this universe will be respected as humans respect the social system contained in their lives. Meanwhile, ecocentrism ethics has a fairly broad view, meaning that this ethics applies to all components of the environment, both living and dead. According to the Indonesian Ministry of Maritime Affairs and Fisheries, Indonesia is said to be the country with the second largest marine plastic waste in the world, on the other hand according to a McKinsey report, more than 60% of consumers in Indonesia are willing to pay additional fees for environmentally friendly brands, where the trend is higher than other countries in the region. Asia-Pacific. This applies to young people, especially the Millennial Generation, that's why many green products, especially sanitary napkins, already use the concept of being healthy and environmentally friendly.

E. CONCLUSION AND SUGGESTIONS

The application of green products and also green marketing in running a business has proven to have an impact on competitive advantage and also on the surrounding business

environment. Where the green product in sanitary napkins in the era of the millennial generation is not yet consumed by everyone. And ethical living in the life of the Millennial Generation is currently still lacking and there is a need for knowledge education about environmental hazards, good green products will provide good environmental values, of course, supported by ethical living of the Millennial Generation. This means that in the current era with many sanitary napkin products, it is hoped that the millennial generation will be more aware of health and the surrounding environment and it is time for business people to produce green products and implement promotions among millennials in stages. There is a need for green product businessmen to grow more and more, bearing in mind that sanitary napkins containing Bio-Material are very rare. Therefore, the concept of ethical living among millennials regarding the need for sanitary napkins is urgently needed.

F. REFERENCES

- Arifin, S., Pratama, D. P. A., & Utomo, P. (2023). *Pengantar Statistika: Teori dan Metode Ekonomi Terapan*. Surabaya: Cv. Pena Jaya Pers.
- Ceppa, C. (2014). Spreading The Culture Of A Sustainable Manufacturing Of Eco-Fashion Products. Focus On International Brands That Make The Synergy Between Fashion Design And Sustainability Their Success. *Applied Mechanics And Materials*, 496–500, 2692–2696. <https://doi.org/10.4028/www.scientific.net/AMM.496-500.2692>
- Gomez, C., Taboada, H. A., & Espiritu, J. F. (2013). To Be Green Or Not To Be Green? Ethical Tools For Sustainability Engineering. *Asee Annual Conference And Exposition, Conference Proceedings*, 1–12. <https://doi.org/10.18260/1-2--22636>
- Hidayah, N., Arifin, S., Pratama, D. P. A., Kurniawati, Dominggus, T. B., Suprpto, A. A., & Nurcahyanti, A. (2023). Community Empowerment Through Optimizing Local Wisdom As A Support For The Value Of Economic Life. *Tgo Journal Of Community Development*, 1(2), 30–38. <https://doi.org/https://doi.org/10.56070/Jcd.V1i2.35>
- Kumar, R., Kumar, K., Singh, R., Sá, J. C., Carvalho, S., & Santos, G. (2023). Modeling Environmentally Conscious Purchase Behavior: Examining The Role Of Ethical Obligation And Green Self-Identity. *Sustainability (Switzerland)*, 15(8), 1–16. <https://doi.org/10.3390/Su15086426>
- Lewis, T. (2012). “There Grows The Neighbourhood”: Green Citizenship, Creativity And Life Politics On Eco-Tv. *International Journal Of Cultural Studies*, 15(3), 315–326. <https://doi.org/10.1177/1367877911433753>
- Pratama, D. P. A., Sakti, N. C., & Listiadi, A. (2022). Pengembangan Media Pembelajaran Interaktif Berbasis Mind Mapping Pada Era Pembelajaran Jarak Jauh. *Jurnal Pendidikan Ekonomi Undiksha*, 14(1), 146–159.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, Dan R&D* (25th Ed.). Bandung : Alfabeta.
- Surjanti, J., Soesatyo, Y., & Wibawa, S. C. (2019). Tra (Theory Of Reasoned Action) Model Of Sustainable Behavioral Intentions In Culinary Smes In Surabaya. *Quality Festival 2019*, 273–284.
- Utomo, P., Nuryadi, Arifin, S., Anisa, N. A., Pratama, D. P. A., Widyaningsih, S., & Sari, D. S. (2023). Pemberdayaan Masyarakat Melalui Pengenalan Tanaman Obat Dan Pentingnya Kebersihan Lingkungan Di Desa Sidojungkung Kabupaten Gresik. *Service Learning: Jurnal Pengabdian Kepada Masyarakat (Sljpkm)*, 2(1), 48–59.
- Widawati, E., & Arifin, S. (2021). Equity Crowdfunding As Msme Financing Alternative To Improve Business Competitiveness In The Time Of Covid-19 (Case Study In Pak Min Chicken Sop). *International Journal Of Global Accounting, Management, Education, And Entrepreneurship*, 1(2), 155–162.