

Digital Communication Strategy Of Generation Z In Food Waste Management To Achieve SDGs In Ruang Pangan Lampung Community

Annisa Ghina Istighfarany*

Pascasarjana Ilmu Komunikasi, Universitas Lampung, Bandar Lampung,
35141, Indonesia
ghinaannisaistighfarany@gmail.com

Tina Kartika

Pascasarjana Ilmu Komunikasi, Universitas Lampung, Bandar Lampung,
35141, Indonesia
tina.kartika@fisip.unila.ac.id

Nina Yudha Aryanti

Pascasarjana Ilmu Komunikasi, Universitas Lampung, Bandar Lampung,
35141, Indonesia
nina.yudha@fisip.unila.ac.id

Andy Corry Wardhani

Pascasarjana Ilmu Komunikasi, Universitas Lampung, Bandar Lampung,
35141, Indonesia
andy.corry@fisip.unila.ac.id

**Correspondence Author*

Abstract

Generation Z in the Ruang Pangan community, based in Lampung, plays an important role in achieving the Sustainable Development Goals (SDGs), particularly through reducing food waste and managing food surpluses. This research aims to analyze the communication strategies implemented by Generation Z to promote food sustainability initiatives. Using a descriptive qualitative approach and the Diffusion of Innovation theory, this study shows how the community strategically uses digital and participatory communication channels to raise awareness and stimulate behavior change. Their actions exemplify the role of youth-led initiatives in supporting SDG 2 (Zero Hunger), SDG 12 (Responsible Consumption), and SDG 13 (Climate Action) through food

rescue programs and educational campaigns. The results show that Generation Z, through Ruang Pangan, effectively succeeded in raising public awareness on sustainable food management and acted as agents of change in achieving the SDGs. In addition, there are changes in community behavior through digital media and cross-sector collaboration, such as initiatives and innovations in food rescue and collection. Ruang Pangan educates and campaigns for food management as a communication strategy carried out both offline and online. And the findings show that Generation Z can serve as early adopters and agents of change in sustainable development, and highlight the potential for program replication in other regions with local customization.

Keywords: Generation Z, Communication Strategy, Sustainable Development Goals (SDGs).

1. Introduction

The issue of food waste and surplus remains a critical challenge in achieving global food security, especially in Indonesia, where food waste reaches between 184 and 389 kg per capita per year (Bappenas, 2021). Despite the alarming volume of wasted food, food insecurity and hunger still exist in many areas. Seeing these conditions, the government focused on a program, namely the Sustainable Development Goals (SDGs), which are a set of goals set by the United Nations (UN) with the aim of ensuring a fairer and sustainable life for all individuals around the world.

There are 17 SDGs that show strong interconnectedness, thus supporting each other in addressing the various global challenges facing contemporary society. The 17 goals are as follows: poverty eradication; hunger eradication; improved healthy living; provision of quality education; improved gender equality; guaranteed clean water and proper sanitation; guaranteed clean and affordable energy; increased decent work and economic growth; increased industry, innovation and infrastructure; reduced inequality; improved sustainable cities and settlements; increased responsible consumption and production; tackling climate change; protection of marine ecosystems; protection of terrestrial ecosystems; increased peace, justice and institutional responsibility; and increased partnerships for the goals.

In the SDGs, the issue of “food” is identified as a concern of the global community. One of the main goals of the SDGs is the elimination of hunger (Goal 2), which aims to eradicate hunger, ensure food security and improve nutrition, and promote sustainable agriculture. It is widely recognized that nutrition is a fundamental aspect of the fulfillment of human rights, which has implications for the resilience of nations. Taking these goals into account, it is clear that food availability alone is

insufficient; there is a need to improve the quality and commitment to food distribution, something that has been largely neglected.

The issue of food security and agricultural productivity remains a major concern. In the context of the 2045 Sustainable Development Goals (SDGs), efforts to improve food security and agricultural productivity are recognized as global priorities, with the second point of the agenda specifically addressing this issue. The main factor that continues to be a concern is the level of productivity that is not optimal. The issue of low agricultural productivity in Indonesia is multifaceted and requires a nuanced approach.

A significant challenge in achieving food security is the problem of food waste and surplus. As data from the Food and Agriculture Organization (FAO, 2019) shows, one-third of all food produced for human consumption on a global scale is lost or wasted. This phenomenon poses a double challenge: jeopardizing food security and adversely impacting the environment due to the resulting greenhouse gas emissions. Developing innovative strategies to address this problem is therefore crucial, with a focus on reducing food waste and distributing surplus food to those in need.

