



INDONESIANS & CLIMATE CHANGE

JUNE 2021

fiftyfive5



PURPOSE

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5. Indonesians & Climate Change
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8. Last 5 Minutes
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SECTION 1

METHODOLOGY

METHODOLOGY

SURVEY OVERVIEW

We created a 25-minute survey that covered all of the required details required to gain a robust understanding of Indonesians values, beliefs and behaviours and to be able to create a strong audience segmentation. The survey was fully translated to Bahasa.

SECTIONS	AIM
SCREENER	Recruit a Nationally Representative Sample
VALUES	Broad values, needs and outlook
PERSONAL EXPERIENCES & IMPACTS	Personal experiences of impacts of climate change
ENVIRONMENT KNOWLEDGE & CONCERN	Specific knowledge and attitudes to climate change
ENVIRONMENT BEHAVIOURS	Behaviour & barriers to take action regarding environment
DRIVERS	Potential drivers for action
CLIMATE CHANGE MESSENGERS	Preferred messenger & channels
DEMOGRAPHICS AND RELIGION	Further profiling and understanding the importance of religion

SAMPLING OVERVIEW

We interviewed a total of 2,073 Indonesians across the locations below and used a mixture of both online and face to face interviews to ensure we could capture all of the required demographics in both urban and harder to reach rural areas.

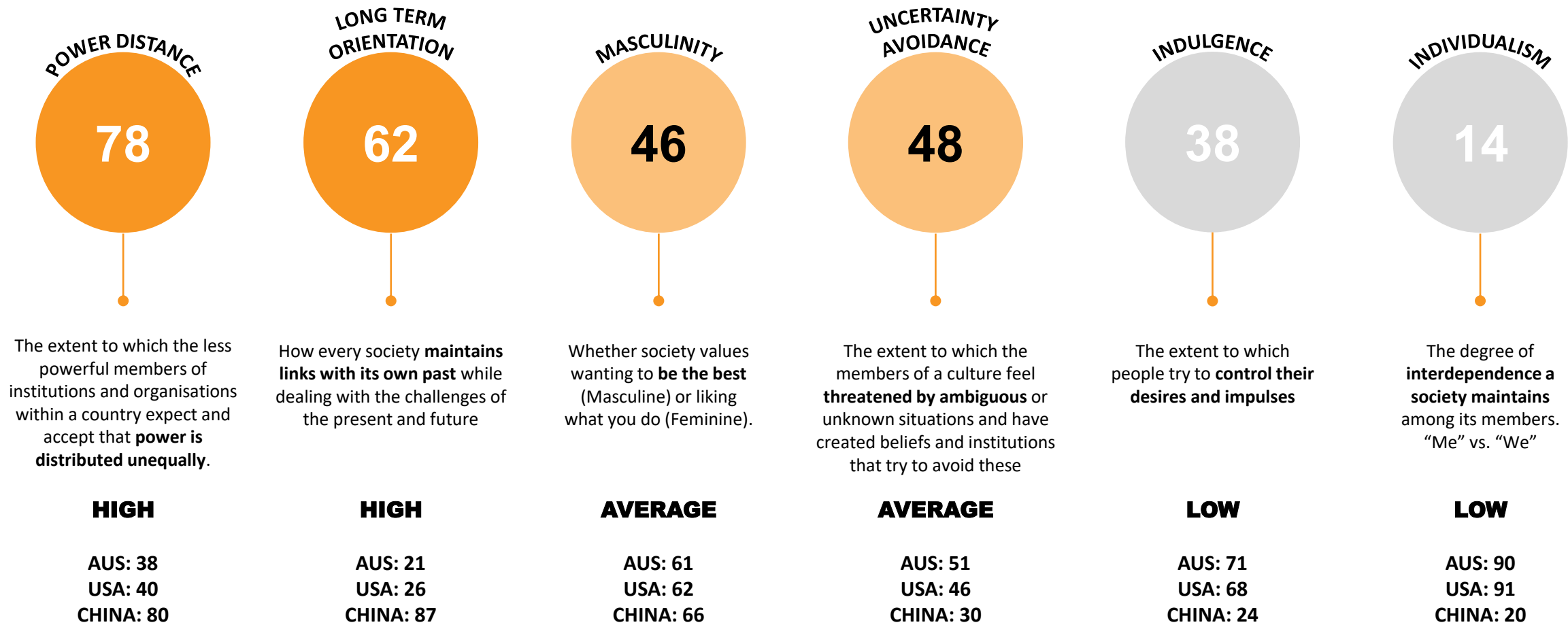
LOCATION	BASE	LOCATION	BASE
Jakarta	92	NORTH SUMATERA	
Bogor	62	Medan	67
Depak	22	Sumatera Utara	100
Tangerang	62	SOUTH SUMATERA	
Bekasi	53	Palembang	25
WEST JAVA		Sumatera Selatan	100
Bandung	73	SOUTH KALIMANTAN	
Jawa Barat	155	Banjarmasin	21
EAST JAVA		Kalimantan Selatan	97
Surabaya	72	WEST KALIMANTAN	
Jawa Timur	180	Pontianak	22
CENTRAL JAVA		Kalimantan Barat	105
Yogyakarta	32	SOUTH SULAWESI	
Daerah Istimewa	91	Makassar	65
CENTRAL JAVA		Sulawesi Selatan	106
Semarang	49	NORTH SULAWESI	
Jawa Tengah	175	Mendado	32
BALI		Sulawesi Utara	89
Denpasar	38		
Bali	88		

SECTION 2

WHAT MATTERS TO INDONESIAN PEOPLE

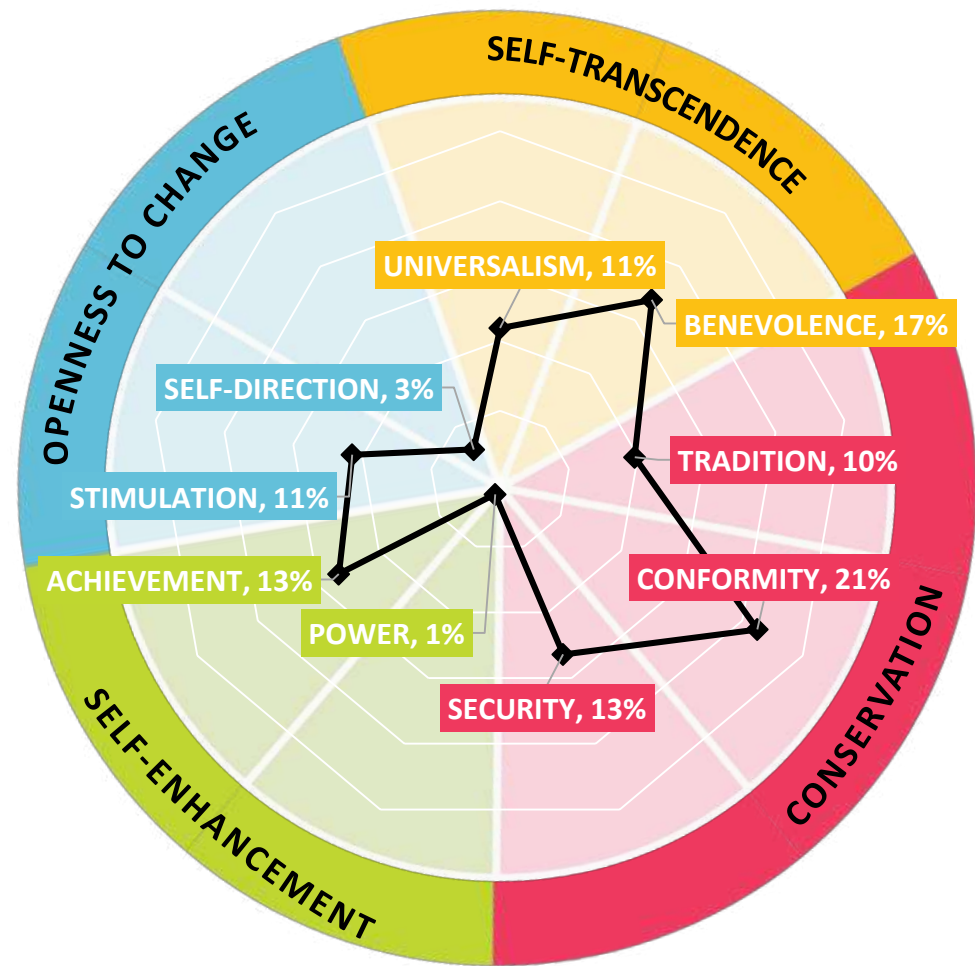
INDONESIAN CULTURE SHOW RESPECT FOR HIERARCHY AND CONNECTION WITH ITS PAST; AND LOW INDIVIDUALISM OR INDIVIDUAL INDULGENCE

HOFSTEDE CULTURAL DIMENSIONS INDEX

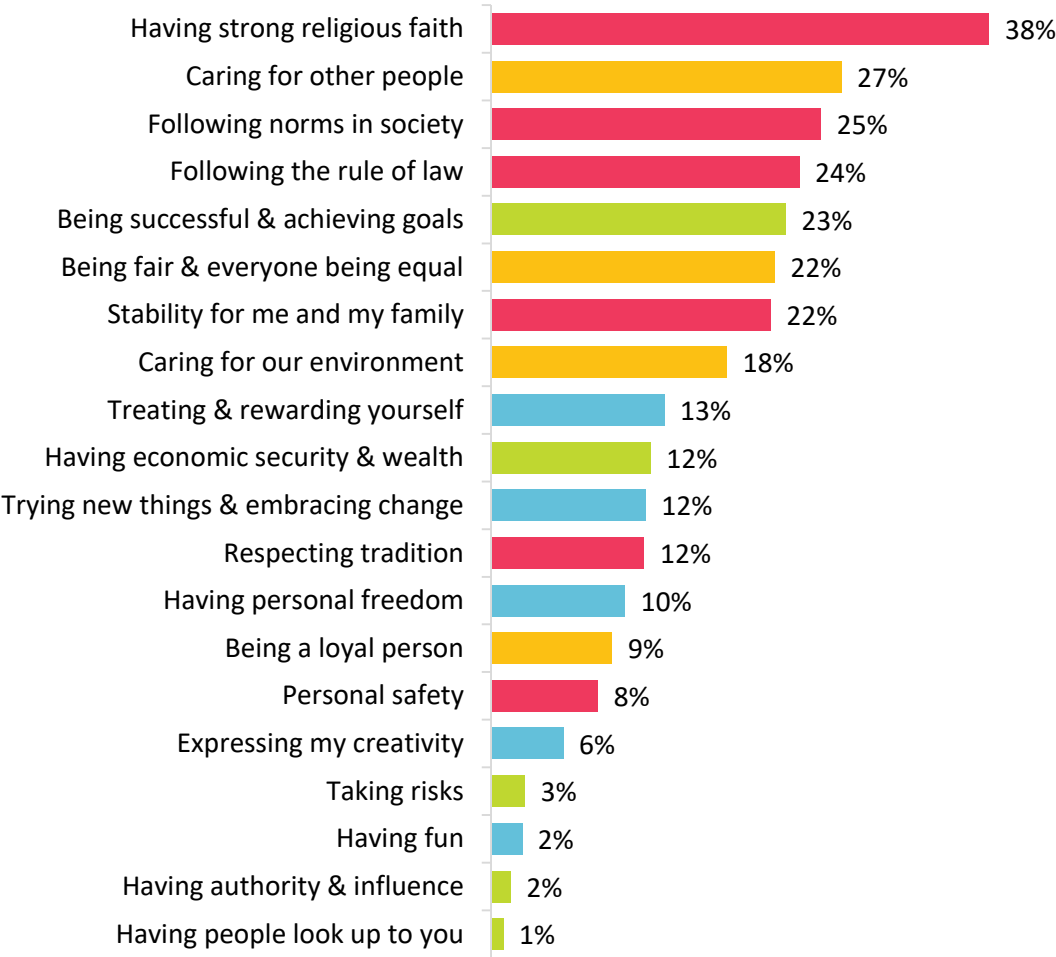


INDONESIAN SOCIETY IS COLLECTIVELY & CONFORMITY DRIVEN – WITH STRONG RELIGIOUS FAITH, FOLLOWING RULES & SOCIETAL NORMS AND CARING FOR OTHERS

PERSONAL VALUES – TOP 3 – MOST IMPORTANT & REFLECT HOW YOU LIVE YOUR LIFE

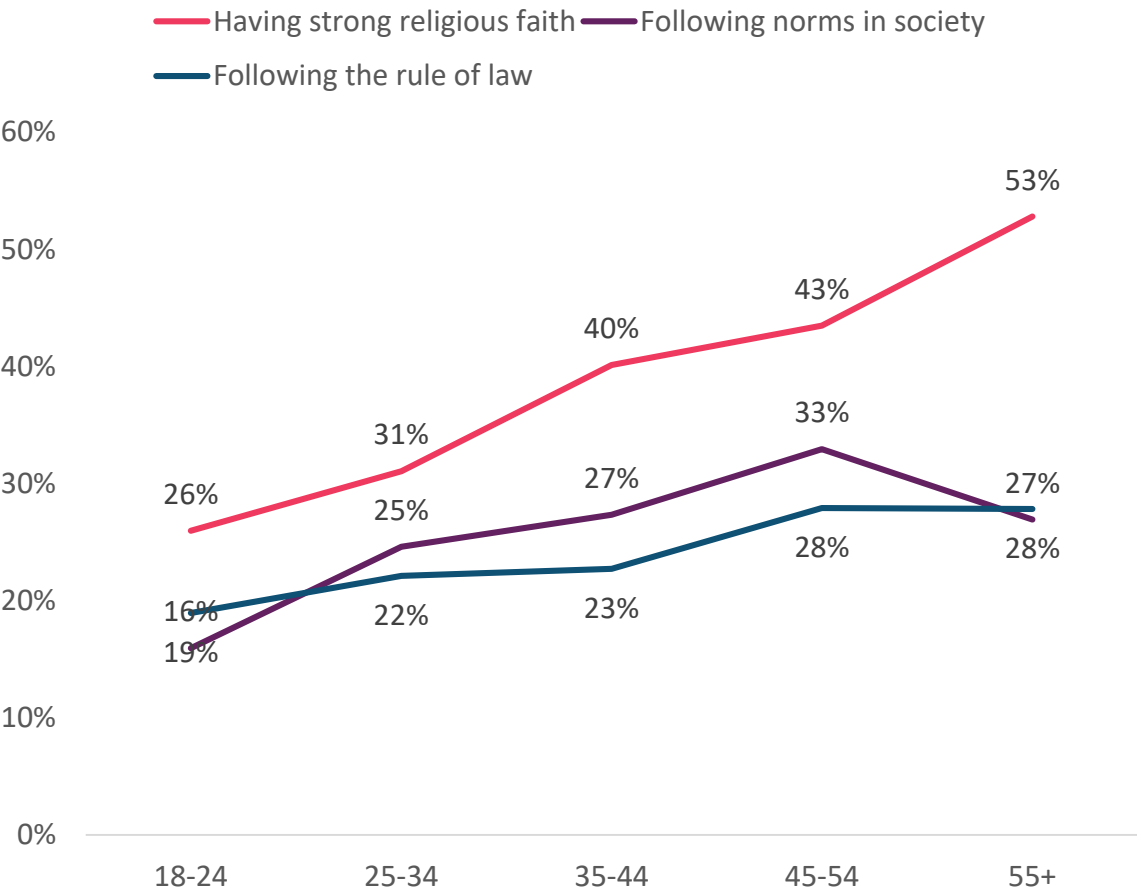


TOP 3 VALUES

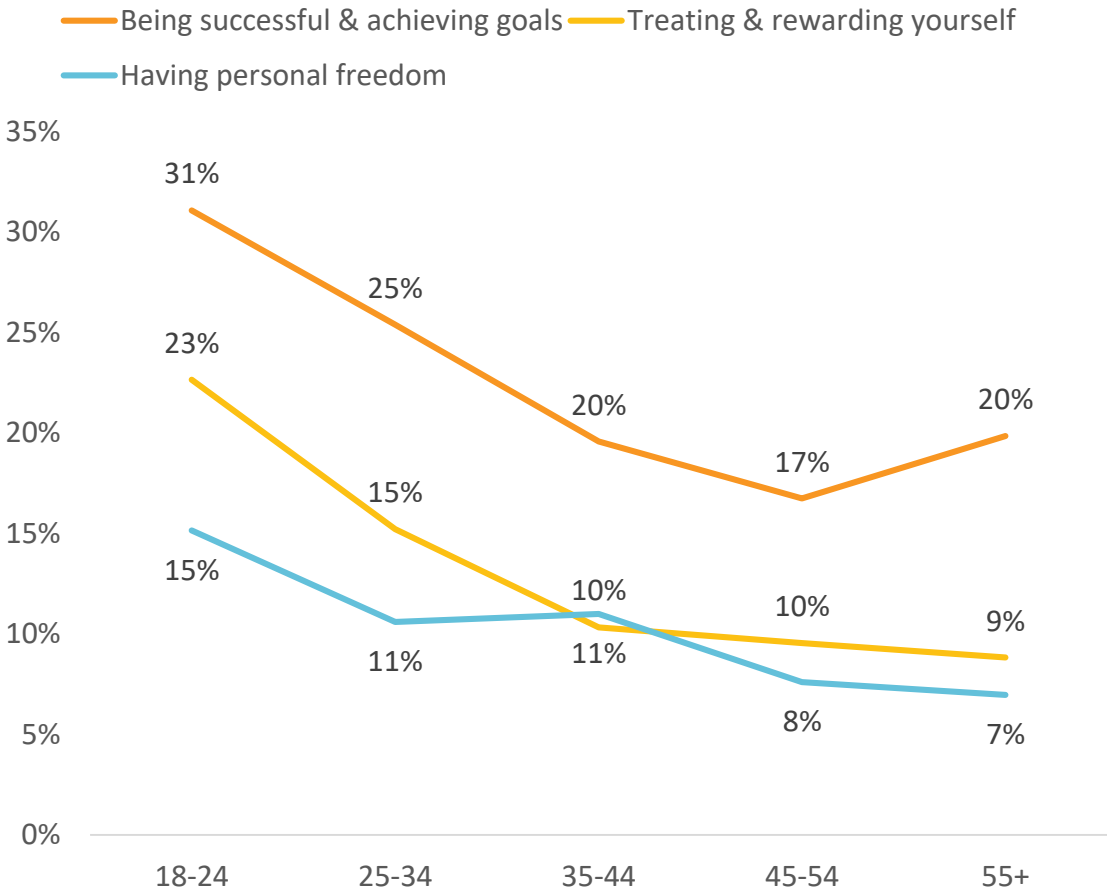


HOWEVER, YOUNGER GENERATIONS SHOW A SHIFT TOWARDS MORE INDIVIDUALISTIC AND ACHIEVEMENT ORIENTED VALUES THAN OLDER GENERATIONS

DECLINING VALUES



ASCENDING VALUES



COVID DOMINATES A LOT OF WORRY IN THE COUNTRY; WITH INTERSECTIONS INTO WORRIES ABOUT JOBS, THE ECONOMY AND CHILDREN'S EDUCATION

WHAT ARE YOUR MAIN CONCERNS AT THE MOMENT? WHAT KEEPS YOU UP AT NIGHT?



