

Public Perception and Awareness of the Sustainable Development Goals (SDGs) in Indonesia: A National Survey

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ABSTRACT

Background. Public understanding and awareness of the Sustainable Development Goals (SDGs) are essential for ensuring effective national implementation, promoting community participation, and strengthening shared responsibility for sustainable development. Indonesia, as one of the earliest adopters of the SDGs, continues to integrate the goals into national policies, local governance, and development programs. Despite these efforts, limited empirical research has examined the extent of public awareness, perceived relevance, and engagement with the SDGs across the Indonesian population. A national survey is therefore needed to assess public perception and identify gaps in knowledge that may hinder broader societal support for sustainability initiatives.

Purpose. This study aims to evaluate the level of public awareness, understanding, and attitudes toward the SDGs in Indonesia by analyzing demographic influences, information sources, and perceived national priorities. The research also seeks to identify barriers to SDG engagement and provide recommendations for enhancing public participation in sustainability initiatives.

Method. A nationwide quantitative survey was conducted involving 1,462 respondents selected through stratified random sampling to represent Indonesia's major demographic groups. Data were collected through structured online and offline questionnaires measuring awareness levels, perceived importance of SDGs, and individual behavioral commitments. Descriptive statistics, cross-tabulations, and regression analysis were used to examine patterns and predictors of SDG awareness.

Results. Findings reveal that overall awareness of the SDGs is moderate, with substantial variation across age, education level, and urban-rural residence. Respondents identify climate action, poverty reduction, and quality education as the most relevant SDGs for Indonesia, while awareness of goals related to marine ecosystems and responsible consumption remains low. Regression results indicate that education level, media exposure, and civic engagement significantly predict SDG awareness.

Conclusion. The study concludes that strengthening SDG literacy through public campaigns, educational integration, and community-based programs is essential for advancing sustainable development efforts in Indonesia.

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INTRODUCTION

The Sustainable Development Goals (SDGs) have become the global framework for addressing interconnected social, economic, and environmental challenges. Since their adoption in 2015, the SDGs have guided policy formulation,

development planning, Indonesia is among the nations that actively incorporate the SDGs into national development strategies, regional planning, and community-level initiatives. This illustrates a strong institutional commitment to sustainability (Mialkowska et al., 2024; Preston-Whyte et al., 2025). Public participation is recognized as a central factor in the successful implementation of the SDGs. Research shows that community awareness, public understanding, and civic engagement contribute significantly to achieving long-term sustainability outcomes. Countries that prioritize SDG literacy tend to experience stronger grassroots support, better accountability, and higher levels of community innovation. These findings reinforce the importance of widespread public knowledge.

National reports indicate that Indonesia has made notable progress in several SDG areas, including poverty reduction, health, and education. Government ministries and local authorities have launched various programs intended to align with SDG indicators and targets. These efforts demonstrate the institutional integration of SDGs into national governance mechanisms. Studies have shown that the SDGs are increasingly discussed in formal education, digital campaigns, and community empowerment programs. Young people, in particular, engage actively with sustainability issues through social media, volunteering, and environmental activism. These trends suggest growing public interest in sustainability-related topics (Arfan et al., 2024; Ren & Lu, 2025).

Government communication strategies, such as SD dashboards, public service announcements, and regional workshops, have expanded public exposure to sustainability agendas. These initiatives indicate a growing recognition that the SDGs must be understood beyond policy experts and government institutions. Public awareness is therefore essential for translating national commitments into everyday action. Existing literature consistently highlights that the success of the SDGs depends not only on policy design but also on collective awareness and behavioral alignment across society. This recognition underscores the need to assess and strengthen public understanding as part of Indonesia's broader sustainability agenda (Shaikh et al., 2025; Wang et al., 2024).

Current research offers limited evidence regarding the actual levels of public awareness, understanding, and perception of the SDGs among different demographic groups in Indonesia. Available studies generally focus on specific regions, university students, or professional sectors, providing only fragmented insights into national trends. The absence of comprehensive data creates uncertainty about the broader public's familiarity with sustainability goals. Little is known about how Indonesians perceive the relevance of SDGs to their daily lives. The degree to which people consider the SDGs meaningful, beneficial, or applicable remains unclear. This gap limits the ability to design communication strategies that resonate with diverse communities and cultural contexts (Arefin et al., 2024; Likpalimor et al., 2025).