In addition, it is crucial to pay attention to the three main pillars of the SDGs: economy, society, and environment. The basic principle of sustainable production and consumption should be recognized as the cornerstone of the concept. This entails a commitment to address food waste, which is a significant contributing factor to hunger, malnutrition, and stunting. These issues are particularly prominent in the Southeast Asian region, with Indonesia experiencing particularly high levels of concern.

Reducing food waste has the potential to impact a number of key areas, including poverty, income generation, nutritious food security, natural resources, and ecosystems. This reduction can facilitate the achievement of sustainable production and consumption goals. To achieve food security, a number of challenges need to be addressed, including but not limited to land, infrastructure, technology, skills and insights; funding issues; climate change; and availability of other inputs.

This paradoxical situation requires an innovative approach that emphasizes behavior change and community participation, especially from younger generation groups, one of which is Generation Z. Generation Z is individuals born between 1994 and 2010 and are known as digital natives because they grew up in a digitally connected environment (Santoso & Triwijayanti, 2018). This generation tends to have a high level of digital literacy, is able to access information quickly, and shows concern for social

and environmental issues (Alfaruqy, 2022). In addition, they are able to utilize digital intelligence by optimizing social media, building online communities, and creating educational narratives that can encourage changes in public consumption behavior at large. In this context, Gen Z's digital capabilities are not just a generational identity, but a strategic force to overcome the food crisis through more structured and sustainable food waste management.

Generation Z's tendency to show concern for social issues is a characteristic that can be applied in efforts to achieve the Sustainable Development Goals. The issue of food security is of particular concern to Generation Z, and this can be addressed through various programs. One such program is community organizing related to food security. This research takes a case study of the Ruang Pangan community in Lampung, a community initiative led by Generation Z youth in Lampung that tackles the issue of food waste by developing various digital communication strategies, such as social media campaigns, public education, and distribution of surplus food to underprivileged communities. The Ruang Pangan community demonstrates how Generation Z can be mobilized as key agents of behavior change in the local food system.

The community serves as a platform for individuals concerned about waste and surplus food issues, and initiates social programs to distribute surplus food to those in need. In practice, Ruang Pangan applies creative and adaptive communication strategies, including social media campaigns, public education, and cross-sector collaboration, to reach a wider audience. In this context, the Ruang Pangan Community has emerged as a non-profit platform and community formed from the concerns of Generation Z. It is run by Generation Z people who care about the environment.

In this context, development communication plays a strategic role in disseminating behavior change messages and promoting community involvement in the formulation of solutions to food problems. The field of development communication is based on the dual function of conveying information and raising awareness, while encouraging participation and catalyzing collective action towards sustainable social change. The use of appropriate communication strategies will facilitate the delivery of the intended information.

However, while Generation Z has great potential in supporting food security issues, research specifically exploring how they use digital communication strategies to address food waste issues at the community level is limited. Therefore, it is this gap that forms an important basis for this research, especially regarding the digital communication strategies

implemented by Generation Z. This study aims to find out the roles and communication strategies used by Gen Z members of the Ruang Pangan Community in achieving the Sustainable Development Goals (SDGs).

In conducting this study, the researcher used the Diffusion of Innovations theory as a methodological framework to guide the identification and preparation of research findings. The diffusion of innovations theory, proposed and developed by Everett Rogers in 1992, is used to explain the process of spreading innovations, ideas, or new technologies in society through the mechanism of communication and adoption by various groups of people. This theoretical framework is used to understand the process of innovation diffusion and the factors that influence the speed and rate of adoption among individuals or groups.

Rogers identified five stages in the decision-making process to adopt an innovation. First, individuals or groups become aware of the innovation by exploring and seeking information about existing innovations. Second, individuals begin to form attitudes towards the innovation by evaluating its advantages and disadvantages. Third, individuals make a decision to adopt or reject the innovation. If an adoption decision has been made, the individual or group begins to implement the innovation, at which point adjustments to the innovation may be required. Finally, individuals seek further support or confirmation of the decision to adopt the innovation. Furthermore, Rogers' classification of innovation adoption includes several categories, namely innovators (early adopters who are interested in new technologies) and early adopters (early adopters who quickly adopt innovations and often influence others to follow suit).