Difficulty about **supporting the family** because of the **difficulty of finding work due to Covid**

Fear of not getting a job

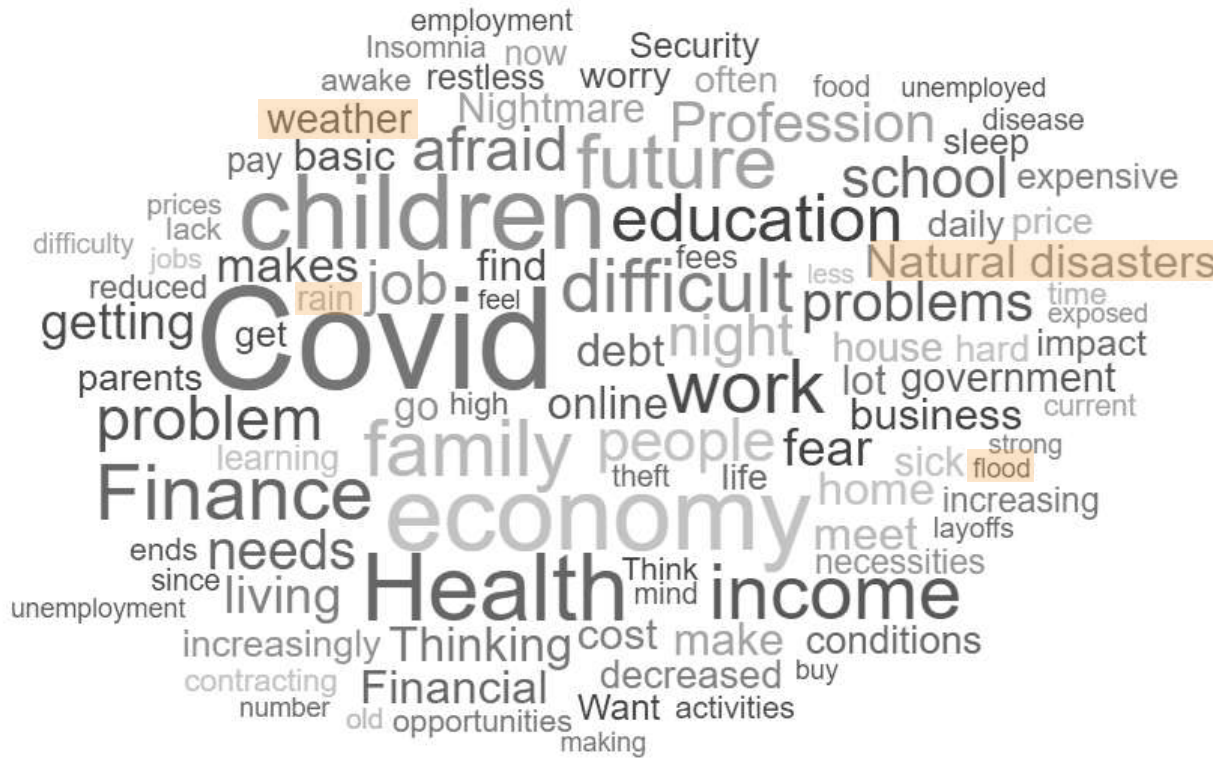
It is difficult to **find work** due to the lack of jobs due to the **effect of covid**

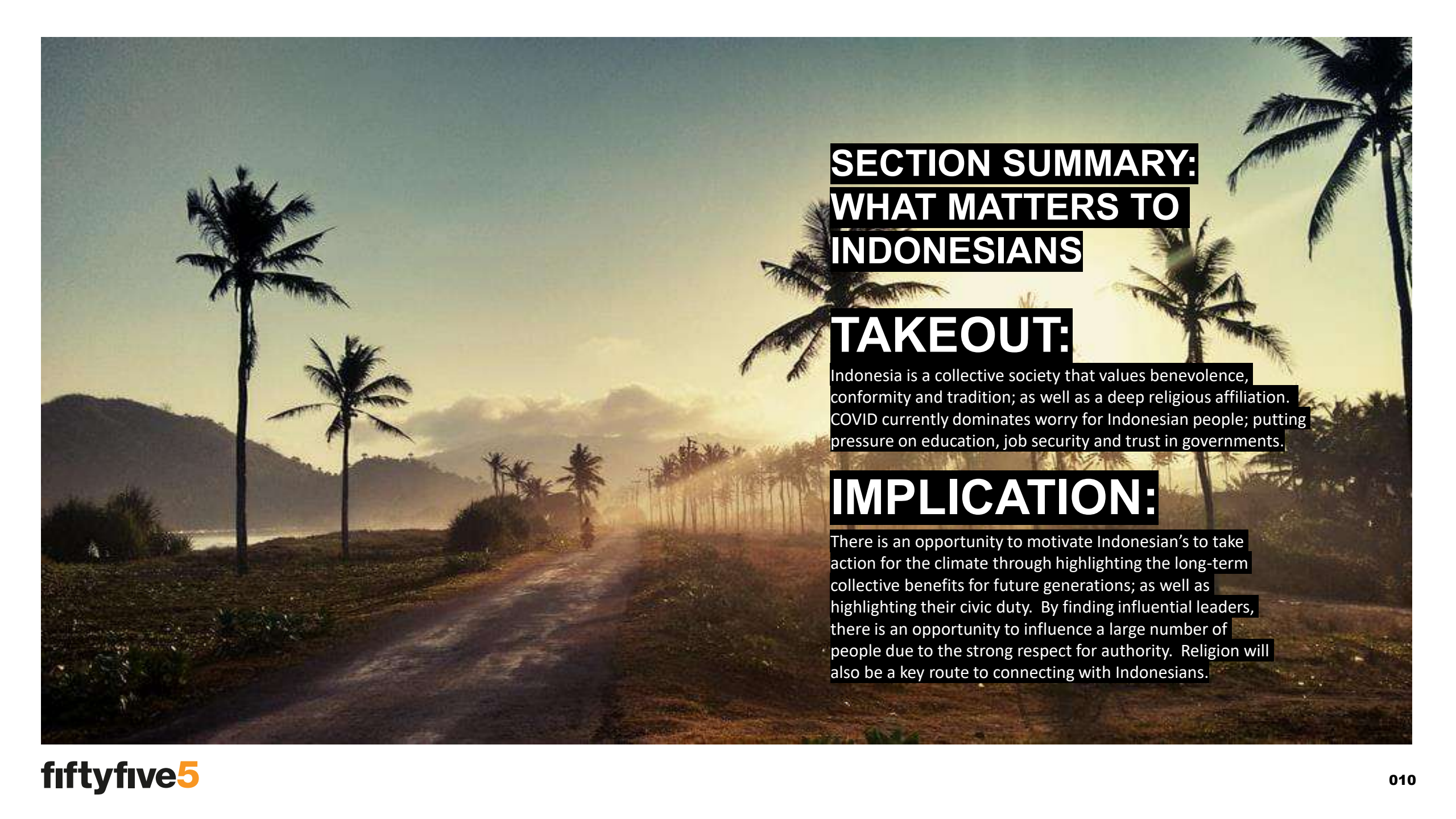
Worried about Covid, children cannot go to school

Thinking about the **economy**, what **work tomorrow** can be done to get money

The economy still only survives

About covid-19 that **has not subsided**



A tropical landscape with palm trees and a dirt road at sunset. The sun is low on the horizon, casting a warm, golden glow over the scene. Several palm trees are silhouetted against the sky, and a dirt road leads into the distance. The overall mood is serene and peaceful.

SECTION SUMMARY: WHAT MATTERS TO INDONESIANS

TAKEOUT:

Indonesia is a collective society that values benevolence, conformity and tradition; as well as a deep religious affiliation. COVID currently dominates worry for Indonesian people; putting pressure on education, job security and trust in governments.

IMPLICATION:

There is an opportunity to motivate Indonesian's to take action for the climate through highlighting the long-term collective benefits for future generations; as well as highlighting their civic duty. By finding influential leaders, there is an opportunity to influence a large number of people due to the strong respect for authority. Religion will also be a key route to connecting with Indonesians.

SECTION 3

THE ROLE OF RELIGION

78% OF INDONESIANS FOLLOW ISLAM

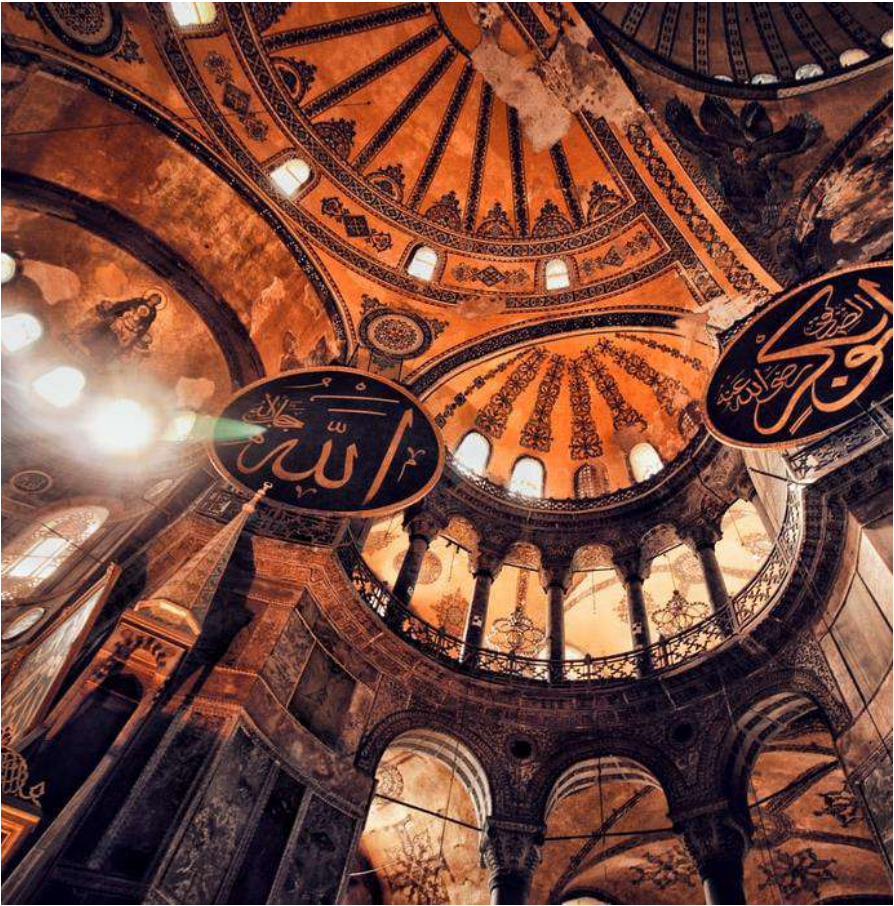
14% OF INDONESIANS FOLLOW CHRISTIANITY

4% HINDUISM
1% BUDDHISM
1% KEJAWEN

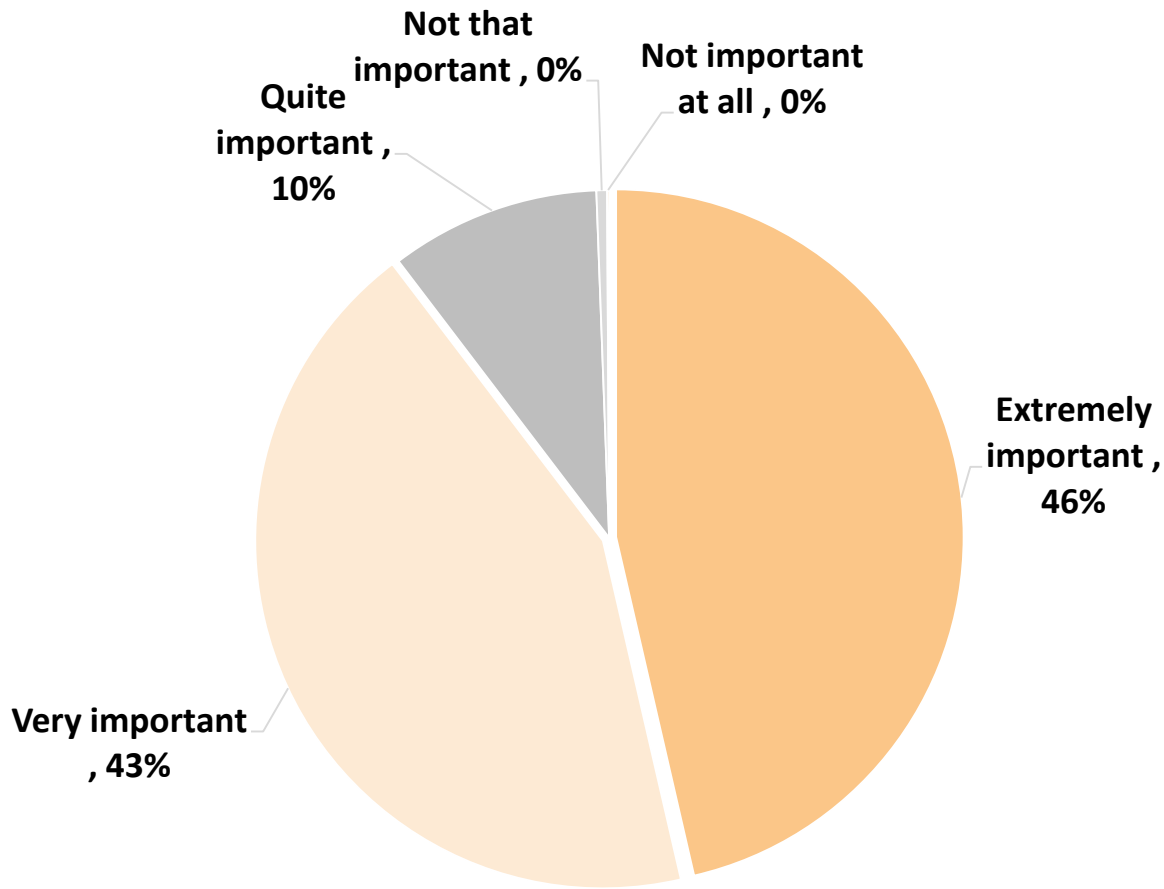
1% FOLLOW NO RELIGION OR
WOULD RATHER NOT SAY



RELIGION & FAITH PLAYS AN IMPORTANT ROLE IN HOW INDONESIANS LIVE THEIR LIVES



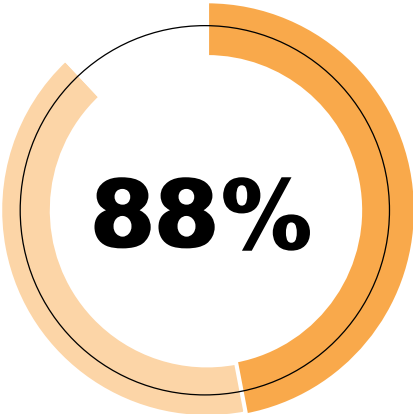
HOW IMPORTANT IS YOUR RELIGION/FAITH TO YOU AND HOW YOU LIVE YOUR LIFE?



