

# **Solution from Lack of SDGs' Knowledge for Indonesians**

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## **Abstract :**

From the research results, as many as 42% of students in Indonesia do not know about the SDGs. SDGs are a collection of seventeen interlinked objectives designed to serve as a "shared blueprint for peace and prosperity for people and the planet, now and into the future", which emphasize the interconnected environmental, social and economic aspects of sustainable development by putting sustainability at their center.

As a representative of the educated community in Indonesia, the student's ignorance rate is quite high and apprehensive. Another research said, if the implementation of the SDG program is carried out by only one sector, it is almost certain that the SDG program will not be achieved until 2030.

Therefore, there is a need of research through study-literature and aims to find solution for how Indonesians, who are known as the world's fourth largest population can know about SDGs and if the knowledge about SDGs can be captured by most Indonesian people, then programs SDGs are certainly easier to implement, because knowledge, that is disseminated from a human point of view can be more easily understood by other humans and easier to implement, and vice versa.

From the results of the literature study, the solution to this problem can be carried out by using the dissemination of SDG information through Tiktok, so knowing the meaning of SDG can support the smooth running of the implemented SDG programs.

Keywords : SDG, Tiktok, Solution, Indonesia.

## **Introduction :**

The SDGs, which have been launched since 2015, are apparently not understood by many Indonesian people, as stated in the results of research by Novieastari et al. (2022) that 42% of Indonesian students do not know about the SDGs, although 76.8% have good knowledge about the SDGs and 73.9% have a positive perception of the SDGs.

In Indonesia, students at universities are considered as representatives of the educated people and the acquisition of 42% is not a small number, because the number of students at

tertiary institutions in Indonesia is estimated at 3.38 million people (Statica<sup>2</sup>, 2023). In other words, out of 3.38 million students, around 1.4 million students do not understand what SDGs are.

Therefore, it is necessary to conduct research to what extent research on SDGs has been carried out in Indonesia and what steps need to be taken to improve it. From this research, it will be known what solutions to open up insights about SDGs for almost all Indonesian people are possible given that the total population that knows the internet is 204.7 million (Statica, 2023).

### **Methodology:**

This research was carried out by mean of a literature study, namely a study of published written works, and also studied the final results of the research which presented matters related to the material being studied. From the many things related, conclusions can be drawn that can be considered as a solution.

### **Aim :**

The purpose of this research is to find a solution so that the Indonesian population, around 278 millions ( Macrotrend, 2023) which is known as the world's fourth largest population (Populationstat, 2023), can know about SDGs and if knowledge about SDGs can be captured by the majority of Indonesian people, then SDG programs are certainly easier can be implemented. According to Stroud (2019), knowledge that is disseminated from a human point of view, can be more easily understood by other humans, and it is easier to implement, and vice versa.

### **Discussion :**

According to Stanford Encyclopedia of Philosophy (2017), there is a difference between people who know some things and people who don't know them and don't just believe them, but that knowledge is the way to get to the truth. Knowledge analysis involves trying to articulate what this "getting to the truth" really means.

In this case, the analogy is that people who do not know the SDGs will certainly behave differently from people who do know. Even Stehr (2017) said that the hallmark of modernity is that there are knowledgeable and unknowledgeable people who are "non-modern". Furthermore, it is said that there is indeed a significant knowledge asymmetry, but those who are not knowledgeable reject the interpretation that non-knowledge is the opposite of knowledge. In other words, people who don't know are the people who need to be told so they will know. The same thing happens with knowledge about SDGs, that this knowledge must be

disseminated so that other people know and thus understand the programs contained in the SDGs. However, providing information about the SDGs to a large number of people in a short period of time, is not easy, except through a method that proves quickly that information can quickly reach the target.

The result of Anna's research from Pajajaran University (2019) says that almost all provinces in Indonesia are still in the red zone, meaning that there are still many SDG programs that have not been achieved, so that in 2030 there will be many indicators that have not been exceeded. In fact, she added, if efforts to implement the SDGs are only carried out by one sector, it is not impossible that the failure of the previous implementation (Millennium Development Goal) will be repeated.

