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A Qualitative Exploration of Millennial Motivation in Community-Engaged Lifestyle Change Activities with #SalingSilang

Mirana Hanathasia[1]* , Annisa Fitriana Lestari[1] , Ken Ayuthaya Purnama[1] , Adelia Putri Maharani[1]

[1] Bakrie University, Indonesia

Abstract

Participation in the community is key to motivating lifestyle changes in adolescents. Some narrative personal essays show that adolescents have great motivation to commit to specific issues, being part of the community and achieving their goals, and desire meaningful collaboration. #SalingSilang is one of Lyfe With Less's campaigns in Indonesia to support minimalism lifestyle changes and promote inspiration, motivation, and knowledge for the community. #SalingSilang is a campaign to exchange or give free decluttered items to other participants. However, the decision to change lifestyle and interact with individuals from different backgrounds is not easy. With the #SalingSilang campaign, the authors explore the motives of members and their forms of involvement in the community. We conducted an in-depth interview to collect the main data and used semi-structured interviews with guides from Maslow's Motivation Theory and the CDC's nine principles of community engagement. Inductive open coding in thematic analysis was used for data analysis. For validity testing, this research used data source triangulation by not only interviewing four different members but also the founder of Lyfe With Less. It has been shown that community members are encouraged by various motivations, such as: increasing opportunities to expand relationships and developing their ideas about situations and conditions related to issues. The results also show that the dominant need is self-actualization needs. Four main themes emerged related to community engagement: self-determination, partnership, collaboration, and capacity development.

Keywords *Maslow motivation theory, community-engaged lifestyle, lifestyle change community, community engagement, community activities*

INTRODUCTION

Sustainability has become a concern issue either for the world or the Indonesian people and government. A survey conducted by the International Association of Business Communicators (IABC) Indonesia revealed that 90% of respondents understand the impact of climate change, the urgency of environmental protection, and the awareness of sustainability for both the public and the government (Rossa, 2023). A Deloitte survey FinTech Global (2023) indicates that Millennials' concern about climate change influences their views, especially in their lifestyle and career decisions based on environmental issues. Sustainable living is one of the implementations of Millennials' sustainability life.

According to EarthTalk (2023), sustainable living is a lifestyle that seeks to reduce environmental impacts by implementing behavior that minimizes waste and encourages renewable energy sources, and frequently associated with minimalism. Minimalist living is about living frugally and focusing on substantial things (Mero, 2023). It emphasizes simplicity, functionality, and experience values over material possessions. Minimalism contributes to the sustainability concept by reducing consumption and waste (EarthTalk, 2023).

Motivation is a process in which activities are carried out to direct and maintain goals (Schunk et al., 2008; Schunk & Usher, 2012). As explained by Maslow's (1943) theory, motivation is closely related to human needs. Individual behavior is influenced by needs that encourage

internal pressure (Maslow, 1954). The results of a study conducted by Verma and Menezes (2018) show that Maslow's Hierarchy of Needs Theory can still be applied to Millennials. Millennial responses show that their needs are similar to those described by Maslow's theory. According to Koltko-Rivera (2006) in Venter (2016), recently, several experts have postulated the idea of a sixth level of needs that Maslow identified before he died, namely self-transcendence. Self-transcendence is a person's ability to gain a unified consciousness with other humans (Maslow, 1968; Venter, 2016). The results of a study conducted by Rao et al. (2022) show that self-transcendence shows the role of the internet in fulfilling human needs for other people's opinions through social media.

Lifestyle change requires motivation to consistently pursue. Individuals need careful planning to achieve their movement goals. A recommended tip by the American Psychological Association (2010) in lifestyle changing implementation is to involve friends, family, coworkers, or join groups that support these changes.