THE MAJORITY OF INDONESIANS ARE ACTIVELY PRACTICING THEIR RELIGIOUS FAITH



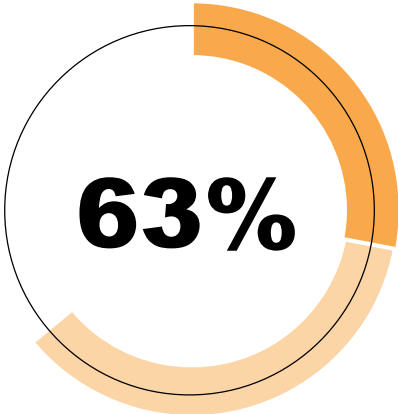
PRAY PRIVATELY



ALWAYS: 47%
OFTEN: 41%



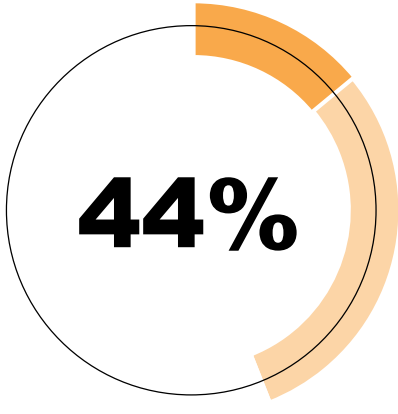
ATTEND RELIGIOUS SERVICES



ALWAYS: 28%
OFTEN: 36%



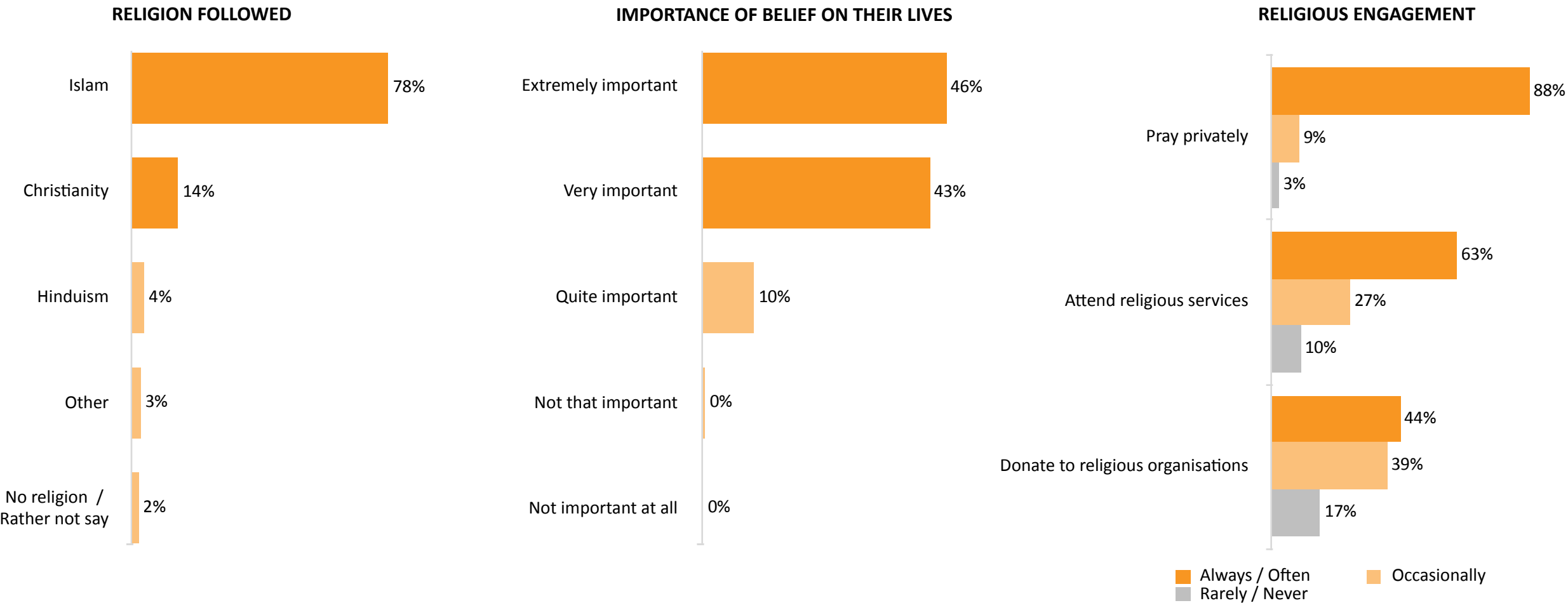
DONATE TO RELIGIOUS ORGANISATIONS



ALWAYS: 14%
OFTEN: 30%

WITH ISLAM BEING THE PREDOMINANT RELIGION, THE STRENGTH OF BELIEF AND THE ONGOING ENGAGEMENT ARE VERY STRONG IN INDONESIA

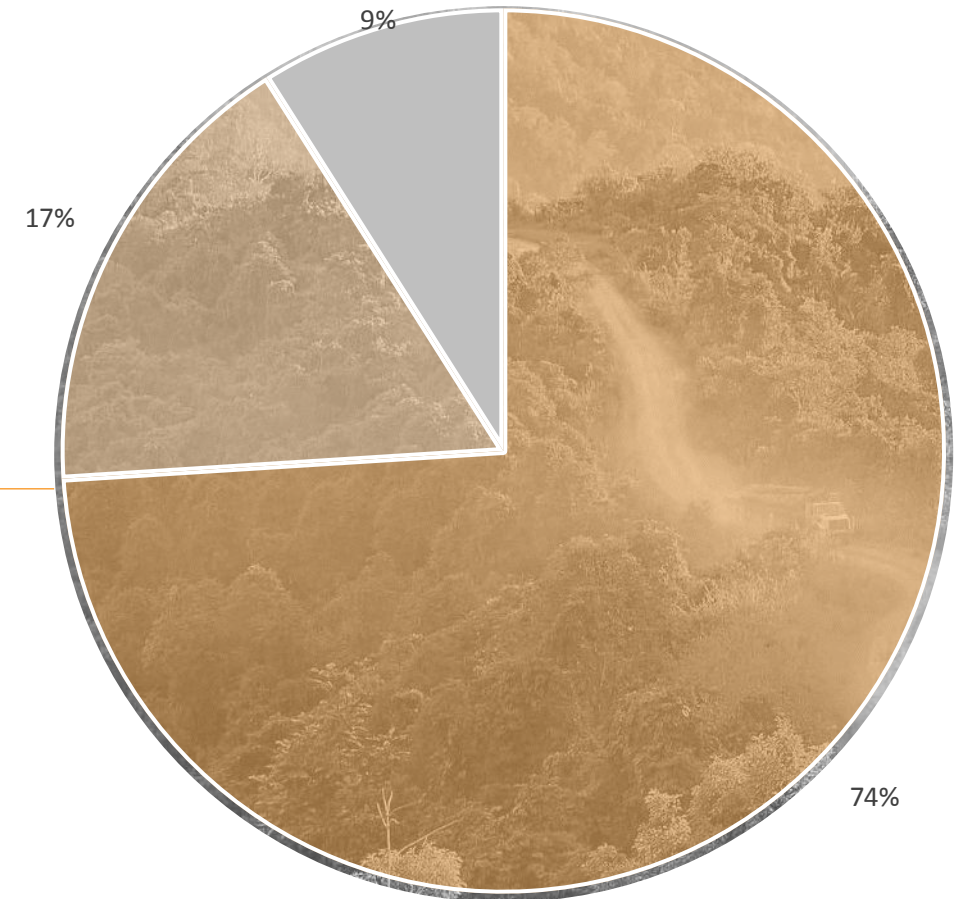
RELIGIOUS BELIEFS & BEHAVIOURS



RELIGION AND THE ENVIRONMENT ARE INTRINSICALLY LINKED

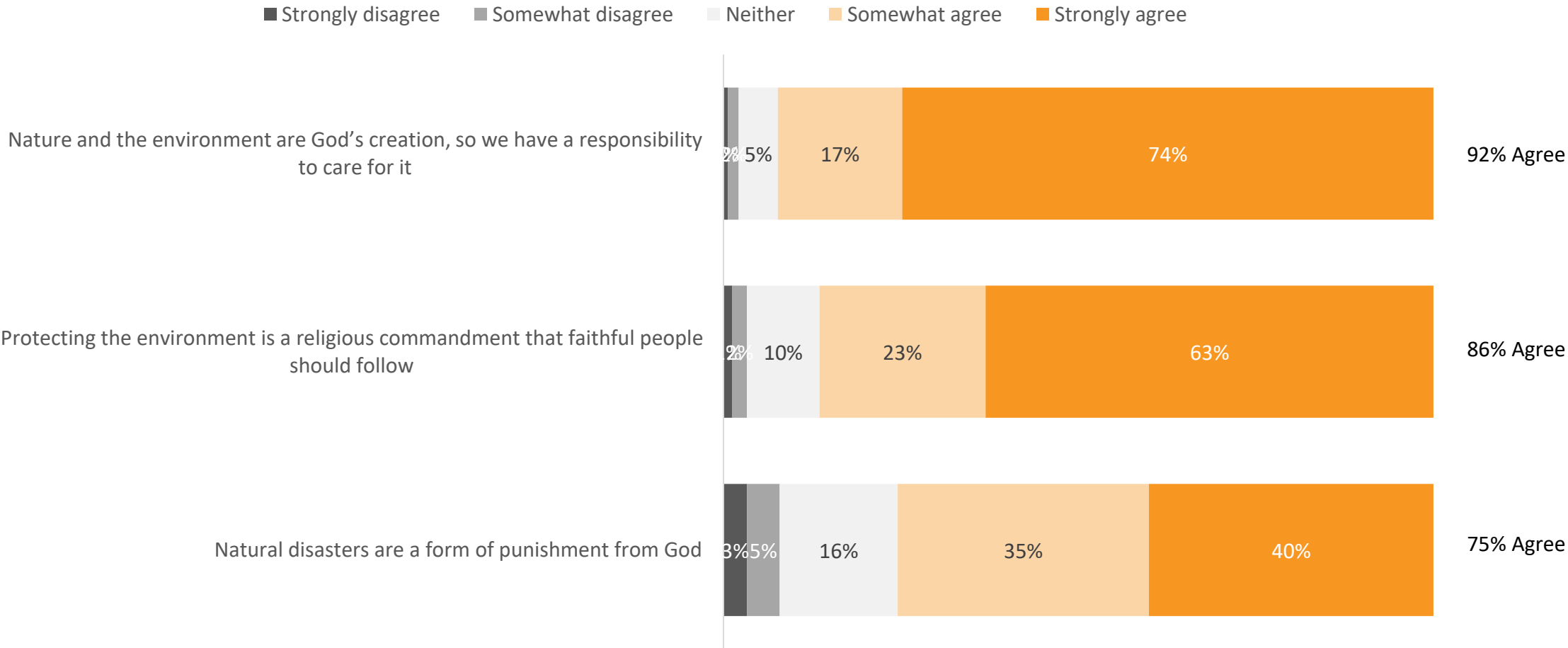


**92% OF INDONESIAIS AGREE THAT
NATURE AND THE
ENVIRONMENT ARE
GOD'S CREATION, SO WE
HAVE A RESPONSIBILITY
TO CARE FOR IT**



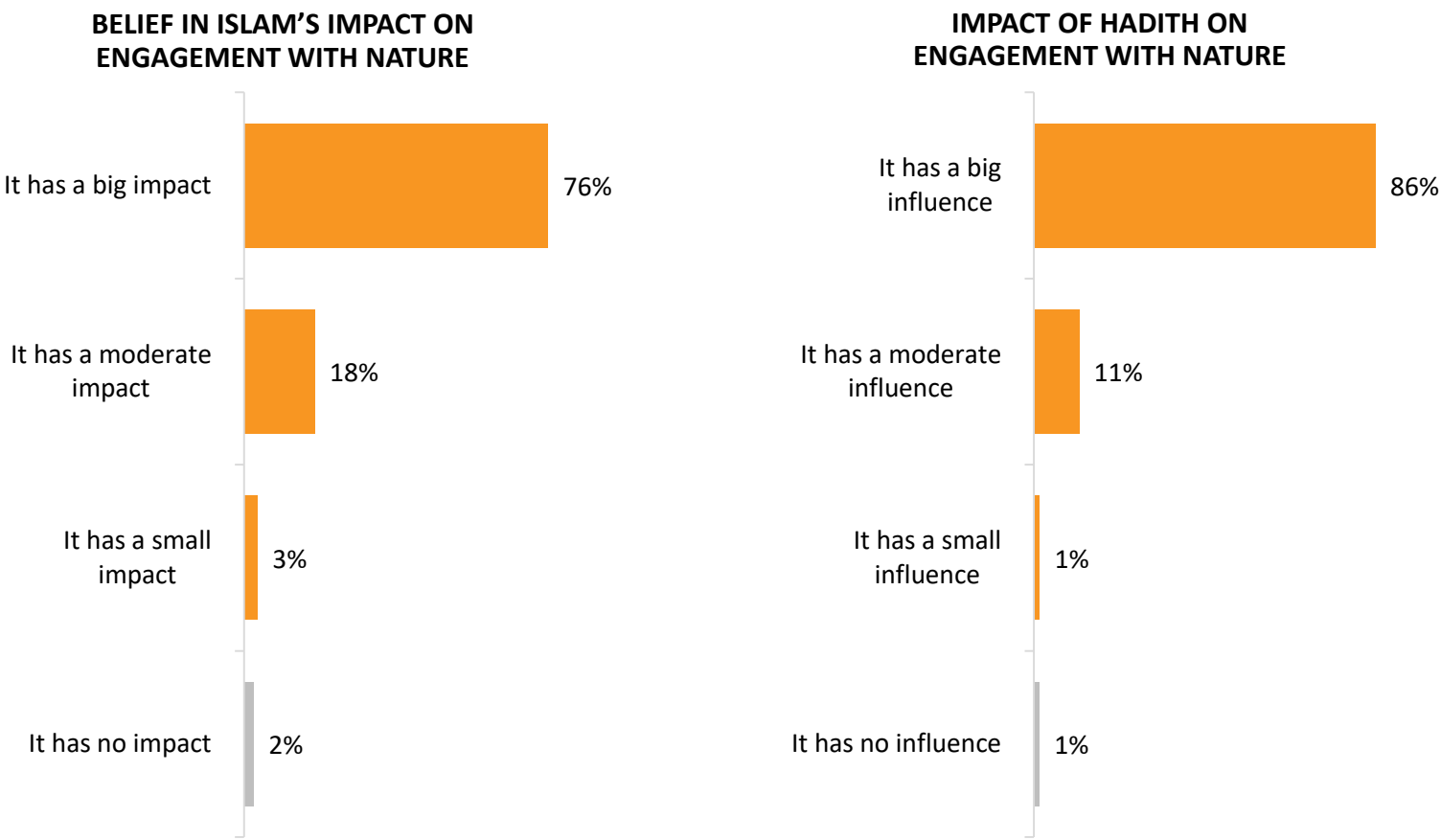
INDONESIANS FEEL A RESPONSIBILITY TO BE CUSTODIANS OF THE ENVIRONMENT AS IT IS GOD’S CREATION. HOWEVER, THEY ALSO BELIEVE NATURAL DISASTERS ARE A FORM OF PUNISHMENT FROM GOD

ATTITUDES TOWARDS RELIGION & THE ENVIRONMENT



THE ROLE OF RELIGION ON ENGAGEMENT WITH THE NATURAL ENVIRONMENT IS ALSO VERY STRONG

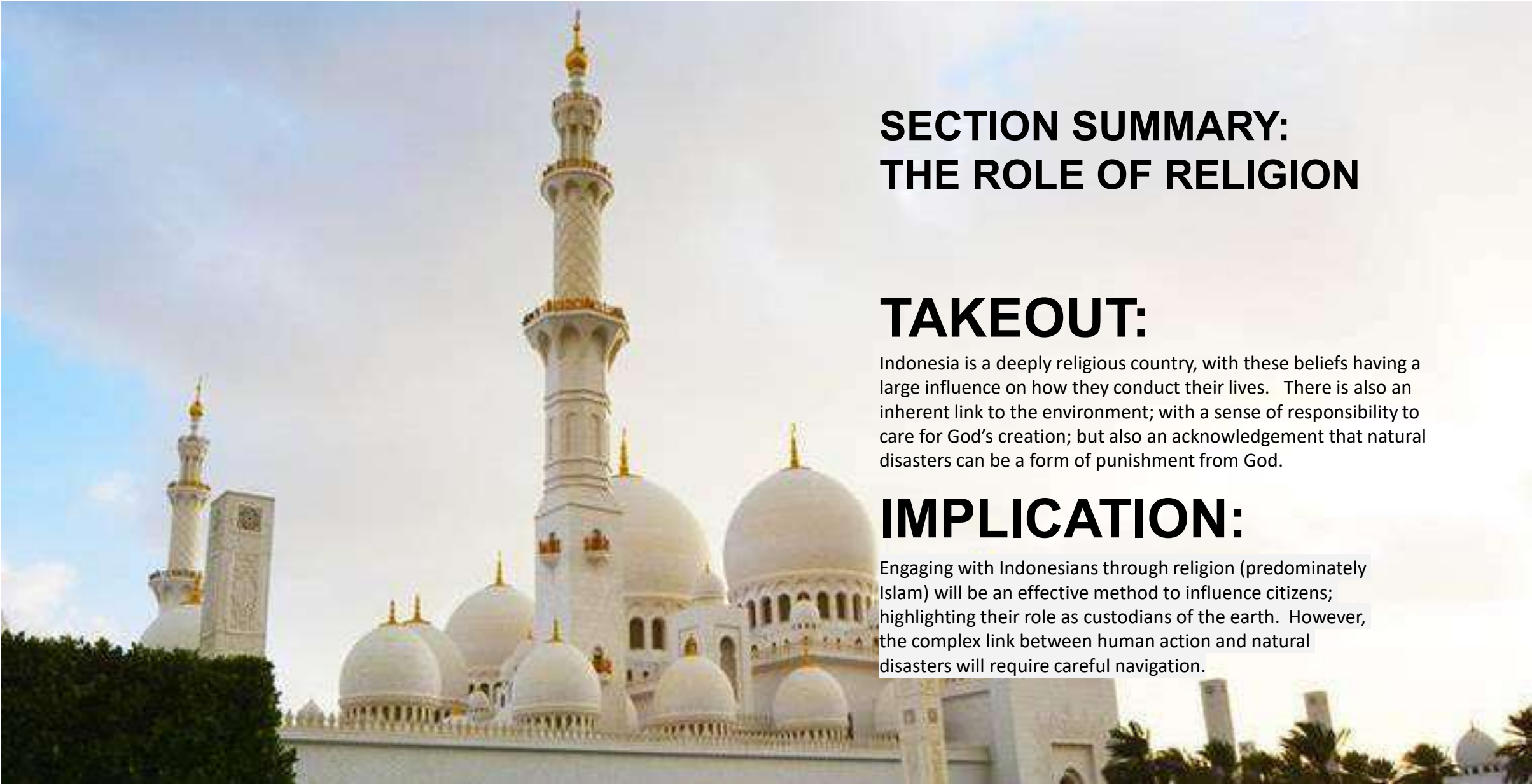
THE IMPORTANCE OF ISLAM ON THEIR ENVIRONMENTAL ENGAGEMENT



A number of the Hadith refer to the Prophet Muhammad's concern about the environment and treatment of animals, and he encourages those around him to value the Earth and all of nature.