The SDGs are a series of programs that are very important for anyone and any country in the world, and this is of course a problem if not everyone knows about it. Moreover, a country like Indonesia with big population, which has now reached 282 million (Worldometer, 2023) and 204.7 million are connected to the internet, or 73% can get information from around the world, and what about those who are the most educated (university students) , still 42% do not know what SDG is. This is the main problem at hand.

Even though it was said, Indonesian President Joko Widodo had issued a Presidential Regulation regarding the implementation of SDGs in Indonesia by mandating the Ministry of National Development Planning to provide the SDGs Roadmap (Ministry of National Development Planning, 2019), but back to what was said by Anna from Pajajaran university (2019) that the implementation of one sector (from the Ministry of National Development Planning), is difficult and even likely to result in failure, like the previous MDG program.

Actually, the previous MDG program was not that bad. Davis and Dibley (2015) summarized the MDG report at that time, explaining that the MDG program were not be 100% completed, but there are still improvements on several sides. However, as a whole, the MDG program were not very good. In fact, in the past the MDG program was fully supported by Indonesian televisions and even the president at the time, Susilo Bambang Yudoyono, who often touted the MDGs in national forums.

What is worrying is that the disclosure of SDGs in national forums is considered very rare, so it is not surprising that people are not familiar with SDGs. National forums rarely put forward the understanding of SDGs in the lives of Indonesian people.

At present, several SDG programs have indeed been carried out - although not 17 items - especially for the benefit of Indonesian children, as revealed by BAPPENAS and UNICEF (2019), that the Government of Indonesia and UNICEF are collaborating in research to better

understand the factors key factors affecting child outcomes and the likelihood of achieving satisfactory progress towards the SDGs in various scenarios, which reveals the various scenarios for child poverty, malnutrition, death, education, child marriage and birth registration to provide data availability. UN in Indonesia also works closely with the Government of Indonesia, civil society organizations, academic institutions, and private sector entities to achieve the SDGs effectively through an integrated approach (Indonesia UN, 2023). Further explained, UN Indonesia (2023) will also strengthen its partnerships with regional and district authorities and communities to deliver sustainable development outcomes. In addition, the UN will expand its cooperation to include industry associations, think tanks, data managers and science and technology-based institutions that offer innovative prospects for integrated development solutions, which are critical to the achievement of the SDGs. To what extent has this implementation been achieved, it is still ongoing and being followed up to now.

Novieastari et al. (2022) realize that the lack of information about the SDGs is a result of the lack of information provided, especially to university students as the most educated part of the population. Therefore they provide several recommendations to be able to increase the achievement of SDGs in Indonesia, one of which is by recommending appropriate individual and population level education programs about SDGs that must be carried out in a university environment. This will be related to curriculum adjustment which is an important step. Of course this is not an easy job, but it is very possible to do. Lecturer supervisors who guide students in working on a final project called a thesis (paper), can provide input and views on SDGs so that students learn about them and understand how they relate SDGs to every aspect of human life, including business.

Not only in tertiary institutions, school teachers, should be obliged to convey the SDGs to their students, but whether all teachers know about it, that is also a problem. Because teachers in Indonesia are too focused on tasks and targets in their work, so they don't focus on other things outside their duties. If this is expected to be carried out by teachers, then the education sector, in this case the Indonesian Ministry of Education must participate and encourage teachers to implement it (introducing the SDGs to students). There are still many individuals to be targeted, but students all over the country will be an effective target, as they are the closest to science.

In other words, the Government is the most important figure in disseminating information about SDGs. UNICEF (2019) underlines that the government's active role is the main capital for the implementation and achievement of quality education SDGs in Indonesia. UNICEF (2019) further said that the initiatives that came from various parties, including

universities, brought optimism that SDGs quality education would be carried out with inclusive and participatory principles. He added that a coalition of civil society organizations is needed to ensure that the SDGs' quality education is implemented in the context of Indonesia's growth, both at the national and regional levels. This social system has the potential to put pressure on the Indonesian government to prepare various things, both procedurally and substantively for UNICEF.