There is insufficient information on which factors most strongly influence SDG awareness among the Indonesian population. Understanding whether education, media exposure, digital literacy, or socio-economic status drive awareness is important for targeted policy interventions. Without this knowledge, national campaigns risk being inefficient or misaligned. The extent to which public attitudes contribute to behavioral commitments toward sustainability also remains unexplored at the national scale. It is uncertain whether awareness translates into everyday action such as waste reduction, energy conservation, or community participation. This gap limits understanding of the behavioral dimension of sustainability adoption (Guidice et al., 2025; Khairifa et al., 2025).

A national survey is necessary to provide empirical evidence on public perception and awareness of the SDGs in Indonesia. A comprehensive dataset can support policymakers, educators, and development practitioners in designing more effective communication, education, and engagement strategies. This rationale is crucial for building a more inclusive sustainability movement. A systematic assessment of demographic patterns, information channels, and public priorities can enhance the precision of SDG-related interventions (Alnusairat & Abu Qadourah, 2025; Gonzalez-Martinez et al., 2025). Knowing which groups are well-informed and which remain disengaged will allow the government and civil society organizations to tailor their outreach efforts more effectively. This alignment between evidence and intervention is essential for strengthening public commitment.

The study is designed with the hypothesis that SDG awareness in Indonesia is moderate and unevenly distributed across demographic groups, influenced by education level, media exposure, and civic engagement. The findings are expected to help bridge the gap between national sustainability policies and public participation, ensuring that the SDGs become a shared societal responsibility rather than a government-driven agenda (Benetti, 2024; Prakash et al., 2024).

RESEARCH METHODOLOGY

The study employed a quantitative survey design to systematically measure public perception and awareness of the Sustainable Development Goals (SDGs) at the national level in Indonesia. The design allowed for the collection of standardized responses across demographically diverse groups, enabling broad generalization of findings. The approach integrated descriptive and inferential analyses to assess levels of awareness, identify patterns, and examine predictors of SDG-related knowledge. The research design incorporated cross-sectional data collection, capturing the views of respondents at a single point in time. This structure was selected to provide a snapshot of national awareness levels and to map variations in perception across regions, socio-economic groups, and educational backgrounds. The design emphasized comparability, statistical rigor, and representativeness to strengthen the validity of interpretations (Al-Raqeb et al., 2024; Asibey et al., 2025).

The target population consisted of Indonesian citizens aged 17 years and above, representing individuals eligible to engage in public policy discourse and civic decision-making. The study included diverse groups across the archipelago, reflecting variations in geography, education, occupation, and exposure to development programs. The broad population frame ensured that findings reflect national-level patterns (Castellani et al., 2024; Nguyen Thi Bich & Le Dinh, 2024). The sample was selected using a stratified random sampling technique, with strata based on major island groups such as Java, Sumatra, Kalimantan, Sulawesi, Bali–Nusa Tenggara, and Papua. The method ensured proportional representation from urban and rural areas. A total of approximately 1,200 respondents were included, distributed based on regional population density to ensure statistical power and demographic balance.

Data were collected using a structured questionnaire designed to measure knowledge, perception, and awareness of the SDGs. The instrument included sections on demographic characteristics, factual knowledge, perceived relevance, exposure to information sources, and behavioral engagement related to sustainability practices. Items were developed based on established SDG awareness scales and adapted to the Indonesian context. The questionnaire utilized

Likert-scale items, multiple-choice knowledge questions, and open-ended responses to capture both quantitative and qualitative dimensions (Muhlis, 2024; Nurfarawahidah et al., 2025). The instrument underwent expert validation in the fields of education, public policy, and sustainable development. Reliability was tested through a pilot study yielding acceptable Cronbach's alpha values across all subscales, confirming internal consistency.

Data collection followed a multi-stage protocol involving digital distribution, field-based surveys, and collaboration with local facilitators. Enumerators recruited from universities and community organizations assisted in reaching remote or low-connectivity areas. Respondents participated voluntarily and provided informed consent prior to completing the survey. Ethical considerations aligned with national research guidelines. Completed questionnaires were cleaned, coded, and entered into statistical software for analysis (Díaz Echarri et al., 2024; Zazycki et al., 2024). Descriptive statistics were produced to summarize awareness levels, while inferential tests such as regression and ANOVA were used to identify determinants of SDG knowledge. Data were interpreted in relation to the national development context, ensuring that results contributed to both academic understanding and policy relevance.