In the Qur'an, Muslims are instructed to look after the environment and not to damage it. Muslims have a responsibility to look after the Earth because it is all Allah's creation and it is part of a human's duty to Allah.





SECTION SUMMARY: THE ROLE OF RELIGION

TAKEOUT:

Indonesia is a deeply religious country, with these beliefs having a large influence on how they conduct their lives. There is also an inherent link to the environment; with a sense of responsibility to care for God's creation; but also an acknowledgement that natural disasters can be a form of punishment from God.

IMPLICATION:

Engaging with Indonesians through religion (predominately Islam) will be an effective method to influence citizens; highlighting their role as custodians of the earth. However, the complex link between human action and natural disasters will require careful navigation.

SECTION 4

THE ROLE OF POLITICS

THE INTERSECTION OF COVID & ECONOMY COME THROUGH AT COUNTRY-LEVEL CONCERNS; ALONG WITH CONCERNS AROUND GOVERNMENT CORRUPTION

AND WHAT DO YOU THINK ARE THE BIG CHALLENGES FOR OTHER INDONESIANS? OR FOR THE COUNTRY AS A WHOLE? IF YOU COULD TELL THE GOVERNMENT TO FIX ONE ISSUE, WHAT WOULD IT BE?



A large **burden** of **state debt** that must be borne by the **community** / Political and democratic conditions are increasingly **not conducive** / A **slowing economy** / **Employment** is getting more difficult / **Health insurance** is getting more difficult

Open Indonesia's lockdown / Refresh the economy / Further BLT
for those affected by covid / **Accelerate** comprehensive free
vaccination

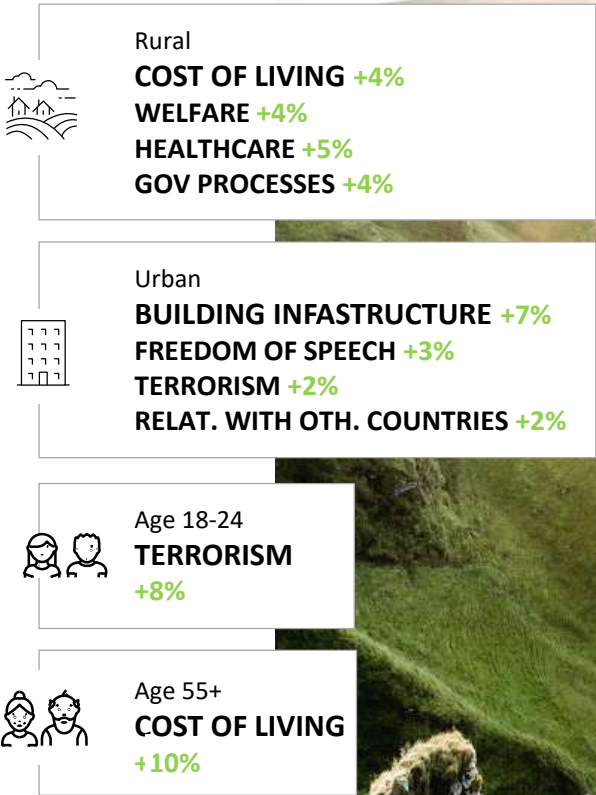
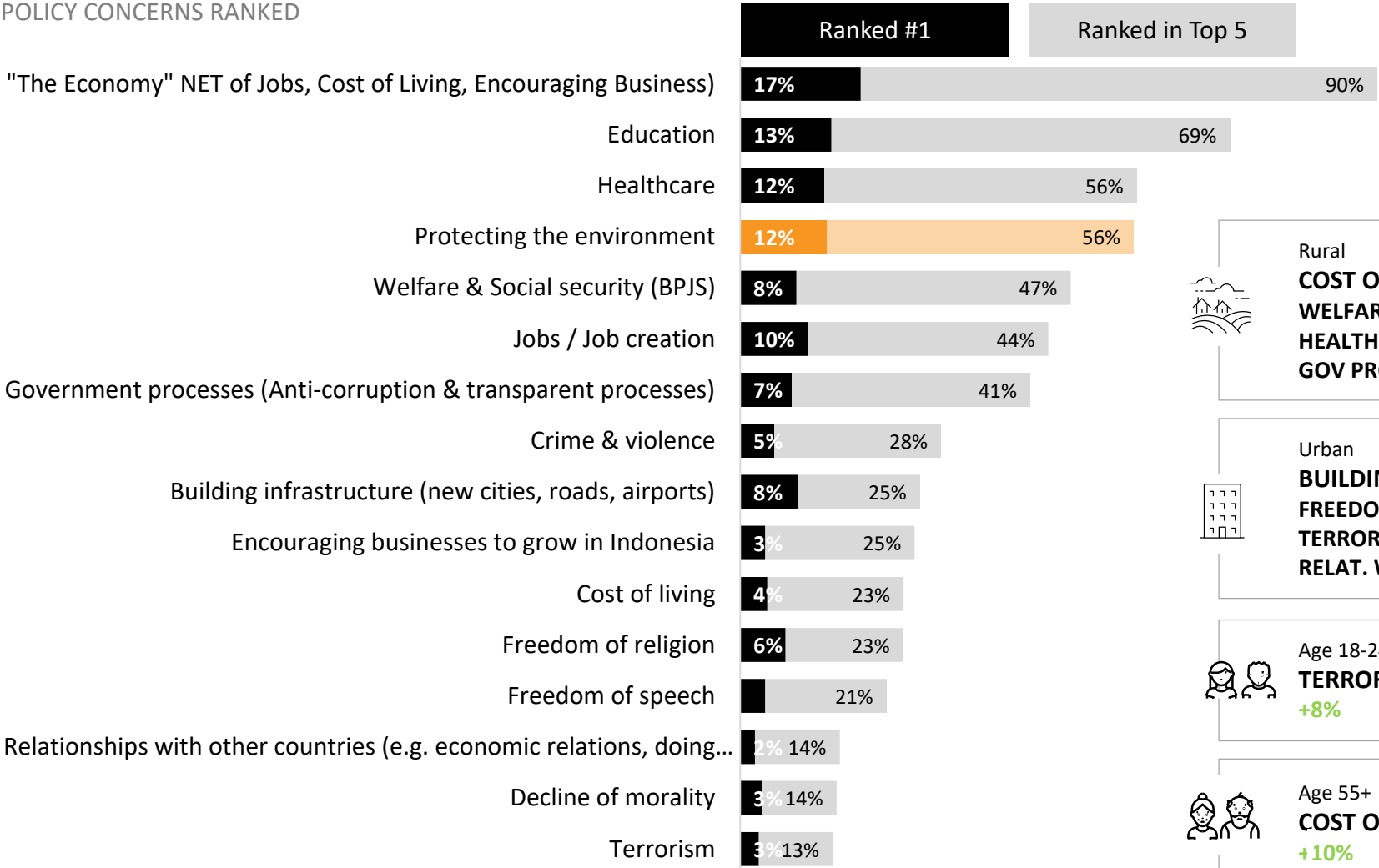
Opening up jobs as much as possible so that the unemployed can work / **Providing assistance** so that we can feed and help **provide for the needs of the family** / **Eradicating crime** so that **anxiety** does not occur continuously / Keeping the **environment clean**, don't litter so it doesn't **flood**

Restoring the **economic condition** of the Indonesian nation due to Covid 19 / **Corruption** in government / Overcoming **floods**



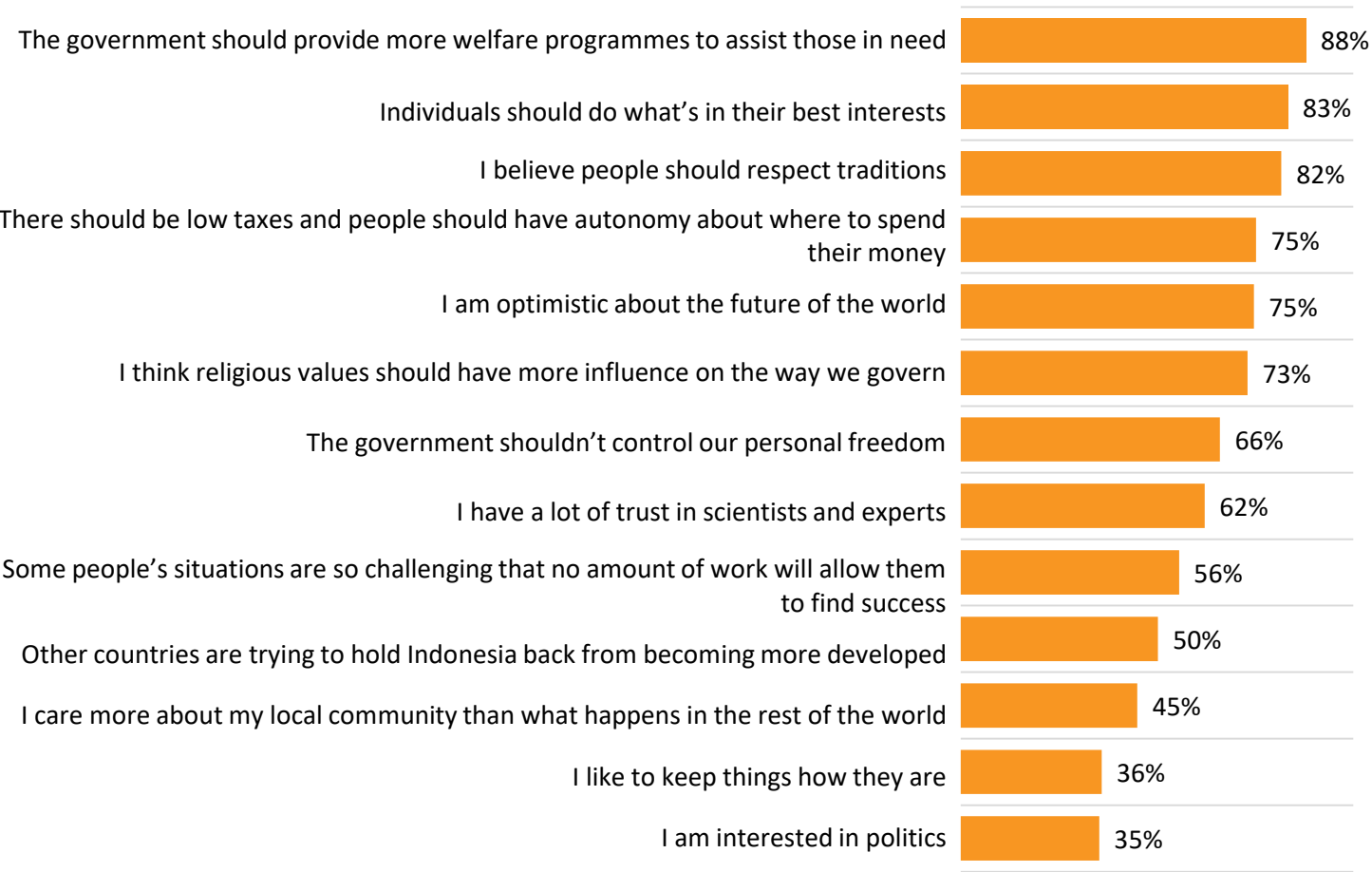
PROTECTING THE ENVIRONMENT IS EQUAL 2ND WITH HEALTHCARE INDICATING PEOPLE ARE AWARE IT NEEDS PROTECTING

POLICY CONCERNS RANKED



WHILE MANY FEEL THE GOVERNMENT SHOULD BE DOING MORE TO HELP THOSE IN NEED, THERE IS QUITE LOW INTEREST IN POLITICS INDICATING WORK TO BE DONE TO DRIVE POLITICAL ACTION

POLITICAL IDEOLOGY – % VERY/SOMEWHAT AGREE

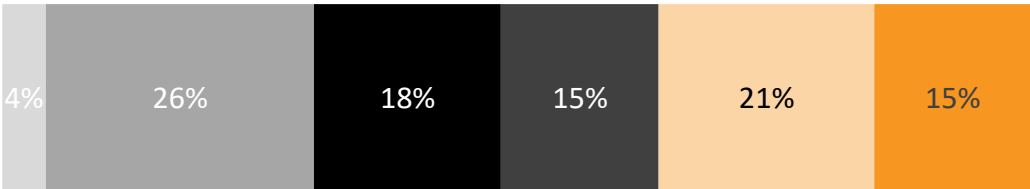


THERE WAS A LACK OF UNDERSTANDING OF THE BILLS WE PRESENTED TO RESPONDENTS; REFLECTING THE LOW ENGAGEMENT IN POLITICS

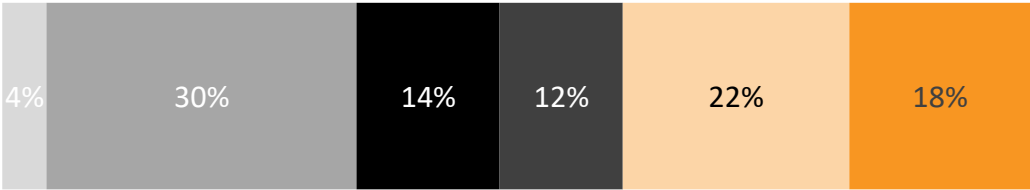
SUPPORT FOR BILLS

■ Rather not say ■ I didn't know much about it ■ No, strongly ■ No, slightly ■ Yes, slightly ■ Yes, strongly

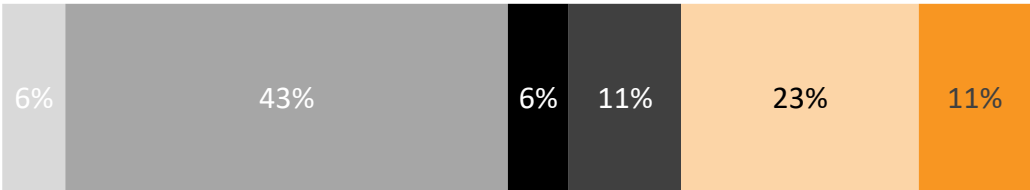
There was recently a bill passed called 'UU Cipta Kerja' (Omnibus Law), about creating jobs and raising foreign and local investment by reducing regulations for business permits and making it easier to acquire land.



Regulation of the Minister of Environment and Forestry Number P.24/MENLHK/SETJEN/KUM.1/10/2020 on the Provision of Forest Areas



Law (UU) concerning the Third Amendment to Law Number 17 of 2014 concerning the People's Consultative Assembly, the People's Representative Council, the Regional Representatives Council, and the Regional People's Representative Council





SECTION SUMMARY: THE ROLE OF POLITICS

TAKEOUT:

Economic Interests, Healthcare, Education are the biggest concerns for Indonesians; accelerated by the COVID-19 lockdowns. The environment is also listed as a top policy concern. However, there is fairly low engagement with politics in the general population.

IMPLICATION:

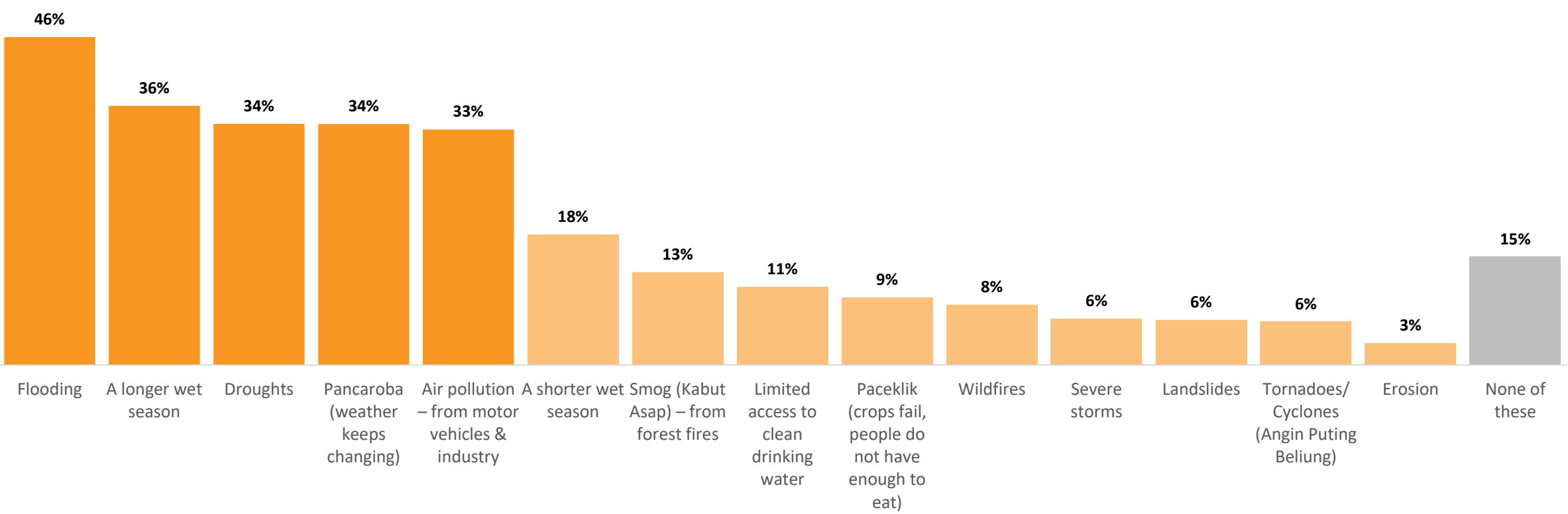
It may be difficult to engage citizens in political advocacy due to low engagement and understanding of politics and the various bills they can vote on. Education & Inspiration will be important to drive a stronger response. However, there is a sense that individuals should take action to do the right thing and better their lives.