Previous research was conducted by Winda et al. (2023), which examined the function of development communication in village formation. The research findings show that communication plays an important role in village development, given its capacity to influence and change the behavior and understanding of rural communities. The role of communication in village development is multifaceted, encompassing functions such as information dissemination, provision of counseling, and facilitation of participation. Furthermore, there are two categories of development communication: vertical communication (i.e., communication between the government and the community) and horizontal communication (i.e., communication between communities or community groups themselves). Effective development communication methods, including mass media, counseling, and training, are used to achieve the objectives of development communication. The role of development communication in the process of village development is significant, given its capacity to influence and change the behavior and

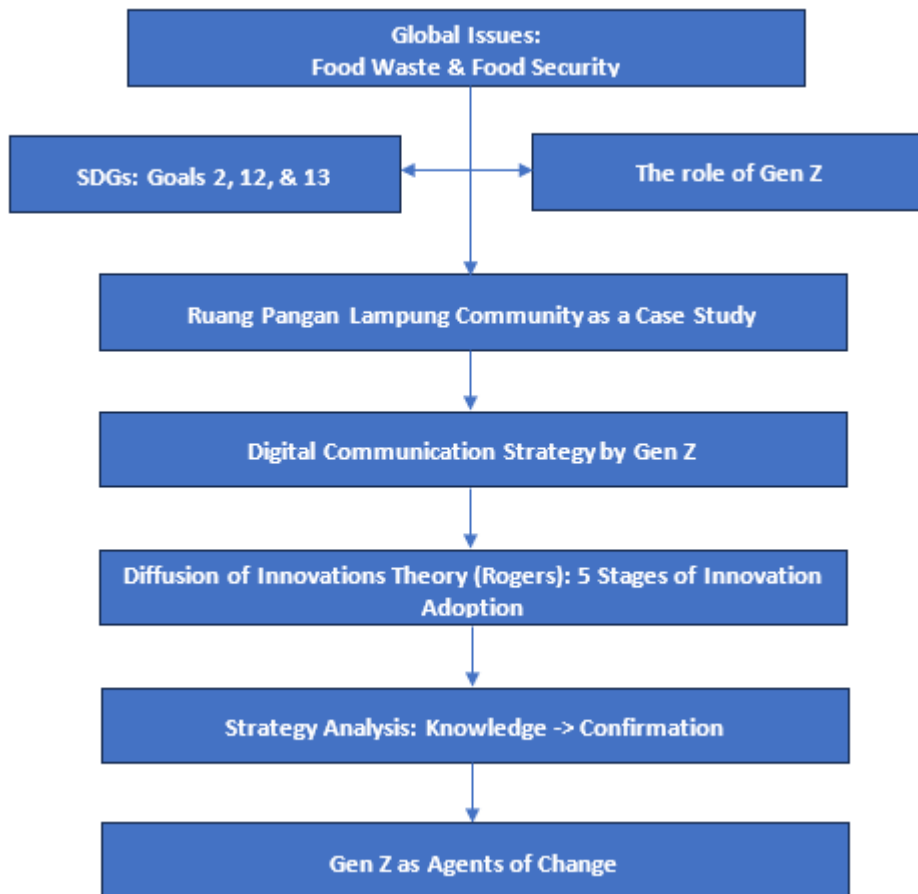
understanding of villagers. Within the field of development communication, various theoretical frameworks can be used, including modernization theory, participation theory, social change theory, and agenda-setting theory.

2. Method

This research uses a descriptive qualitative method to explore the communication strategies implemented by Generation Z in the Ruang Pangan community. Primary data was collected through interviews and non-participant observation, while secondary data was collected from relevant literature, official documents, and digital archives of Ruang Pangan activities. Five interviews were conducted from June to August 2023, consisting of one Co-Founder of Ruang Pangan and four core members of the Ruang Pangan community. Informants were selected by purposive sampling based on the criteria of (1) being an active member of the community for at least 3 months, (2) having a direct role in the planning and implementation of communication strategies, and (3) being in the Generation Z range (born between 1994 and 2010). The interviews lasted around 45 to 70 minutes and were conducted face-to-face or online via Zoom, according to the informants' availability. In addition, observations of the community's social media accounts and documentation of offline activities were conducted as complementary data.

Data triangulation was conducted to increase data validity, both in terms of methods (interviews and observations) and sources (several informants). The triangulation method was chosen because it is in accordance with the exploratory study approach that requires a deep understanding of the context. The analysis process used thematic analysis, which was done manually without the help of software. Coding was done in three stages: open coding to identify initial categories from interviews, observations, and documents to identify initial categories that emerge explicitly from the data, axial coding to group categories into main themes from open coding by looking at the relationships between categories based on context, casual conditions, action strategies, and consequences, and selective coding to link themes with theory. The main themes generated were digital communication channels, campaign messaging, public participation strategies, and collaboration between stakeholders. These themes were then mapped onto the stages of innovation diffusion: knowledge, persuasion, decision, implementation, and confirmation. This approach helped clarify the strategic alignment between community action and theoretical models. With this approach, the research provides an in-depth understanding of the communication dynamics used by Generation

Z in the context of food waste management and its linkages to sustainable development goals. The following is the flow of research that will be carried out to obtain the results of the objectives of this study.