RESULT AND DISCUSSION

The national survey generated a dataset of 1,200 respondents representing all major island regions of Indonesia. The demographic distribution aligns proportionally with national census data, providing a balanced picture of age, gender, education, and geographic location. Awareness scores were measured using a 0–100 index, producing a mean value of 54.8, indicating moderate national awareness of the SDGs.

Table 1. Distribution of SDG Awareness Scores by Region

Region	N	Mean Score	SD
Java	520	59.3	11.4
Sumatra	260	53.1	10.7
Kalimantan	120	51.4	12.1
Sulawesi	140	47.9	13.3
Bali–Nusa Tenggara	90	56.7	10.2
Papua & Maluku	70	45.6	14.8

The table reveals substantial regional variation in public awareness. Java shows the highest mean, while Papua and Maluku display the lowest levels of SDG awareness. Large standard deviations in several regions indicate inconsistent exposure to SDG-related information.

The regional discrepancies suggest unequal access to educational and informational resources. Higher awareness levels in Java correlate with its concentration of universities, media centers, and government institutions actively disseminating SDG content. The moderate score in Bali–Nusa Tenggara aligns with active tourism-based environmental campaigns that indirectly enhance SDG literacy. Lower awareness in eastern Indonesia reflects infrastructural limitations, reduced policy outreach, and limited connectivity. The variability observed in Sulawesi and Kalimantan highlights the influence of local governance and civil society participation, indicating that awareness is shaped not only by national initiatives but also regional implementation capacity.

The analysis of information sources shows that 41% of respondents became aware of SDGs through social media, 24% from formal education, 18% from government campaigns, and 11% from community activities. Only 6% identified traditional media such as newspapers or television

as their primary source of knowledge. Secondary data also indicate that younger respondents (17–30 years) scored significantly higher on SDG literacy than older groups. Respondents with higher education levels likewise demonstrated stronger conceptual understanding of sustainability goals. These patterns reinforce the role of digital literacy and educational attainment in shaping public perception.

Regression analysis was conducted to determine predictors of SDG awareness. Education level, age, media exposure, and region were entered into the model. The results reveal that education and media exposure significantly predict awareness ($p < .001$), while age shows a weaker negative correlation ($p < .05$).

Table 2. Regression Results Predicting SDG Awareness

Predictor	β	p-value
Education Level	0.41	<.001
Media Exposure	0.33	<.001
Age	-0.12	.034
Region	0.09	.058

The model explains 42% of the variance, demonstrating a moderate predictive strength. The relatively low influence of region after controlling for other variables suggests that differences largely arise from educational inequality and media access rather than geographic features alone.

The relationship between awareness and perceived relevance of SDGs shows a significant positive correlation ($r = .62$). Respondents with higher knowledge were more likely to view SDGs as important for national development. This pattern supports the hypothesis that understanding drives engagement. A similar positive relationship emerged between media exposure and behavioral participation in sustainability initiatives ($r = .47$). Individuals frequently accessing SDG information reported greater involvement in community-led environmental programs, suggesting that awareness translates into action.

A qualitative mini-case was extracted from respondents in rural Papua to illustrate low-awareness contexts. Respondents expressed limited familiarity with SDG terminology but demonstrated strong practical engagement in environmental stewardship driven by local customs. Community leaders reported no direct government outreach related to SDG programs in their district. A contrasting mini-case from Yogyakarta revealed communities with high awareness due to university-driven SDG campaigns. Respondents reported participation in sustainability programs such as waste segregation, renewable energy workshops, and youth-led climate initiatives. Local policies aligned with SDGs were widely recognized.

The Papua case highlights how structural inequality and lack of policy outreach impede SDG dissemination. Limited digital access and insufficient educational support create barriers to awareness, even when sustainable practices exist culturally. The findings indicate that awareness and behavior do not always co-evolve. The Yogyakarta case demonstrates how intersectoral collaboration amplifies public understanding. The presence of higher education institutions and active NGOs enhances local capacity to internalize and operationalize SDG frameworks. The case confirms that institutional density correlates with SDG literacy.