SECTION 5

INDONESIANS & CLIMATE CHANGE

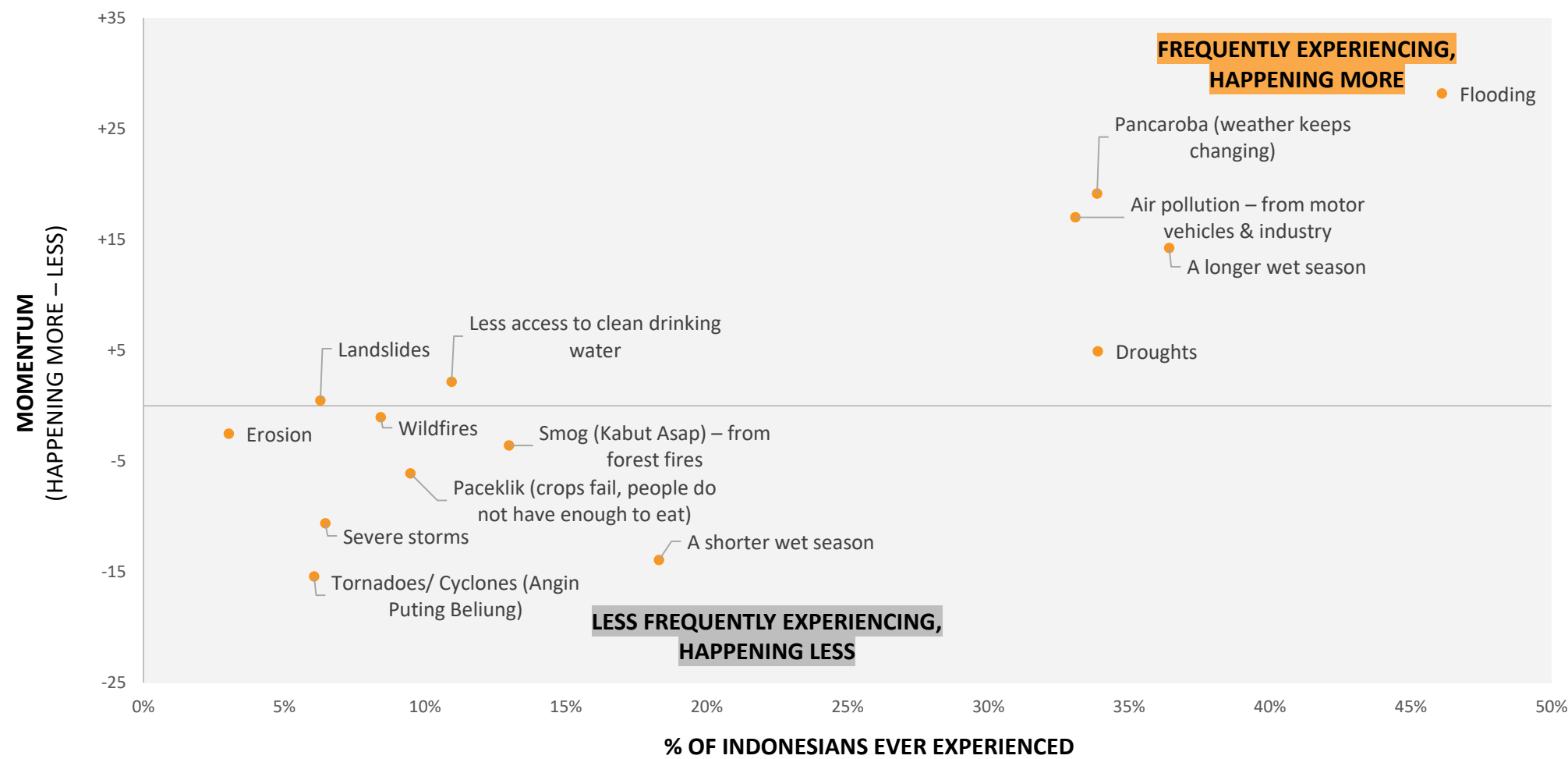
85% OF THE INDONESIAN POPULATION HAVE EXPERIENCED A NATURAL DISASTER. HALF HAVE EXPERIENCED FLOODING, AND 1/3 HAVE SEEN LONGER WET SEASONS, DROUGHTS, PANCAROBA AND AIR POLLUTION

CLIMATE CHANGE EFFECTS EXPERIENCED



FLOODING, POLLUTION, LONG WET SEASONS, DROUGHTS AND ‘PANCAROBA’ ARE ALSO SEEN TO BE HAPPENING MORE FREQUENTLY

% EXPERIENCING MORE THAN 5-10 YRS AGO



FLOODS OCCURRING DURING FIELDWORK WERE PICKED UP IN THE CONCERNS OF INDONESIANS; DEMONSTRATING THE IMPACT ON EMOTIONAL WELLBEING THAT NATURAL DISASTERS CAN HAVE



WHAT KEEPS YOU UP AT NIGHT?

When it rains, my **anxiety becomes high, afraid** that the house will flood

Floods are **afraid** of **repeating themselves** ... if there is a rumor that there will be floods

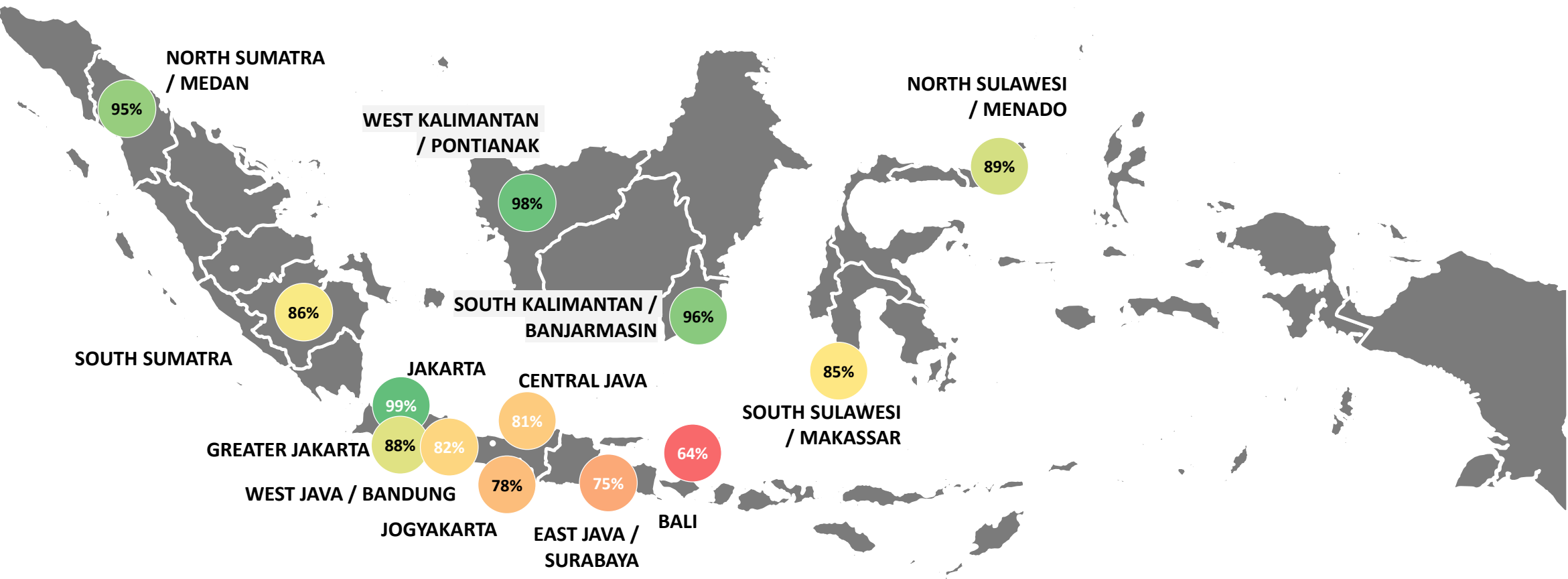
Due to the flood, I was **worried** about wanting to **evacuate**

The weather now **changes frequently** with rain that often **comes suddenly**, causing **sudden** flooding and **disrupting** activities at work

Floods, because my house is close to a fish pond which sometimes when it rains heavily and for a long time I **worry** that the water will overflow and flood my house because the weather is **now difficult to predict**

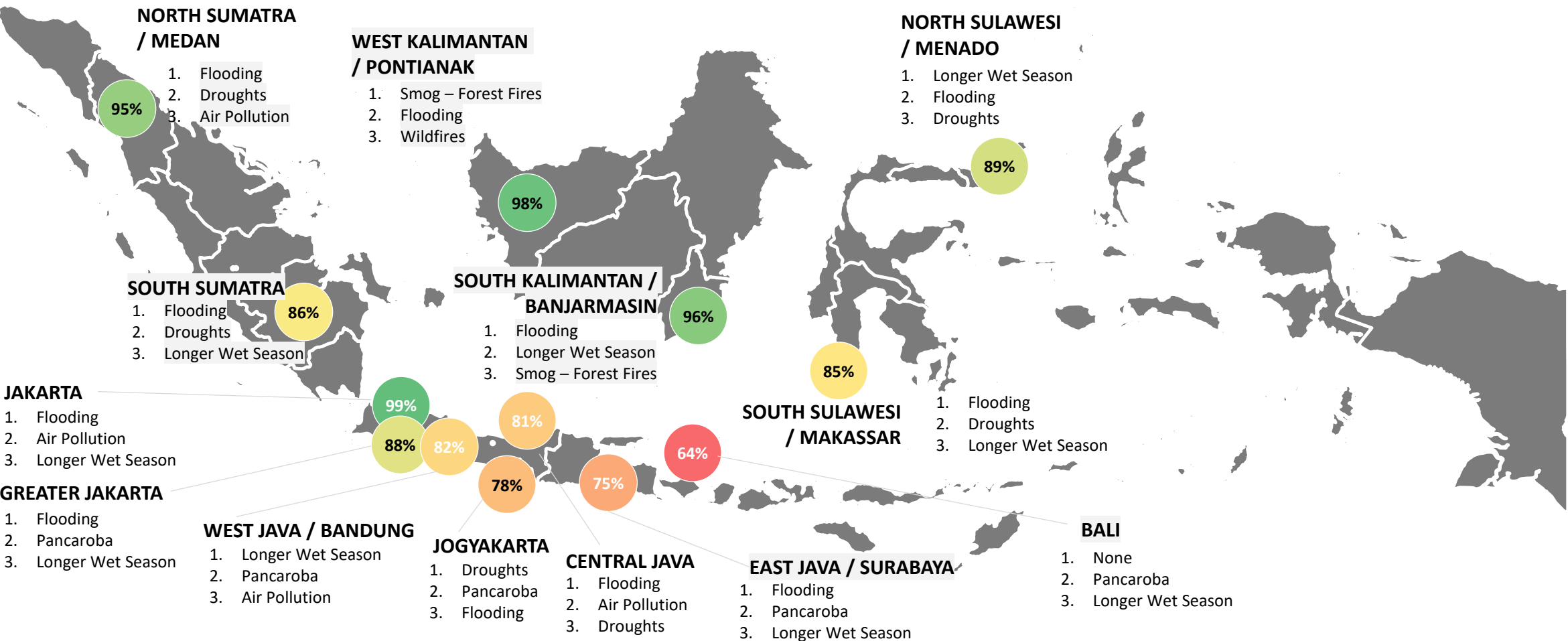
THE EXTENT TO WHICH INDONESIANS HAVE EXPERIENCED NATURAL DISASTERS VARIES BY REGION – WITH JAKARTA, BORNEO AND NORTHERN SULAWESI & SUMATRA THE HIGHEST

EXPERIENCES OF CLIMATE CHANGE – BY REGION



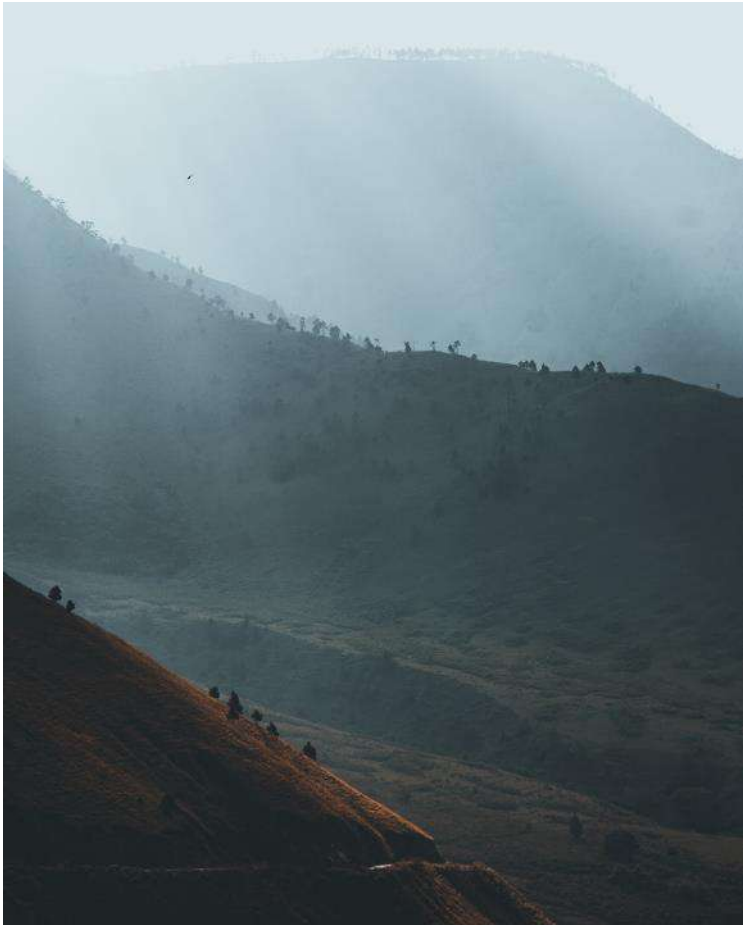
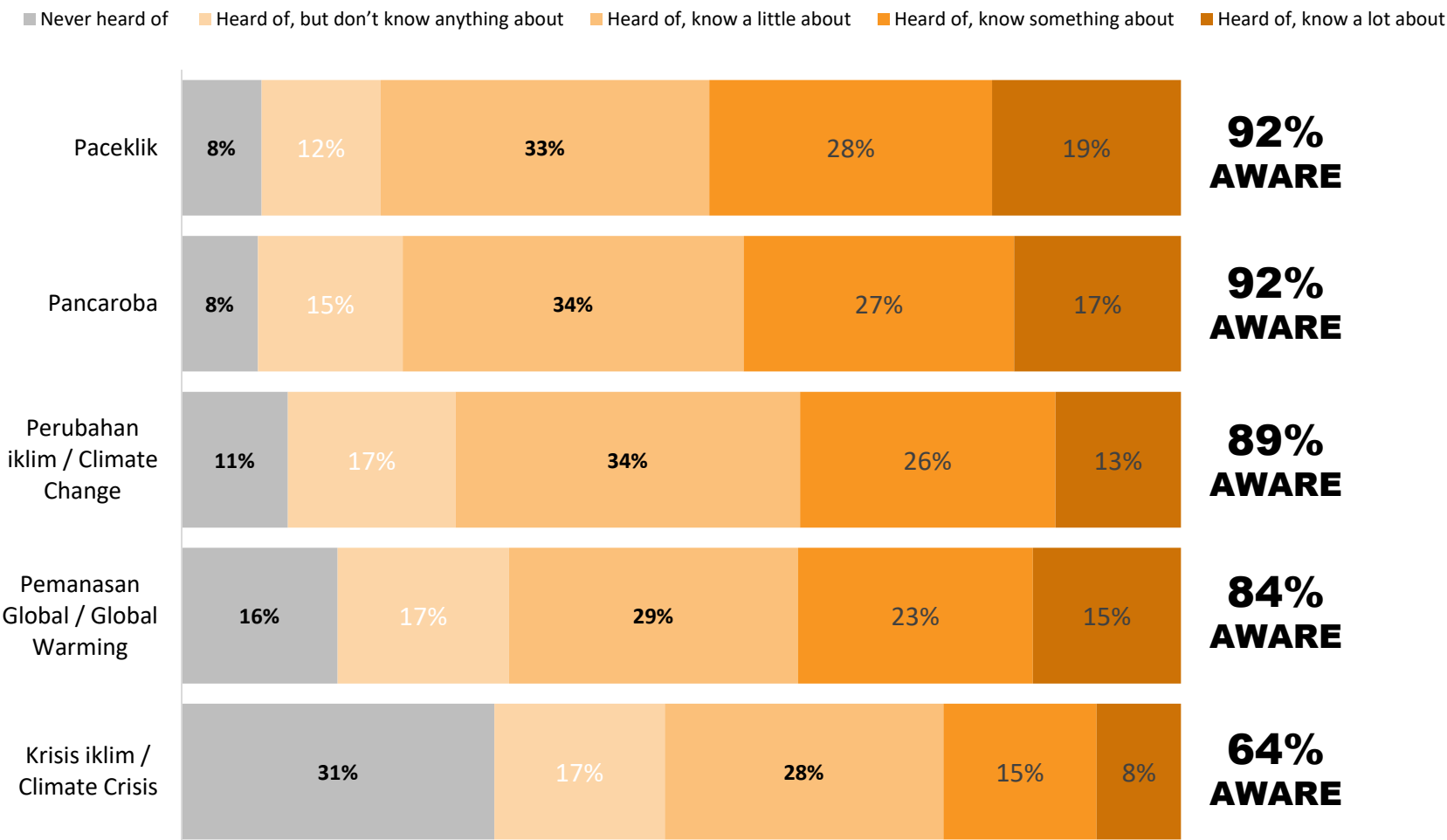
THE TYPE OF EXPERIENCES ALSO VARIES BY REGION – FLOODING IS FAIRLY WIDESPREAD, BUT FOREST FIRES EFFECT KALIMANTAN AND AIR POLLUTION IN LARGE CITIES

EXPERIENCES OF CLIMATE CHANGE – BY REGION – TOP 3 EXPERIENCED



WHILE 89% OF INDONESIANS ARE AWARE OF THE TERM ‘PERUBAHAN IKLIM / CLIMATE CHANGE’, CLAIMED LEVELS OF KNOWLEDGE IS LOW

AWARENESS OF CLIMATE TERMS



THERE ARE A NUMBER OF LOCAL TERMS USED TO DESCRIBE ‘CLIMATE CHANGE’; WHICH FOCUS ON CHANGES IN WEATHER & SEASONS

LOCAL TERMS FOR ‘CLIMATE CHANGE’ - Do you have a word in your local language or community to describe these changes in the weather and environment - “climate change”, e.g. Pancaroba



CLIMATE CHANGE IS GENERALLY UNDERSTOOD AS INCREASINGLY UNPREDICTABLE AND UNSTABLE WEATHER PATTERNS – LONGER RAINY AND DRY SEASONS

CLIMATE CHANGE – IN OWN WORDS



Unnaturally changing and **unpredictable** climate

Climate change is the number of pollutants from **large industries** that cause **disruption** of the **climate balance** based on the number of **natural disasters** on land in the air and at sea, one small example in the sea.

