

ECONOMIC DEVELOPMENT THAT IS ENVIRONMENTALLY FRIENDLY AND SUSTAINABLE

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Abstract

Until now, there is no research which analyzes society perception about the green products, so this research will try to fill in the gap. This Study analyzed perception of Borneo(Indonesian) society based on their demography, psychological, social and cultural factors toward the green products. This research was as a study in nature descriptive method. The result of this research indicated that perception of Borneo society toward the green product is good enough. The group of society that had high concerns to green product was housewife with the middle economy class and has up to 40 years old. More over in the term of their psychological factor, most of respondents had motivation to choose green product and had enough good perception on the green product. In social factor that the sureness of society on green product was very high. Lastly cultural factors supported society to care on the green products. The change to a green economy that values and invests in natural capital will help to drastically reduce the negative tendencies, and at the same time supporting mitigation and adaptation to climate change. Formation depends on the incorporation of the value of natural resources into economic policies and private sector decision-making. The model shows that the transition to the approach of alternative and green economy that recognizes the value of natural resources is possible. The potential benefits of such changes include poverty reduction, faster growth, stronger local economies, and increased resilience to climate change. In the long term, growth will increase more rapidly under a Green Economy scenario where natural capital is treated on an ongoing basis. Green economy is essential to ensure the growth and long-term economic development and sustainable.

Keywords: Sustainable Economy, Green Product, Green Economy, Cleaner Production.