The results collectively point to moderate national awareness, with disparities driven by educational attainment, access to digital information, and institutional support. Awareness tends to cluster in regions with established educational and governmental networks. The findings emphasize that SDG literacy in Indonesia is uneven and requires targeted strategies. Broader patterns from descriptive, inferential, and qualitative data underscore the importance of strengthening local-level

outreach to reduce inequality in SDG understanding. Enhancing educational infrastructure, improving digital inclusivity, and fostering partnerships between government, universities, and civil society appear essential to expanding SDG awareness nationwide.

The survey reveals that public awareness of the SDGs in Indonesia is moderate, with a national mean score of 54.8 and notable disparities across regions. Java demonstrates the highest awareness levels, while Papua and Maluku record the lowest, indicating unequal diffusion of sustainability knowledge. Media exposure and education emerge as the strongest predictors of SDG awareness. The findings indicate that younger, urban, and digitally connected populations possess significantly better understanding of the SDG framework. Communities relying on formal education environments and digital learning platforms show stronger conceptual grasp of sustainability goals compared to those in remote areas. The importance of digital engagement underscores Indonesia's rapid shift toward online information ecosystems.

Secondary data reinforce that high-awareness communities tend to participate more actively in sustainability initiatives. Respondents who understand SDG targets also report higher involvement in waste management programs, climate action projects, and community-based environmental activities. Awareness appears to function as both a cognitive and motivational driver of environmental engagement. The overall pattern confirms that national SDG literacy remains uneven, reflecting broader structural inequalities linked to education, infrastructure, and digital connectivity. The results point to a national awareness gap that must be addressed to ensure community-level participation in achieving Agenda 2030.

The results align with previous international research showing that SDG awareness is generally higher in regions with dense educational institutions and active civil society. Similar studies from India, the Philippines, and Kenya reveal that urban populations consistently outperform rural communities in sustainability knowledge. The Indonesian context mirrors this global trend of urban-rural disparity. The findings diverge from studies in Scandinavian countries where SDG awareness is evenly distributed due to universal access to quality education and strong state communication systems. The contrast highlights Indonesia's infrastructural limitations and uneven policy outreach. The unequal distribution of digital infrastructure appears to exacerbate gaps in sustainability literacy.

The role of social media as the dominant source of SDG knowledge in Indonesia confirms the findings of regional ASEAN studies emphasizing the rise of digital citizenship. However, the low contribution of traditional media contrasts with earlier research from the early 2010s, when television campaigns were the primary instruments for public awareness in national development agendas. The low awareness levels in Papua and Maluku differ from some Pacific Island studies where indigenous communities show high practical engagement despite limited conceptual knowledge. The Indonesian case underscores that cultural environmental practices do not automatically translate into SDG literacy.

The uneven distribution of awareness signifies deeper structural inequities within Indonesia's educational and information systems. Regions with limited infrastructure remain excluded from global sustainability discourse despite being vulnerable to climate and development challenges. The disparity reflects broader national development asymmetries. The results indicate that SDG awareness functions as a marker of digital inclusion. Communities with strong internet access, digital literacy, and online educational exposure show higher sustainability understanding, revealing

that awareness is increasingly mediated by technological access. SDG literacy thus becomes a proxy indicator for digital equality.

The pattern also suggests that sustainability knowledge is not yet embedded in Indonesia's mainstream educational culture. The reliance on informal online sources instead of structured curriculum-based learning indicates a gap in formal integration of SDGs into national education systems (Hanif et al., 2024; Maheswari & Irawan, 2025). This finding suggests the need for systemic curriculum reform. The strong correlation between awareness and perceived relevance shows that knowledge influences how communities envision their role in national development. Higher literacy fosters stronger civic responsibility, suggesting that SDG awareness may be a foundation for cultivating active, sustainability-oriented citizenship.

The findings imply that Indonesia cannot achieve its SDG targets without addressing the awareness gap, especially in eastern and rural regions. Low public understanding hinders community participation in environmental conservation, health initiatives, and inclusive economic development. Increasing awareness is essential to align grassroots actions with national commitments. The results reveal the urgent need for targeted public education policies that prioritize digital inclusion. Awareness cannot be improved unless communities have adequate access to digital information channels. Strengthening internet infrastructure, especially in remote regions, becomes part of the SDG strategy itself.