Changes in weather from hot to rainy or vice versa

Climate change is between **unstable rainy** and dry seasons and rising earth temperatures and rising sea levels

Unpredictable weather

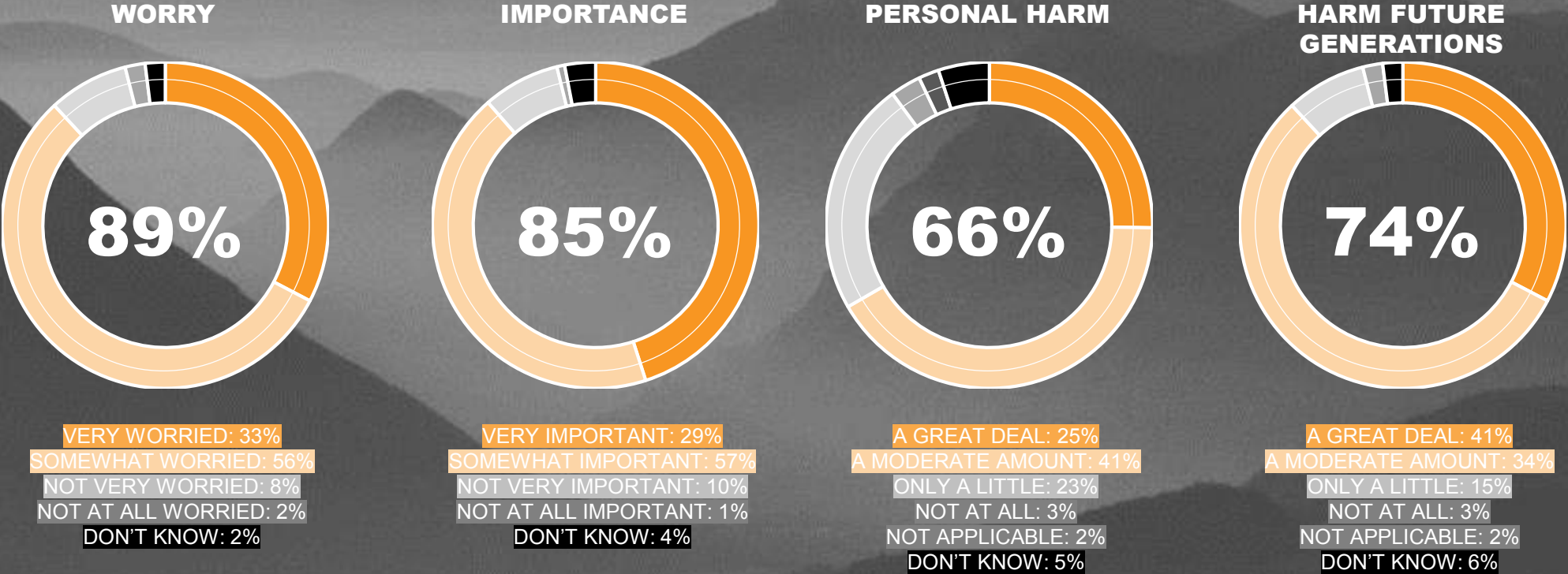
Changes in the weather. The **weather is very hot**, **suddenly heavy** rains damage the plants, and can cause **flooding**



9 IN 10 INDONESIANS

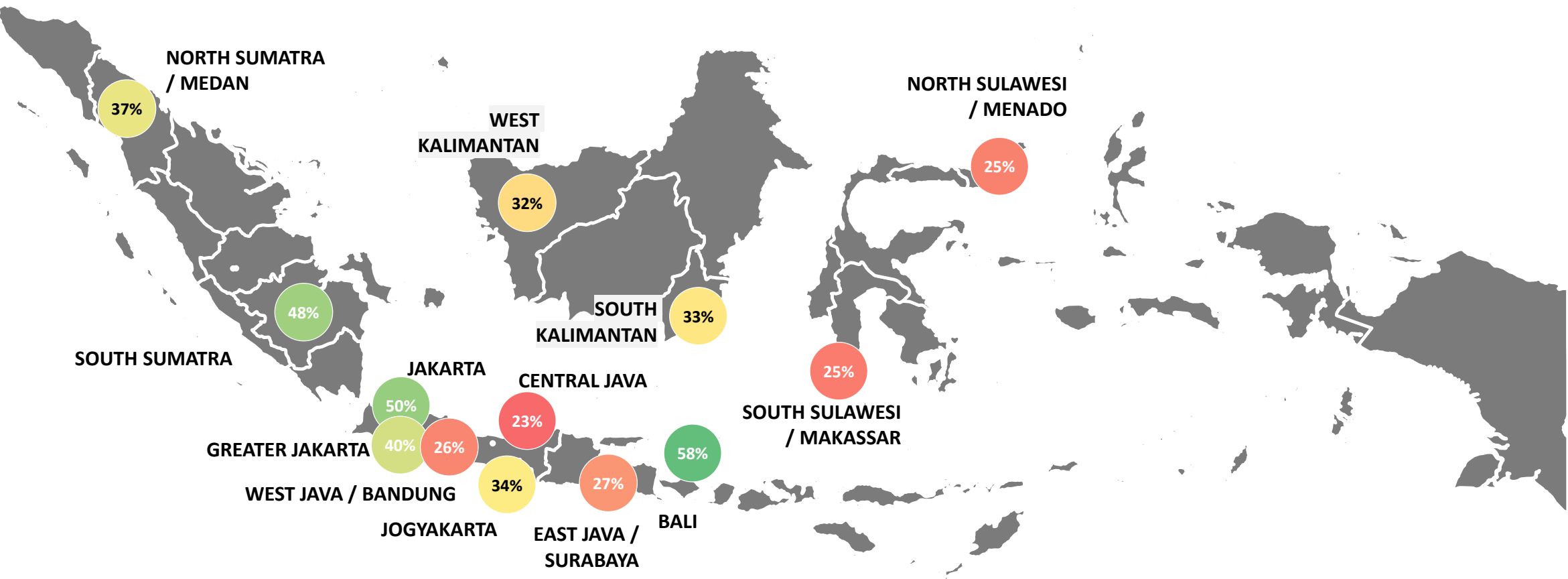
ARE WORRIED ABOUT CLIMATE CHANGE
(89% EITHER VERY OR SOMEWHAT WORRIED)

INDONESIANS HAVE A REASONABLE LEVEL OF WORRY ABOUT CLIMATE CHANGE; BELIEVING IT WILL HAVE A GREAT DEAL OF HARM FOR FUTURE GENERATIONS



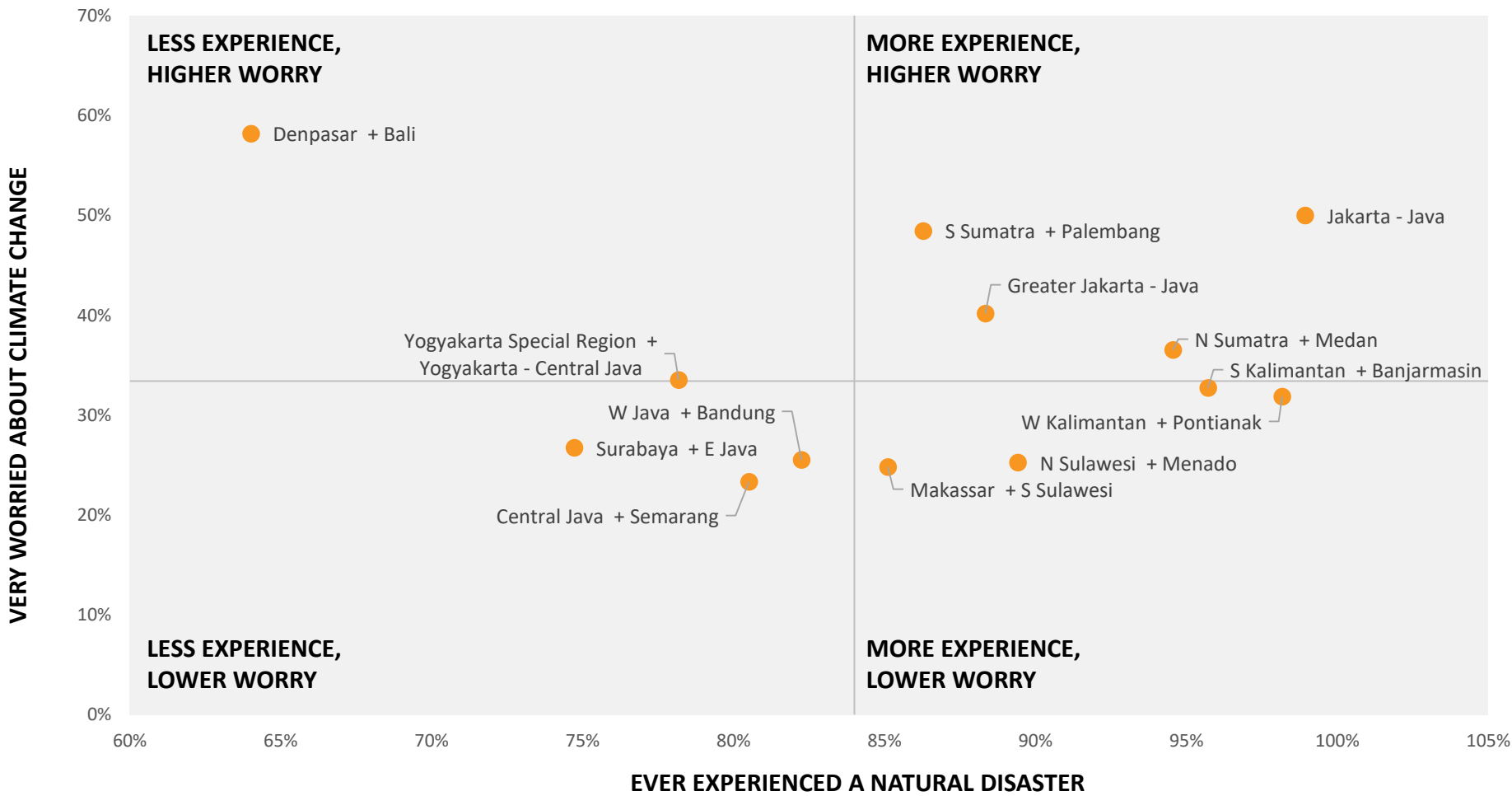
CONCERN ABOUT CLIMATE CHANGE IS THE HIGHEST IN BALI, JAKARTA AND SOUTH SUMATRA

WORRY ABOUT CLIMATE CHANGE – TB SCORE (% VERY WORRIED)



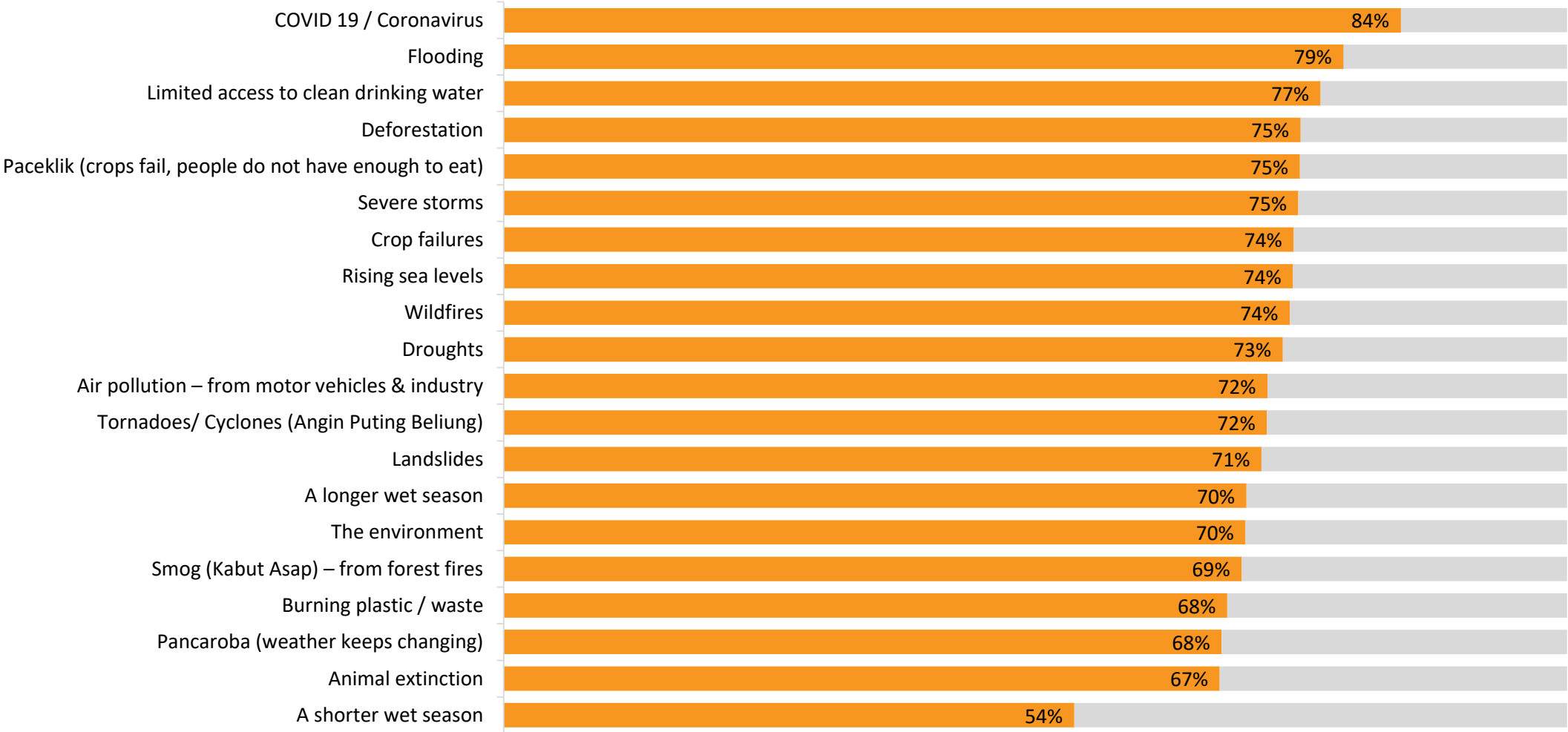
THERE IS A RELATIONSHIP BETWEEN EXPERIENCE OF NATURAL DISASTERS AND WORRY ABOUT CLIMATE CHANGE; NOT THERE ARE ALSO SOME OUTLIER REGIONS – SUCH AS BALI, SULAWESI AND KALIMANTAN

WORRY X EXPERIENCE OF CLIMATE CHANGE – BY REGION

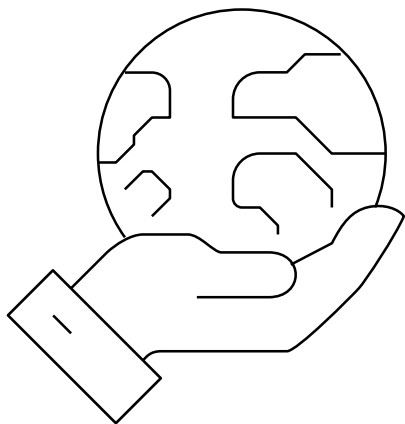


THERE IS A GENERALISED LEVEL OF CONCERN ABOUT VARIOUS NATURAL DISASTERS ACROSS INDONESIA

LEVEL OF CONCERN – TOP 3 BOX (6-10 OUT OF 10)