Picture 1. Research Flowchart

Based on the research flowchart, this research is based on the issues of food waste and food security that hinder the achievement of the SDGs, especially goals 2, 12, and 13. Generation Z, which has high digital literacy and social awareness, is seen as strategic in voicing this issue through digital communication. The Ruang Pangan Lampung community became a case study because it is managed by Gen Z, who actively conduct digital campaigns and public education. The framework of this research flows from the identification of global issues, the role of Gen Z, the implementation of digital communication strategies, and the mapping into the Diffusion of Innovation theory (Rogers), which consists of five stages

of innovation adoption. This flow is used as the basis for data collection and analysis, to examine the extent to which the Gen Z strategy is able to contribute to the achievement of SDGs through a development communication approach.

3. Results and Discussion

Results

The Ruang Pangan community driven by Generation Z in Lampung has shown a real contribution to the achievement of the Sustainable Development Goals (SDGs), especially SDGs 2 (Zero Hunger), SDGs 12 (Responsible Consumption and Production), and SDGs 13 (Addressing Climate Change). Since 2020, the program has successfully distributed more than 11,500 food portions to more than 7,500 individuals, held 1,888 educational activities related to food security, involved more than 500 volunteers, and raised IDR 146,908,000. The collaboration involved 63 cross-sector partners, including MSMEs, communities, and donor agencies.

The results of the zero-waste innovation initiative spearheaded by Generation Z in the Sustainable Development Goals (SDGs) through the Food Waste and Food Surplus program in the Ruang Pangan community have produced significant results. These include increasing public awareness related to food waste and surplus management, expanding the involvement of various groups, strengthening networks and collaboration between stakeholders, shifting food consumption and distribution patterns, and program sustainability through confirmation and development.

The Ruang Pangan community implemented communication strategies through digital campaigns via Instagram and TikTok platforms; socialization in schools and communities; and activities such as soup kitchens, seminars, and “Food Rescue” and “Memungut” programs. The findings of this program show that Gen Z has the potential to be a catalyst for change in achieving the SDGs, particularly those related to waste management and food surplus through the implementation of effective development communication strategies.

Compared to previous research conducted by Winda et al (2023), which emphasized that development communication functions as a bridge of social transformation in the formation of village communities that are adaptive to development issues through interpersonal and community communication. So in this study, the communication strategy carried out by Generation Z in the Ruang Pangan community shows that community-based and horizontal digital communication is able to replace the vertical approach in traditional development and become a new form of

development communication in accordance with the characteristics of the digital era and social media today. They succeeded in transforming development values into attractive visual and digital narratives, building a community based on social action and education, and making the digital platform a “development space” that reaches wider than conventional media.

These results are obtained from the coding process carried out through interviews and observations, namely in open coding (data obtained in the form of social media campaigns, socialization in schools, public education about food waste, collaboration with MSMEs and stakeholders, and food rescue and distribution programs, Gen Z digital activism and changes in people's behavior towards consumption. This stage focuses on direct findings from the data without linking to theory; axial coding (looking at the relationship between categories based on context, causal conditions, action strategies, and consequences, such as digital communication channels, campaign messaging, public participation strategies, and collaboration between stakeholders. This stage shows the focus of communication strategies applied by Gen Z in the context of the Ruang Pangan community; selective coding (this stage is done by linking the main themes with the Diffusion of Innovation theory, namely knowledge-digital communication channels, persuasion-campaign messaging, decision-public participation strategies, implementation-collaboration and field education, and confirmation-strengthening collaboration and impact).

Thus, through these three stages, this research succeeded in systematically identifying and filtering field data, categorizing the data into the main themes of strategies in development communication, and mapping the communication strategies of Gen Z in the Ruang Pangan community into the diffusion of innovation theory, which confirms the role of Gen Z as early adopters as well as agents of social change in the issue of food waste.

To make it easier to understand the research results obtained, the following is a conceptual mapping of findings based on the results and theoretical data:



Picture 2. Conceptual Findings Framework

Discussion



Picture 3. Instagram Ruang Pangan Lampung (@ruangpangan.id)

The Ruang Pangan community, currently called Ruang Pangan Ghamakarta, comes from the Lampung language terms “gham” (us) and “karta” (invitation). The community is a social community unit located in Lampung Province, with a primary focus on food waste management and the distribution of surplus foodstuffs that are still fit for consumption but at risk of being thrown away. This food is then allocated to beneficiaries, operating in a manner similar to a functional food bank. Ruang Pangan

communities have also emerged as a consequence of initiatives that focus on sustainable impact and empowerment of local communities. These initiatives aim to foster collective awareness of the importance of food-related behavior change.