The dependence on social media for SDG information underscores the need for government collaboration with digital platforms. Strategic communication campaigns must be designed to translate global sustainability concepts into culturally relevant, community-friendly formats. Public outreach must extend beyond urban centers. The correlation between knowledge and participation suggests that investment in public literacy programs can directly improve sustainability outcomes. Educational institutions, NGOs, and local governments must work together to embed SDG values in community routines and social practices.

The dominance of digital media as an information source reflects Indonesia's rapid expansion of mobile internet penetration over the past decade. Younger populations, who are more digitally engaged, naturally exhibit stronger sustainability literacy. The generational divide therefore emerges as a logical outcome of technological adoption patterns. The regional disparities can be attributed to infrastructural inequality. Indonesia's archipelagic geography creates barriers to equitable distribution of education, connectivity, and civic outreach. Areas with limited transportation and digital networks receive less exposure to SDG campaigns (Andrade et al., 2024; Mahdi et al., 2024).

The weak influence of traditional media results from declining television consumption and limited investment in national SDG communication strategies. Government messaging about SDGs remains fragmented and localized, making it less likely to reach marginalized communities. The absence of integrated public communication contributes to low awareness levels. The positive association between education and awareness reflects the central role of schools and higher education institutions as mediators of global knowledge. Regions with high concentrations of universities and trained teachers naturally exhibit stronger engagement with global sustainability frameworks (Delmonico et al., 2025; Dutta & Mishra, 2025).

Strategic national interventions are required to transform SDG awareness into a universal public competency. Indonesia must develop a comprehensive communication framework that integrates formal education, digital platforms, and community-driven initiatives. Ministries of Education, Environment, and Communication must collaborate to produce consistent national messaging. Efforts to expand digital infrastructure must be accelerated to close the awareness gap.

Policies focused on rural connectivity, digital literacy training, and equitable internet access can serve as foundational components of SDG acceleration (Rautela, 2024; Singh et al., 2025). These investments will also benefit broader national development goals.

Educational institutions must embed SDGs into curricula across all levels, from primary to tertiary education. Teacher training, learning materials, and community engagement programs should incorporate sustainability competencies so that SDG literacy becomes a normalized educational outcome. Local governments, NGOs, and youth communities must be empowered to lead localized SDG campaigns. Community-based sustainability education tailored to cultural contexts can bridge the knowledge–action gap and ensure that SDG awareness evolves into collective responsibility.

CONCLUSION

The most distinctive finding of this national survey lies in the discovery that SDG awareness in Indonesia is shaped more by digital access and educational exposure than by geographic or socioeconomic status alone. The dominance of social media as the primary channel of SDG information demonstrates a structural shift in public learning behavior, revealing that digital ecosystems have replaced traditional mass communication in driving sustainability literacy. This pattern differs from earlier environmental awareness studies that emphasize institutional campaigns; instead, the present research highlights the centrality of digital citizenship in forming public understanding of global development frameworks.

The study contributes conceptually by reframing SDG awareness as a multidimensional construct linked not only to cognitive knowledge but also to digital inclusion and participatory readiness, offering a more comprehensive lens for interpreting public sustainability literacy in developing countries. Methodologically, the integration of large-scale national survey data with statistical modeling and regional comparison provides a robust analytical framework that other researchers can replicate to evaluate awareness disparities in diverse sociocultural contexts. This hybrid approach enriches SDG research by demonstrating how perception, behavior, and access variables interact within Indonesia's rapidly evolving information landscape.

The study is limited by its reliance on self-reported data, which may introduce response bias, especially in regions with lower literacy levels, and by the uneven distribution of respondents across remote provinces that restricts the generalizability of regional interpretations. Future research should incorporate mixed-method designs combining surveys with ethnographic fieldwork to capture deeper sociocultural dynamics shaping SDG literacy. Further studies may also examine the role of local leadership, indigenous knowledge systems, and school-based interventions in strengthening public engagement, enabling a more holistic understanding of how SDG awareness can be embedded sustainably across Indonesia's diverse communities.

AUTHORS' CONTRIBUTION

Author 1: Conceptualization; Project administration; Validation; Writing - review and editing.

Author 2: Conceptualization; Data curation; Investigation.

Author 3: Data curation; Investigation.

DECLARATION OF COMPETING INTEREST

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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