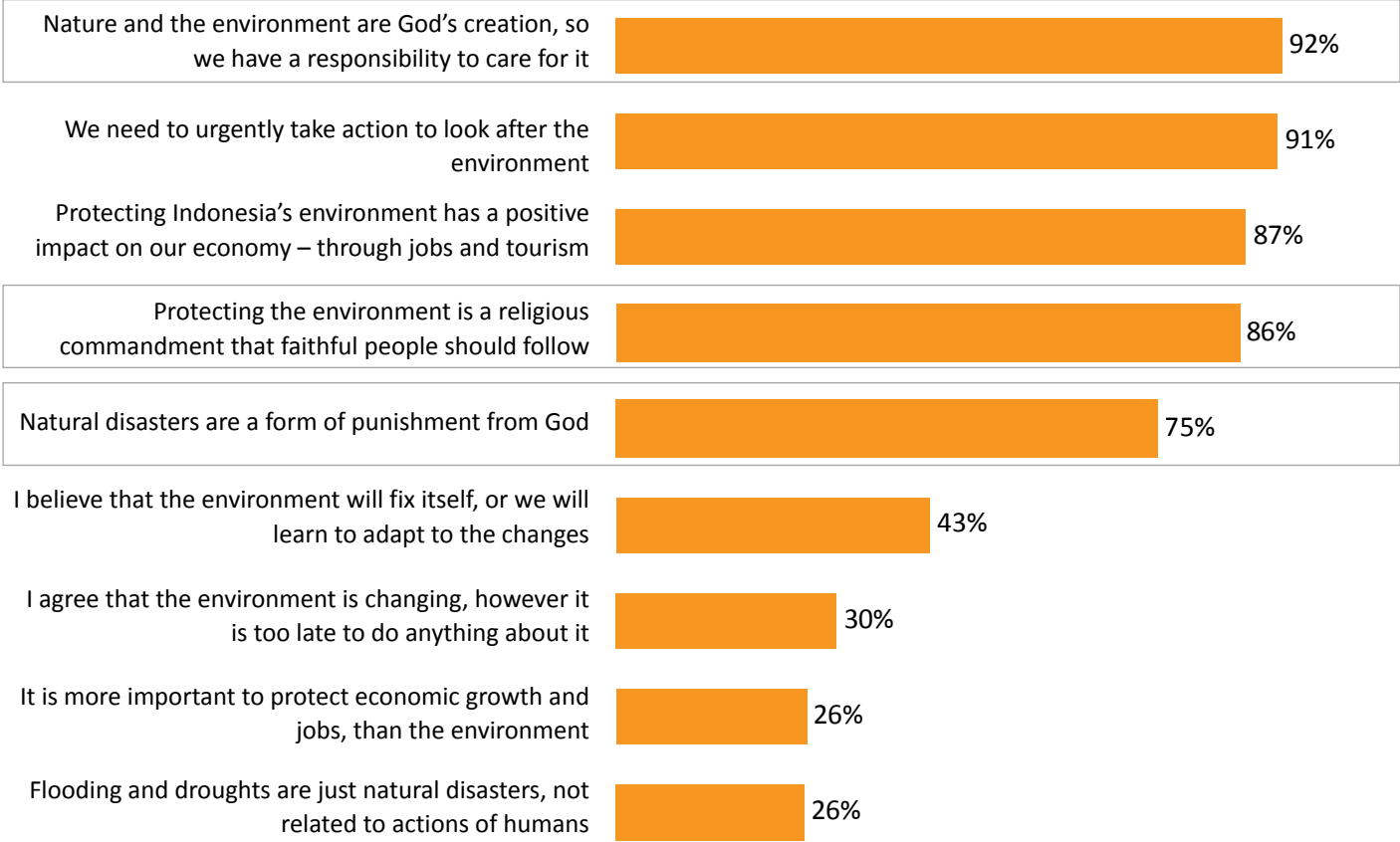
**23% BELIEVE
HUMAN ACTIVITY
IS MAINLY
RESPONSIBLE**



**61% BELIEVE
HUMAN ACTIVITY
IS ONLY PARTLY
RESPONSIBLE
TOGETHER WITH OTHER FACTORS**

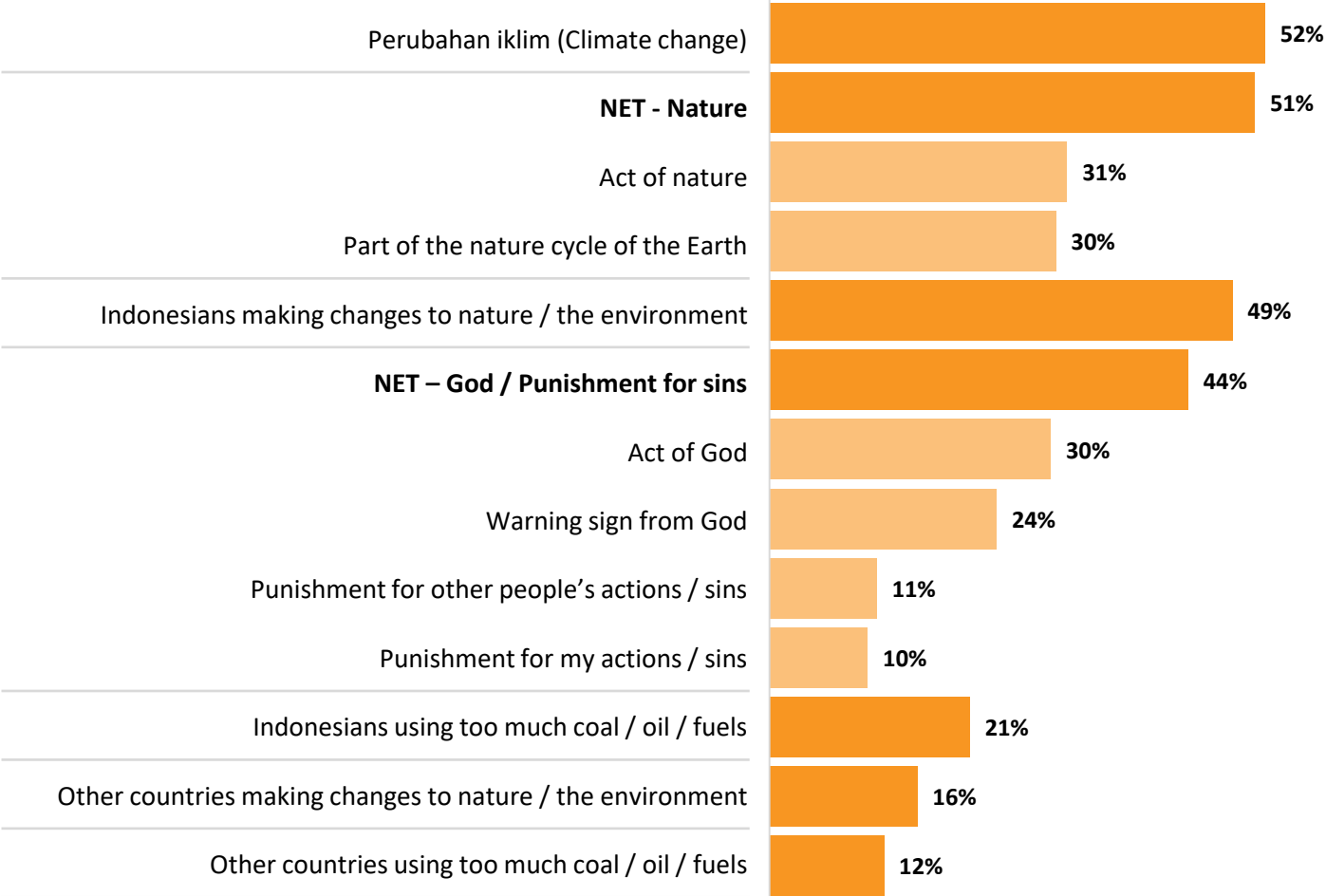
STRONG BELIEF THAT WE AS INDIVIDUALS HAVE TO LOOK AFTER THE ENVIRONMENT AS IT IS GOD’S CREATION

ENVIRONMENTAL BELIEFS – % VERY/SOMEWHAT AGREE



THERE IS A RECOGNITION THAT INDONESIANS MAKING CHANGES TO NATURE AND THE ENVIRONMENT CAN CAUSE NATURAL DISASTERS. HOWEVER, ‘ACT OF NATURE’, ‘NATURAL CYCLES’ AND ‘ACTS OF GOD’ ARE ALSO REPORTED

CAUSES OF CLIMATE CHANGE EFFECTS EXPERIENCED - TOTAL



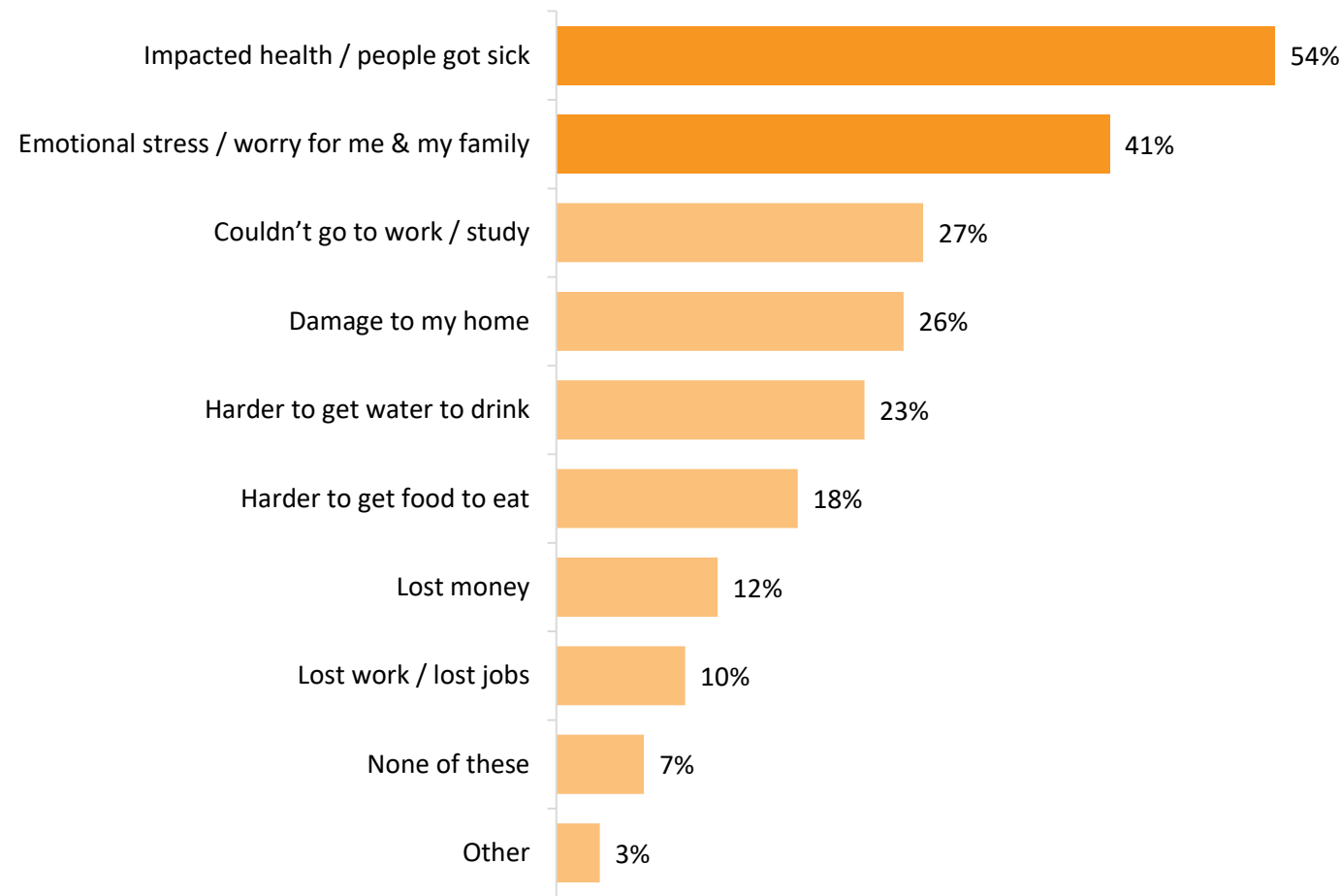
SMOG, AIR POLUTION, FLOODING AND WILDFIRES HAVE THE BIGGEST CONNECTION WITH HUMAN ACTIVITY. DROUGHTS, FLOODS, PANCARوبا AND PACEKLIK CAN BE LINKED TO ACTS OF GOD AND ACTS OF NATURE. THERE IS A SMALL LINK BETWEEN WILDFIRES AND PUNISHMENT FOR SINS

CAUSES OF CLIMATE CHANGE EFFECTS EXPERIENCED - TOTAL

		TOP 10 CLIMATE EFFECTS EXPERIENCED									
		Flooding	A longer wet season	Pancaroba (weather keeps changing)	Droughts	Air pollution – from motor vehicles & industry	A shorter wet season	Smog (Kabut Asap) – from forest fires	Limited access to clean drinking water	Paceklik (crops fail, people do not have enough to eat)	Wildfires
CAUSE	Perubahan iklim / Climate Change	49%	73%	80%	68%	19%	64%	19%	38%	68%	37%
	Indonesians making changes to nature / the environment	67%	30%	36%	34%	65%	31%	85%	47%	27%	72%
	Act of nature	39%	34%	32%	35%	10%	29%	17%	28%	36%	15%
	Part of the nature cycle of the Earth	24%	41%	42%	38%	11%	40%	11%	23%	41%	13%
	Act of God	30%	40%	35%	37%	7%	40%	14%	16%	34%	14%
	Warning sign from God	33%	19%	16%	22%	7%	16%	11%	17%	29%	21%
	Indonesians using too much coal / oil / fuels	18%	11%	20%	16%	70%	16%	24%	12%	6%	24%
	Other countries making changes to nature / the environment	19%	11%	16%	13%	24%	14%	26%	15%	9%	20%
	Other countries using too much coal / oil / fuels	9%	8%	15%	8%	33%	12%	18%	8%	7%	15%
	Punishment for other people’s actions / sins	9%	6%	5%	5%	8%	6%	15%	9%	8%	20%
Punishment for my actions / sins	9%	7%	4%	4%	5%	6%	6%	10%	7%	19%	