Starting in 2020, the Food Room focuses on three key goals of the SDGs: elimination of hunger, promotion of responsible consumption and production, and mitigation of climate change. The Food Room's commitment to these goals is evident in its efforts to eliminate food waste and address hunger issues in the region. The implementation of innovative strategies in food waste management and excess food distribution is crucial. The Ruang Pangan community is made up of diverse stakeholders, including farmers, culinary businesses, and the public at large. As such, it serves not only as a platform for Generation Z to participate in achieving the SDGs, but also as a catalyst for cultural change towards sustainable food consumption patterns in Lampung.

Ruang Pangan is a key provider of programs that seek to realize these goals, and it is important to consider the role of Generation Z in addressing various social and environmental issues. Two important programs include the creative food campaign program, which involves educating the public to reduce household food waste at specific events in Bandar Lampung, and the food mobilization program, which is implemented after religious celebrations or ahead of specific events, for example, through the organization of soup kitchens and seminars.

The following food-related programs have been identified:

1. Back to Nature: a program that recycles food waste into useful products
2. Food Rescue: a program that collects surplus food produced by hotels, cafes, restaurants, bakeries, or other food-focused businesses for distribution to the underprivileged.
3. Gleaning: the collection of fruits or vegetables that are discarded because they do not meet the standards or appearance criteria desired by the market, which usually occurs after or during harvest time.

The term “Generation Zillennials” refers to the Indonesian population born in the era of technological advancement. This generation is also referred to as ‘Generation Z’ and is considered intelligent and proficient in using various technological devices and systems. The ability to adapt quickly and keep up to date with knowledge, information, and modern technological developments is a hallmark of Generation Z (Kartika et al., 2022). In the realm of development communication, Generation Z plays an important role in disseminating information and raising awareness about humanitarian, environmental, and sustainable development issues. It is clear that the definition of development communication includes the

process of conveying information, ideas, and values related to development to society (Nindatu, 2019). Given contemporary technological developments, Generation Z is in a position to facilitate the effective dissemination of development messages.

The role of Generation Z in realizing the Sustainable Development Goals (SDGs), particularly related to food security, is in line with development communication theory, particularly the diffusion of innovations. Based on this theory, there is a process of understanding how innovations can be implemented in individuals. The theory describes the process of diffusion of innovations in society and the factors that influence the adoption of these innovations, as well as the role of various social groups in the spread of these innovations. In the context of food security, a key focus of the SDGs is to eradicate hunger (SDG 2) by 2030, through achieving food security, improving nutrition, and promoting sustainable agriculture. To achieve these goals, innovations are needed in various sectors, including but not limited to agricultural technology, food distribution, food waste reduction, and the establishment of a more equitable and sustainable food system.

The term “Gen Z” is used to refer to a generation that is known to be highly connected to social and environmental issues and has a good understanding of global challenges. This generation is often referred to as “early adopters” or “influencers” in the process of spreading innovations, including in the field of food security, through various media, one of which is the Ruang Pangan Community. Based on Everett Rogers' theory of diffusion of innovations, it can be understood how innovations generated by Gen Z through Komunitas Ruang Pangan can be adopted and disseminated to the public through effective and collaborative communication within the community. This theory provides a valuable framework for understanding the spread and adoption of innovations by diverse social groups within a community.

Based on the theory of diffusion of innovations, the important components related to the role and communication strategies carried out by Gen Z through the Ruang Pangan community are: innovation (the innovation in question is the food waste and food surplus management program initiated by Ruang Pangan, this program aims to reduce food waste and maximize the utilization of food surplus in order to achieve sustainable food security); communication channels (Generation Z utilizes various modern communication channels that are increasingly sophisticated today such as social media (Instagram, TikTok, Youtube, Twitter, etc.) which can always be updated every second, webinar activities, or socialization carried out to spread awareness of the Ruang

Pangan program, in this case communication plays a very important role in promoting innovative ideas to the wider community).

According to Rogers' classification system, there are five categories of innovation adoption: innovators, early adopters, early majority, late majority, and late group. Generation Z, a demographic group that plays an important role in this development, is categorized as innovators or early adopters, which is instrumental in accelerating the adoption of food waste management programs. This social system consists of various stakeholders, including the community, government, NGOs, and the private sector. The success of this program depends on the support of all parties.