Meanwhile, Indonesia's potential as part of the global market has been strongly formed as a result of a relatively high level of public consumption (The World Bank, 2023), coupled with the connection of 204.7 million Indonesians to the internet (Statista<sup>4</sup>, 2022). The World Bank (2023) states that Indonesia is the strongest country economically in all of South East Asia. Unfortunately, SDG implementation information was not mentioned in the statement.

Opportunities in forums like this can be inserted about the SDGs which are not only the responsibility of the United Nations, but every major world organization can also convey them. By way of word of mouth between major world organizations, it is hoped that knowledge about the SDGs can be spread and recognized more.

However, information media from the internet has now become an important part of the daily life of the Indonesian people, and this means that the opportunity to spread information about SDGs in Indonesia is wide open. Various products and services have been proven successful in capturing the Indonesian market (International Trade, 2023), which means that the opportunity to disseminate SDG information via the internet is not something difficult.

TikTok is a popular social media application that allows users to create, watch and share 15-second videos recorded on mobile devices or webcams (D'Souza, 2023). That being said, with a personalized feed of unique short videos set to music and sound effects, the app is renowned for its addictive quality and high engagement rate. It is also said, with more than 2.5 billion downloads, TikTok is a very valuable app. As explained further, amateur and professional content creators alike can add effects such as filters, background music, and stickers to their videos, and can collaborate on content and create split-screen duet videos even in different locations.

Not only Tiktok, other social media can also be utilized as information disseminators, such as Youtube, Instagram, Facebook and others, but Cloudflare ranks TikTok as the most popular website in 2021, and continues to show it (Grome, 2022). He added, the app has enabled shy people to come out of their shells, created new careers, and allowed younger individuals to showcase talent when the algorithms weren't in their favor. More over, he said,

unlike other social media platforms, such as Instagram and Twitter, TikTok has an algorithm that is relatively easy to understand, they run right through something called a "For You Page," commonly known as a "fyp." The For You page is used by all users (even though they may not be aware that the page has a name). Based on the videos you clicked on or liked, the app will show you more videos or popular videos that you might want to see.

Research conducted by Montag et al. (2021) shows that TikTok is able to disseminate relevant understanding. It goes on to say, recent studies show that TikTok can be a powerful channel to inform young people about health-relevant information, about official releases of information from governments, political discussions. Thus, TikTok can be an alternative for disseminating information about SDGs to the general public.

Basch et al. (2022) described 100 videos posted under the #Coronavirus hashtag were included in its study along with all (n=17) posts uploaded by the World Health Organization (WHO). Results overall, these videos viewed 1,194,081,700 times. The most frequently cited topics include anxiety (14.5%) with over 190.6 million views and quarantine (10.3%) with 106.6 million views. Less than 10% of the videos mention modes of transmission, symptoms and prevention of the virus. WHO videos focus more often on transmission and symptoms of the virus but address this topic in less than 10% of videos. The results of this study, although research suggests that cases of COVID-19 may be less severe in those under 18 years of age, social distancing is still important due to the possibility of transmission even in those with minimal or no symptoms. Especially for young adults, WHO advises staying connected via social media and making every effort to stay positive. TikTok has the potential, not only to convey important health information, but also to address aspects of this COVID-19 pandemic.

Indonesia's TikTok users are recorded at 113 million people (Statista5, 2023), or 42% of Indonesia's 270 million population. By using TikTok, the dissemination of SDG information can be easily carried out, moreover posting SDG content is free of charge like other social medias. Maybe now it's just a matter of thinking, who is the creator of the content, of course this is not free. But like promoting anything, it costs money and perhaps that cost is not small to echo the 17 items of the SDG program. However, if it is needed and gives a picture of success, why not? It only remains for the people in charge, namely the Ministry of National Development Planning, who has the most authority, if he really wants to carry out President Joko Widodo's mandate.

## Conclusion :

Now there is a wide opportunity and the path to solutions for overcoming ignorance about the SDGs has been resolved. The government has the biggest role in disseminating knowledge about SDGs to all people and it depends on how the Government wants to apply it so that knowledge about SDGs can touch most people and support the achievement of the 17 items of the SDG program that have been planned until 2030. International organizations need to participate in spreading knowledge about this SDG, in order to build a better world for all of us.

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