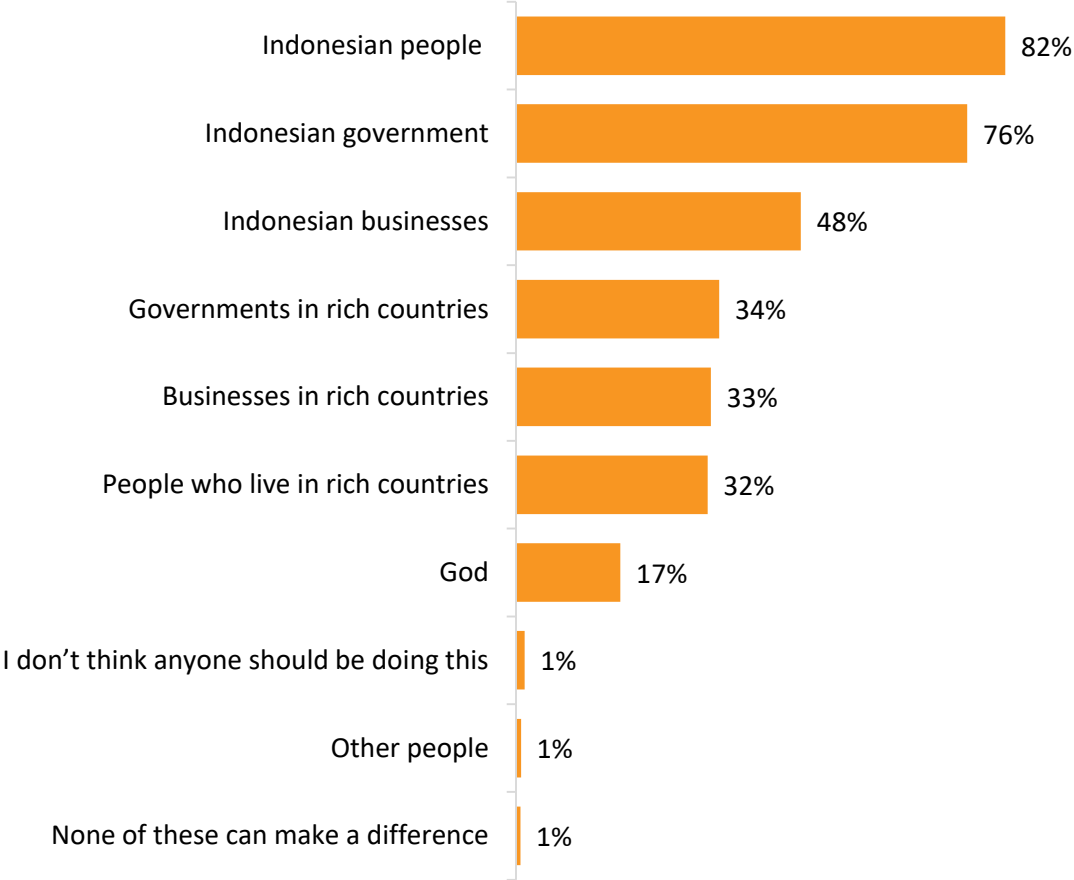
THESE EXPERIENCES ARE IMPACTING INDONESIAN PHYSICAL AND MENTAL HEALTH

IMPACTS EXPERIENCED BECAUSE OF ENVIRONMENTAL CHANGES



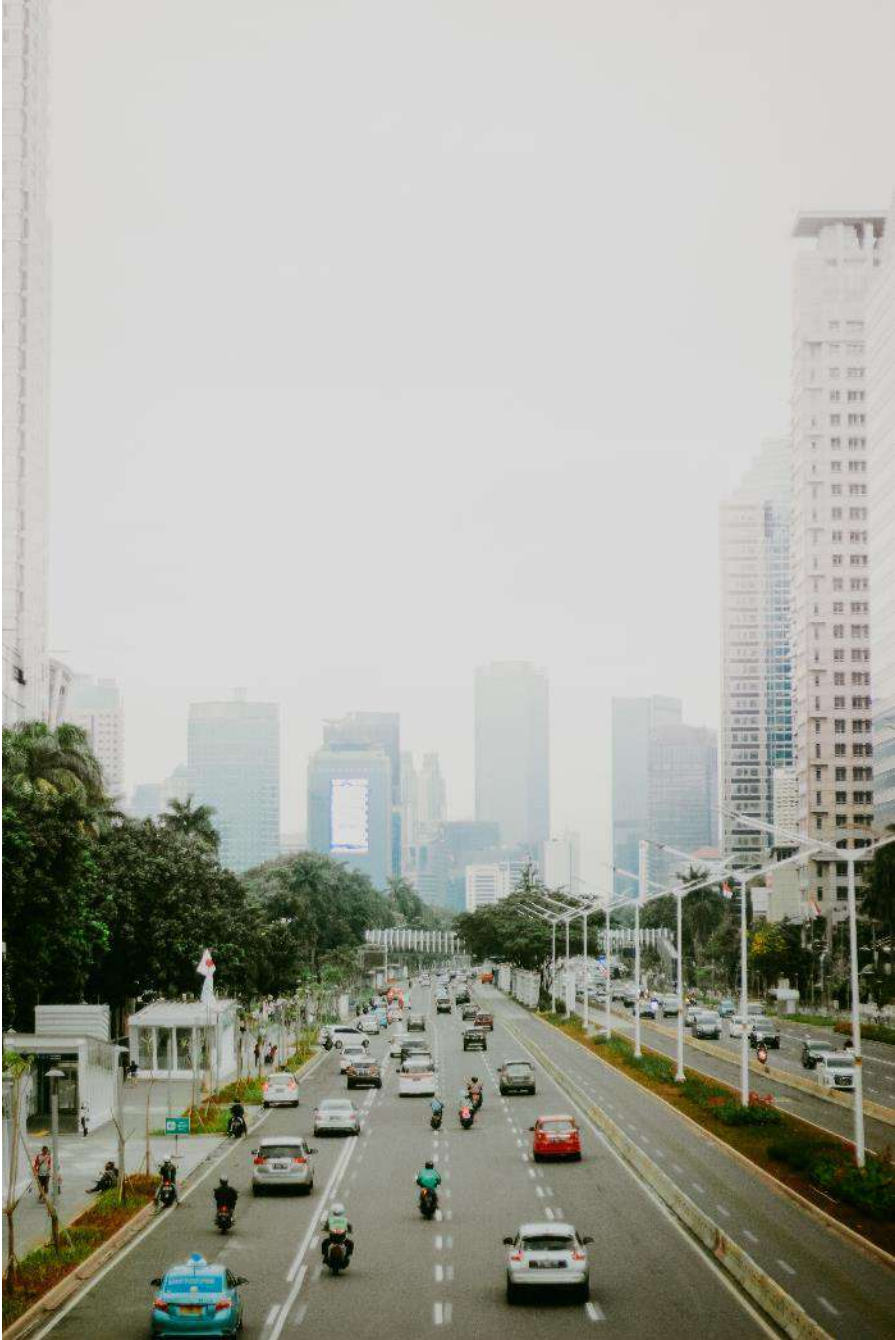
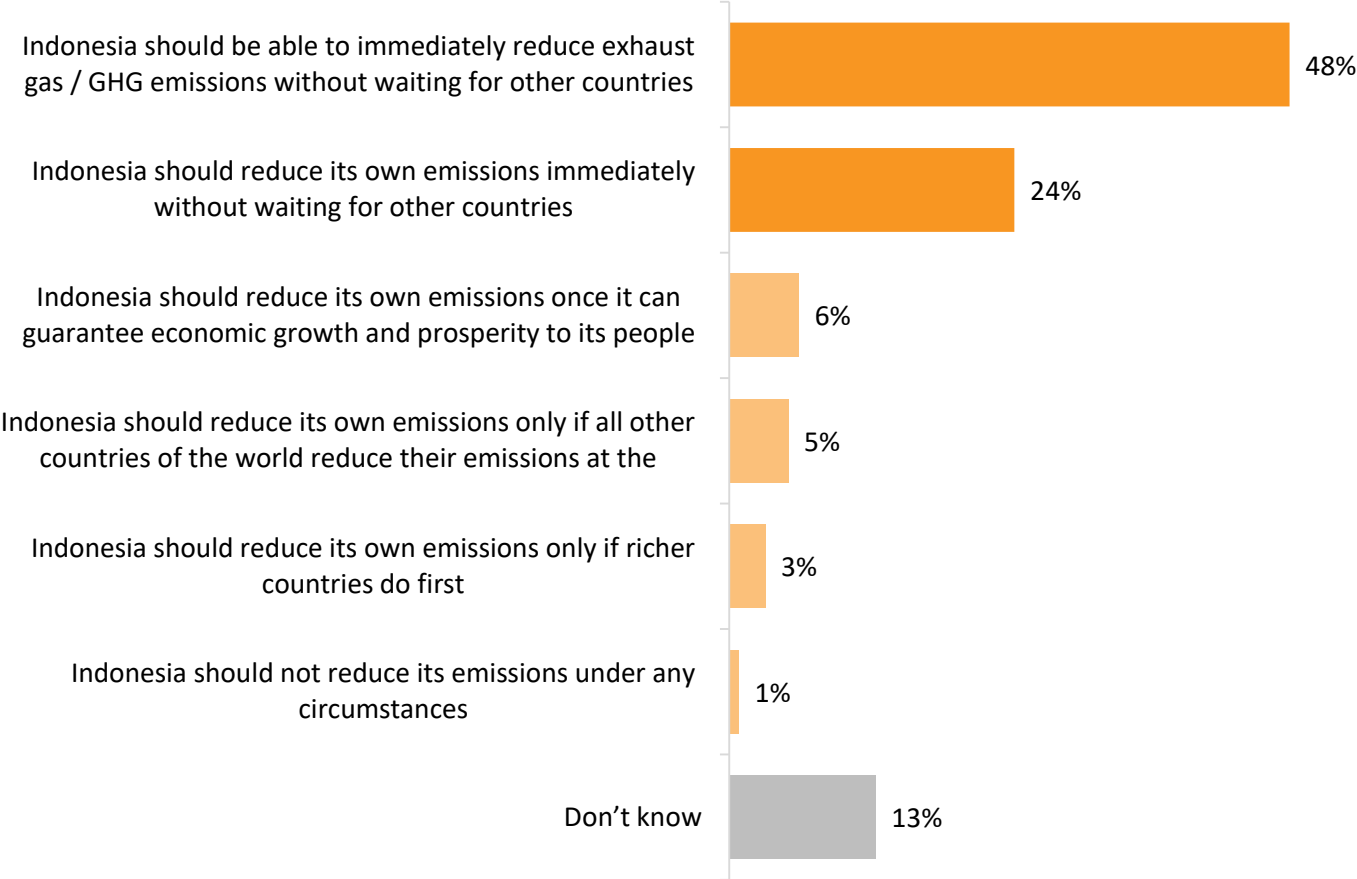
A LARGE PROPORTION BELIEVE IT'S UP TO THE INDONESIAN PEOPLE AND GOVERNMENT TO LOOK AFTER THE ENVIRONMENT

WHO SHOULD BE TAKING ACTION ON CLIMATE CHANGE



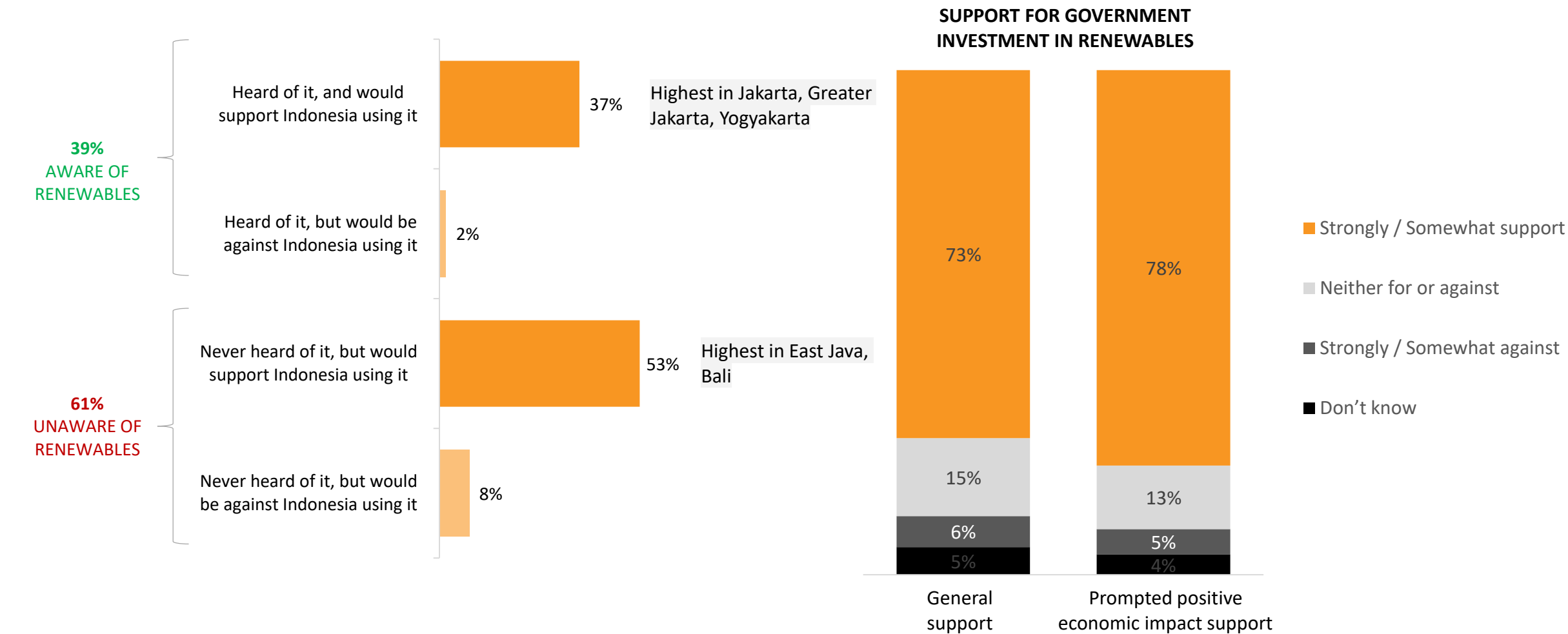
SIMILARLY, THE RESPONSIBILITY FOR ACTION LIES WITHIN INDONESIA PRIMARILY AND NOT ON OTHER COUNTRIES

INDONESIAN VS INTERNATIONAL ACTION ON CLIMATE



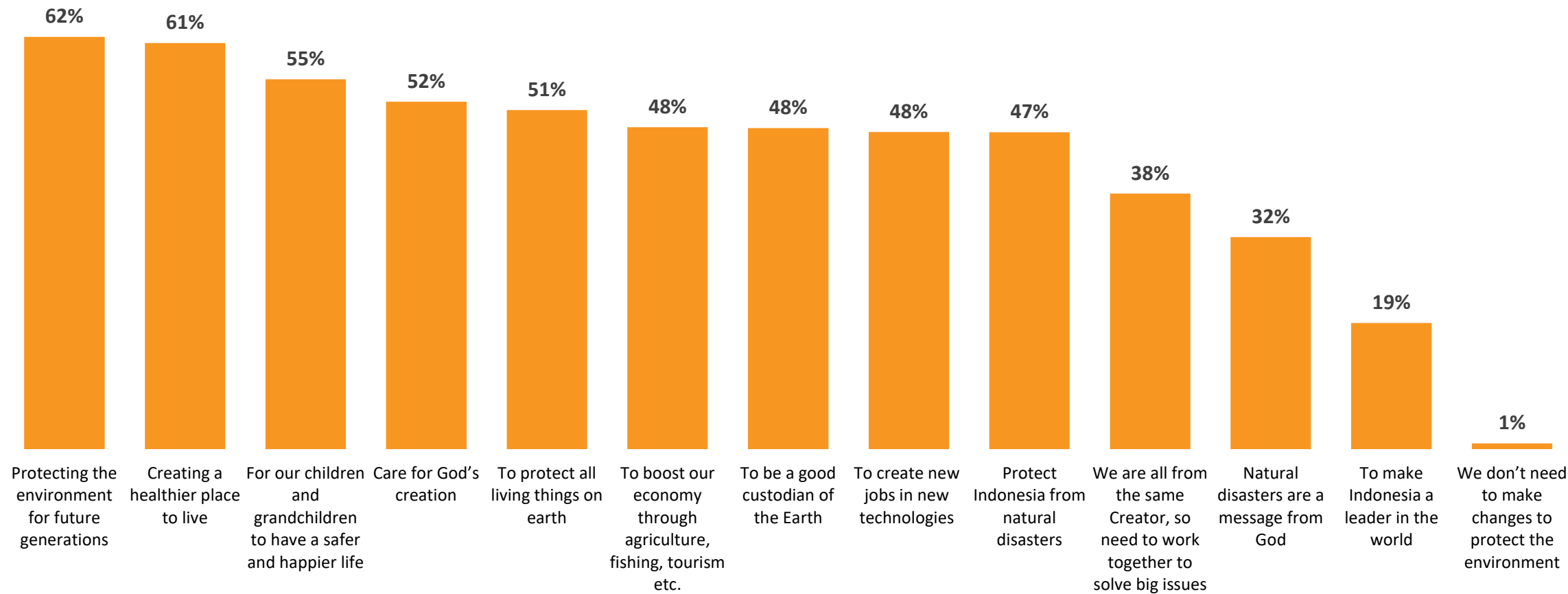
NEARLY 2/3 ARE UNAWARE OF RENEWABLES HOWEVER THE MAJORITY ARE IN FAVOUR OF INDONESIA SWITCHING, ESPECIALLY WHEN AWARE OF THE POSITIVE ECONOMIC IMPACT

AWARENESS & SUPPORT OF RENEWABLE ENERGY



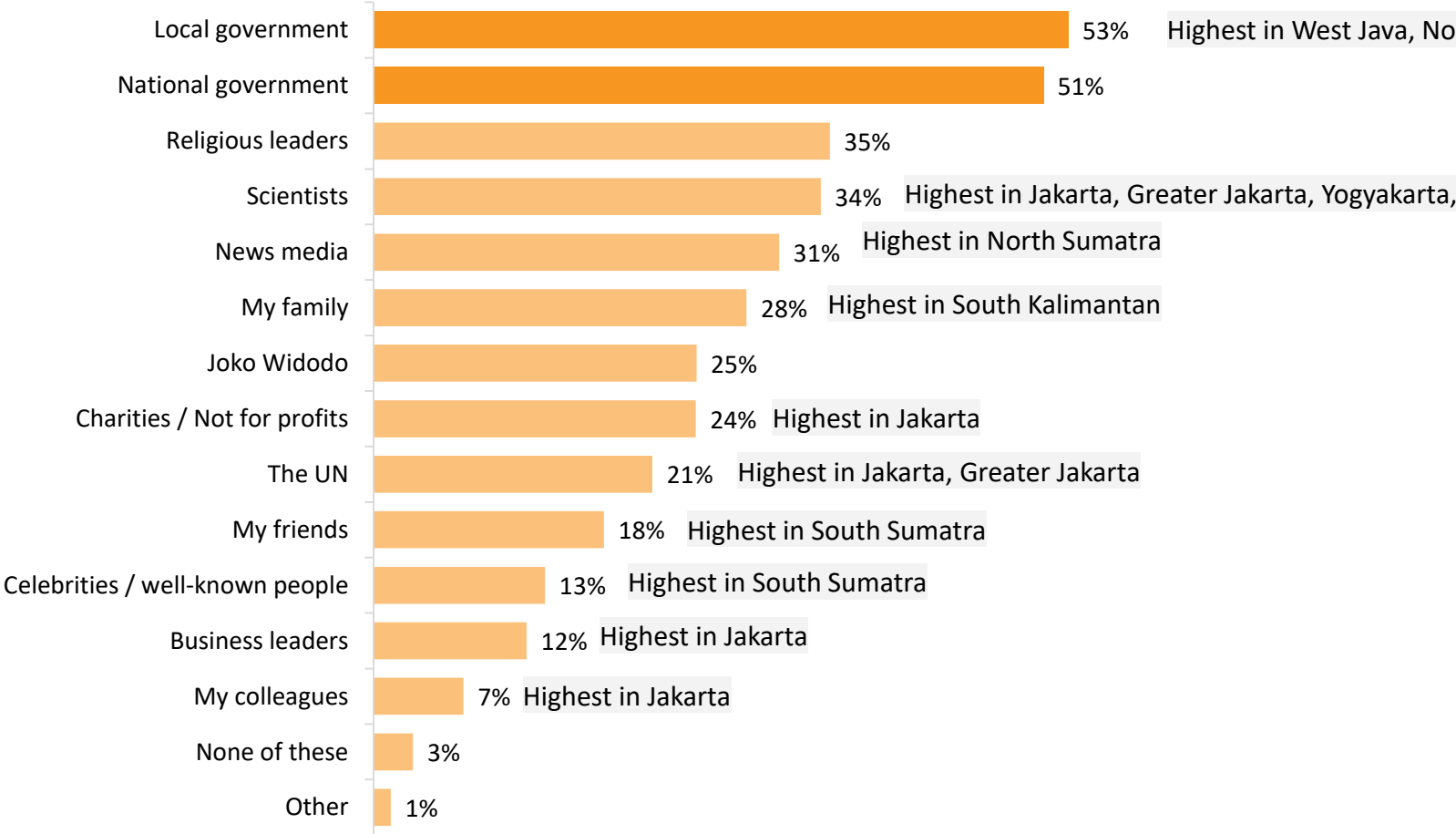
PROTECTION FOR FUTURE GENERATIONS & HEALTH OF CURRENT GENERATIONS IS DRIVING SUPPORT FOR PROTECTING THE ENVIRONMENT. 1/3 BELIEVE NATURAL DISASTERS ARE A MESSAGE FROM GOD

REASONS TO PROTECT THE ENVIRONMENT



DESPITE SOME CONCERNS AROUND GOVERNMENT CORRUPTION, LOCAL AND NATIONAL GOVERNMENT ARE CONSIDERED THE MOST TRUSTWORTHY MESSENGERS ON CLIMATE CHANGE – FOLLOWED BY RELIGIOUS LEADERS AND SCIENTISTS

TRUSTED MESSENGERS





SECTION SUMMARY: INDONESIANS AND CLIMATE CHANGE

TAKEOUT:

Indonesians have significant experience with climate change,, knowing the emotional and economic impact it can have. They therefore live with a reasonable level of concern for climate change and natural disasters. However, they believe that humans are only partly responsible, with 'Acts of Nature' and 'Acts of God' also responsible for Climate Change.

IMPLICATION:

This more indirect relationship between humans and the environment could pose challenges for climate messaging and generating action; however, there is recognition that Indonesians should be taking responsibility for protecting the environment for future generations and being good custodians of God's creation. There are also opportunities to use lived experience of natural disasters to motivate action and advocacy. There is a need for regional based campaigns to speak to different levels of experience and concern.