This strategy greatly helped the Ruang Pangan community to disseminate information about Ruang Pangan's profile. The involvement of 500 Gen Z volunteers reflects the role of “early adopters,” which shows the attractiveness of innovative ideas in the early stages of diffusion. A comparison with similar movements is that by strategically utilizing digital media, Gen Z in the Ruang Pangan community acts as an agent of innovation diffusion. Referring to the Diffusion of Innovation theory (Rogers, 2003), the communication strategy of this community can be mapped out as follows:

1. The knowledge stage, where the community introduces food distribution education and food waste issues through social media and workshops (Putri & Sukardi, 2020). The main actor (Gen Z) disseminates information about the importance of reducing food waste through various campaigns, both online and offline.



Picture 4. Ruang Pangan Lampung Community Digital Education Campaign: Utilization of Leftover Food Ingredients

Picture 4 shows one of the digital campaign contents uploaded by the Ruang Pangan Lampung community on their Instagram account. This content presents a creative recipe for turning leftover food into a new product (i.e., rengginang), with eye-catching visuals of cute characters. In the context of the Diffusion of Innovation theory, the use of social media in the form of infographics has proven to be effective in conveying important information in a quick and digestible manner.

1. The persuasion stage, where visual and narrative content is shaped to build empathy, such as stories of beneficiaries and volunteers (Lestari & Yulianingsih, 2022). That way, people start to be interested in the new idea and then realize the benefits of the innovation, such as reducing waste and improving welfare through the distribution of surplus food.
2. Decision stage, at this stage, requires the involvement of support for the program by participants, either through direct participation, financial contributions, or changes in consumption patterns (Khoirunnisa & Munandar, 2023), such as volunteer participation, donations, and increased MSME collaboration.
3. Implementation phase, where food distribution, school education, and campaigns are consistently implemented. This was marked by the initiation of the “food rescue” and “picking up” programs, which led to the adoption of changed consumption habits and food distribution methods by participants.
4. The confirmation stage occurs when everyone feels the tangible benefits of the program, resulting in the continuation and further development of the initiative. As communities and partners feel the impact, the program is replicated and expanded.

Yogyakarta and Bandung show that Ruang Pangan is unique in its collaborative model and the sustainability of community-based programs rather than short-term projects.

Therefore, when it comes to the role of Gen Z in shaping development communication strategies, especially in the Ruang Pangan Community, Gen Z plays an important role in development communication through an approach that focuses on the utilization of technology and digital media. Gen Z is the driving force in communicating ideas related to food waste reduction and food surplus management. They also play an important role in community mobilization, utilizing digital platforms to build networks that encourage active participation. Furthermore, they are at the forefront of initiating various creative programs, with the aim of encouraging the

wider community to adopt innovations through educational initiatives and social campaigns.

Furthermore, the results obtained from the food waste and surplus food management initiatives managed by the Ruang Pangan community have been instrumental in accelerating substantial social transformation, namely:

1. The program succeeded in raising community awareness of the importance of reducing food waste and distributing surplus food to those in need. This was achieved through an effective communication strategy, which enabled information to be conveyed in an inclusive and understandable manner to a wide range of people.
2. b. The success of this program is evidenced by the emergence of multi-faceted participation, involving not only Generation Z, but also local communities, MSME players, charitable institutions, and local governments. This collaborative effort demonstrates the effectiveness of participatory and dialogic communication strategies.
3. c. Changes in consumption and distribution behavior (i.e., changes in people's behavior in sorting food, avoiding waste, and donating excess food) are indicative of the success of communication strategies in internalizing sustainability values.
4. d. The sustainability of the program is evidenced by the success of the Ruang Pangan community in maintaining and developing the program sustainably, thus showing that the communication strategy is not only short-term.

In an effort to realize Ruang Pangan's vision of 'No Leftovers', the community has implemented various communication strategies. These strategies include delivering socialization programs to communities and schools, focusing on the concepts of food waste and surplus, and inviting the public to participate in practical initiatives. In addition, Ruang Pangan also initiates social campaigns that raise environmental and humanitarian issues through various events, seminars, and collaborations with other organizations. These campaigns emphasize the narrative of humanity and sustainability. In line with Ruang Pangan activists, the majority of whom are Generation Z, social media is utilized and maximized for the purpose of spreading campaign messages widely and creatively. This is achieved through the presentation of engaging visual and narrative content, with the aim of facilitating message dissemination and increasing reach among young audiences.

Regarding the principles of development communication, Ruang Pangan applies a participatory communication strategy by involving the community in the program planning and evaluation process. This strategy

is transformative, leading to sustainable changes in behavior and awareness. The approach is also inclusive and innovative, reaching out to various groups with creative approaches based on digital technology. Furthermore, the strategy is based on the Sustainable Development Goals (SDGs), which means that communication not only conveys information but is also able to shape attitudes and behaviors in accordance with the global goals.

This approach requires the strategic involvement of Generation Z, both as recipients of communication and active agents in the process of social transformation. Generation Z's ability to manage information, build digital networks, and construct compelling narratives positions them as significant agents of change in the realm of development communication. Generation Z's involvement in the Ruang Pangan community shows that the younger generation has the capacity to address global issues with local approaches and targeted communication strategies.

4. Conclusion

In facing global challenges related to food security and sustainability, the role of the younger generation is increasingly important to underline. One of them is reflected through the Ruang Pangan community initiative driven by Generation Z in Lampung. This research aims to analyze the digital communication strategies used by Generation Z in the Ruang Pangan Lampung community in food waste management that supports the achievement of SDGs, especially goals 2 (Zero Hunger), 12 (Responsible Consumption and Production), and 13 (Climate Action). The results of this study show that Generation Z has successfully implemented development communication strategies effectively through social media, cross-sector collaboration, and education and food surplus distribution programs. Through the Diffusion of Innovation theory approach, this study found that Generation Z acts as early adopters and social change agents who are able to build public awareness of food sustainability issues. The communication strategy used not only reaches the wider public digitally but also triggers changes in consumption behavior and active participation from various stakeholders. This research contributes to strengthening the understanding of the role of digital communication in development, as well as demonstrating how youth-based communities can become key drivers in local sustainability initiatives. Practically, the results of this study can serve as a reference for government, NGOs, and community organizations in designing food waste management programs that actively involve the younger generation. Theoretically, the results of this study are able to expand the application of Diffusion of Innovation theory in the context of

social movements and digital-based development communication. This research also shows that the use of a horizontal approach in communication between community members through digital media can replace the top-down vertical approach in conventional development strategies. The limitations of this study are the small sample size and the limitation to one local community, Ruang Pangan Lampung. However, the explorative approach and data triangulation provided strength in exploring the context and in-depth dynamics of this case study. For future research, it is recommended that the study be conducted on similar communities in different regions with a larger number of respondents, in order to obtain broader generalizations and see variations in communication strategies used by Generation Z in different contexts.

References

- Alfaruqy , M.Z. (2022). *Generasi Z dan nilai-nilai yang dipersepsikan dari orangtuanya* . *Psyche: Jurnal Psikologi* , 4(1), 84–95.
<https://doi.org/10.36269/psyche.v4i1.658>
- Bank Dunia. (2021). *Mengatasi Kehilangan dan Pemborosan Pangan di Indonesia* . Diakses dari <https://worldbank.org>
- Dwiningtyas , N., & Prasetya , R. (2021). Aktivisme digital anak muda dan kesadaran akan sampah makanan. *Jurnal Komunikasi dan Media* , 9(2), 112–128.
- FAO. (2019). *Kondisi Pangan dan Pertanian: Melangkah Maju dalam Pengurangan Kehilangan dan Pemborosan Pangan* . Roma: FAO.
- Hidayat, A., & Sari, R. (2023). Gerakan penyelamatan pangan di Indonesia: Tinjauan komunikasi dan kolaborasi. *Jurnal Ilmu Komunikasi dan Pembangunan* , 9(2), 141–158.
- Kartika, A. (2022). *Peran Generasi Z dalam Penguatan Literasi Pengelolaan Sampah di Kota Malang* . *Komunitas* , 14 (1), 1–12.
<https://doi.org/10.20414/komunitas.v14i1.7238>
- Kementerian PPN/ Bappenas . (2021). *Kajian Sistem Pangan dan Ketahanan Pangan Nasional* . Jakarta : Bappenas .
- Khoirunnisa, D., & Munandar, A. (2023). Penerapan pendekatan komunikasi partisipatif dalam gerakan makanan komunitas . *Jurnal Pembangunan Berkelanjutan* , 4(1), 31–46.
- Kurniawan, A., & Utami, S. (2021). Peran generasi muda dalam inisiatif komunitas makanan lokal . *Jurnal Ilmu Komunikasi dan Sosial* , 8(2), 122–135.

- Kustiawan , W., Syakilah , N., Simanjuntak, M.W., Nandini, N., & Aliya, H.T.D. (2023). *Peran komunikasi pembangunan dalam membangun desa* . Jurnal Pelayanan Publik dan Tata Kelola, 4(1), 144–149. <https://doi.org/10.56444/psgj.v4i1.883>
- Lee, S., & Jung, H. (2020). Media sosial dan aktivisme lingkungan: Partisipasi pemuda dalam keberlanjutan pangan. *Keberlanjutan* , 12(24), 10498. <https://doi.org/10.3390/su122410498>
- Leong, CM, & Tan, L. (2023). Keterlibatan pemuda dalam gerakan pangan berkelanjutan: Perspektif Asia Tenggara. *Jurnal Komunikasi Lingkungan* , 17(1), 88–104.
- Lestari, A., & Yulianingsih , T. (2022). Bercerita digital untuk pendidikan makanan lestari . *Jurnal Media Komunikasi* , 10(3), 113–124.
- Nindatu , PI (2019). *Komunikasi pembangunan melalui pemberdayaan masyarakat untuk pengentasan kemiskinan* . Perspektif Komunikasi : Jurnal Ilmu Komunikasi Politik dan Komunikasi Bisnis , 3 (2), 91–103. <https://doi.org/10.24853/pk.3.2.91-103>
- Noor, I., & Ramadhani, T. (2022). Komunikasi strategis generasi Z dalam masalah lingkungan melalui media sosial . *Jurnal Komunikasi Global* , 11(1), 25–38.
- Pratama, A. (2022). Strategi komunikasi berbasis media digital dalam pengurangan sisa makanan. *Jurnal Komunika* , 16(1), 98–110.
- Pusat Penelitian Alvara. (2021). *Laporan Gen Z Indonesia* . Jakarta: Alvara.
- Putri, R.A., & Sukardi, R. (2020). Partisipasi generasi muda dalam pembangunan berkelanjutan. *Jurnal Ilmu Sosial dan Ilmu Politik*, 24(1), 1–14.
- Putri, RA, & Sukardi , R. (2020). Partisipasi generasi muda dalam pembangunan berkelanjutan . *Jurnal Ilmu Sosial dan Ilmu Politik* , 24(1), 1–14.
- Rachmawati , N., & Wahyuni, D. (2020). Perilaku Generasi Z dalam mendukung konsumsi berkelanjutan . *Jurnal Riset Konsumen Indonesia* , 2(1), 55–68.
- Raharjo, Y. (2019). Komunikasi pembangunan dan perubahan perilaku masyarakat . *Jurnal Pekommas* , 4(2), 149–160.
- Rahmawati, L., & Hartati, N. (2022). Peran media sosial dalam membentuk kesadaran generasi muda terhadap masalah pangan . *Jurnal Komunikasi Sosial* , 7(1), 70–84.
- Rogers, E. (2003). *Difusi Inovasi* (edisi ke-5). New York: Free Press.

- Santoso, G., & Triwijayati, A. (2018). *Gaya pengambilan keputusan pembelian pakaian secara online pada Generasi Z Indonesia*. *Jurnal Ilmu Keluarga & Konsumen*, 11(3), 231–242.
- Sari, D. (2023). Pengaruh edukasi media sosial terhadap kesadaran manajemen sampah rumah tangga. *Journal Ecopreneur*, 5(2), 67–78.
- Setiawan, D., & Hapsari, I. (2021). Generasi Z dan perubahan sosial melalui platform digital. *Jurnal Transformasi Sosial*, 6(1), 45–59.
- Simorangkir, FJ, & Tampubolon, A. (2023). Implementasi SDGs dalam konteks lokal melalui komunitas pemuda. *Jurnal Pembangunan Lokal*, 5(2), 57–69.
- Statista. (2023). *Penggunaan media sosial di Indonesia - Statistik & Fakta*. Diakses dari <https://www.statista.com>
- Suryani, N. (2022). Strategi komunikasi komunitas digital makanan lokal dalam kampanye makanan lestari. *Jurnal Komunikasi Lingkungan*, 7(1), 35–47.
- UNDP. (2020). *Laporan Pembangunan Manusia 2020: Batas Berikutnya—Pembangunan Manusia dan Antroposen*. New York: Program Pembangunan Perserikatan Bangsa-Bangsa.
- Winda, K., Syakilah, N., Simanjuntak, M.W., Nandini, N., & Aliya, H.T.D. (2023). Peran komunikasi pembangunan dalam membangun desa. *Jurnal Pelayanan Publik dan Tata Kelola*, 4(1), 144–149.
- Wulandari, D., & Nugroho, T. (2022). Kampanye makanan sehat melalui Instagram: Belajar di komunitas muda. *Jurnal Media dan Komunikasi*, 3(1), 20–30.
- Yuniar, E.T., Ningrum, A.D., & Prasetyo, B. (2022). *Budaya dalam Agenda 2030: Upaya dalam mewujudkan Tujuan Pembangunan Berkelanjutan di Kota Pekalongan*. *Jurnal Internasional*, 8 (2), 217–231.