A community is a group of people with diverse characteristics who are bound by social ties, share a common perspective, and engage in collective action in a geographic location or environment. Communities have a significant role in encouraging concrete and effective healthy lifestyles by setting priorities, making decisions, strategizing, and implementing them (Trojan et al., 2023). Community engagement allows individuals to actively overcome issues that affect their lives, including health, the environment, and social situations (USAID, 2019). It helps individuals improve their health and living conditions while strengthening their ability to collaborate in achieving goals.

In this research, the researcher conducted a study on the Lyfe With Less community, an Indonesian online community founded in December 2018 that advocates and encourages its members to adopt a minimalist lifestyle (Lyfe With Less, 2023). They have become the largest minimalist community in Indonesia with over 4,000 members on Telegram. One of the campaigns is #SalingSilang, an activity that supports the adoption of a minimalist lifestyle by allowing members to sell, exchange, or donate goods to each other.

Their success with Lyfe With Less with #SalingSilang, which has been maintained since 2018 and has many members, has prompted researchers to conduct an analysis to determine the motivations and forms of millennial involvement in lifestyle change community activities. The research carefully analyzed, through a qualitative approach, the motivations of Lyfe With fewer community members involved in #SalingSilang activity.

LITERATURE REVIEW
Millennial

According to Sari et al. (2022) millennials are the generation born after the 1980s, have a higher level of education than previous generations, have a high ability to understand technology, and are accustomed to the world of social media. According to Sebastian and Amran (2016), one of the characteristics is that they like communities; in other words, they are a generation that likes to socialize and hang out with their peers in a particular community (Wuryaningrat et al., 2021). According to the results of a survey conducted by IDN (Utomo & Noormega, 2020), one type of Millennial is the socializer. There are 14% of the socializer millennial type in Indonesia, where they take various social activities seriously and make them one of their main priorities.

Lifestyle Changes

Lifestyle is a dynamic repetitive pattern that is hidden to the individual to some extent and involves the use of artifacts (Brivio et al., 2023). It is based on beliefs about the world and a person's persistence over time driven by the intention to achieve a goal or sub-goal desired. In other words,

a lifestyle is a set of habits directed toward a similar main goal. According to Zukin (1998) in Sihombing et al. (2020), lifestyle is an expression of individual identity or behavior and communication style. The lifestyle approach functions as a tool for social differentiation because it includes aspects that vary according to actors, factors that influence behavior, and domains (Pisman et al., 2011; Sihombing et al., 2020). The interpretation of lifestyle is shown through how humans live, how to mobilize their interests to fulfill needs, and how to conduct daily activities. Lifestyle changes are defined as changes that alter various lifestyle-related behaviors and are often associated with other health conditions (Richard et al., 2020). Lifestyle changes such as minimalism, slower lifestyles, or healthier work– life balances have positive outcomes (van den Berg et al., 2019).

A positive lifestyle is a positive attitude to focus on solutions and continue to improve oneself and life (Debnath, 2020). It depends on certain attitudes and mindsets rather than circumstances or places. One kind of positive lifestyle is minimalism. Minimalism is a deliberate activity that focuses on appreciating what is necessary and eliminating any distractions (Becker, 2019; Singh et al., 2021). This practice is characterized by dismissing clutter, being satisfied with some possessions, and taking mature consideration into making new purchases (Kang et al., 2021).

Motivation

Motivation is a substantial factor that encourages someone to give their best performance and achieve their goals (Vincent & Kumar, 2019). As stated by well-known psychologist Abraham Maslow as Maslow's (1943) motivation theory, motivation is a study of the level of human needs. It is a level of needs that the basic needs must be met or fulfilled to reach the next level up to self-actualization (Solomon, 2020). The purpose is to provide a strong argument for the need structure using it as an overall human motivation driver.

In addition to Maslow, McClelland (Wuryaningrat et al., 2021) also explained the social needs of humans. Humans need social relationships to interact between individuals and establish communication and other interactions. This is appropriate if it is related to the millennial generation's tendency to socialize and interact with their social environment. Thus, the millennial generation has a great opportunity to understand the social communication relationships between individuals.

James (2019) study that Maslow's theory of needs is parallel to community quality development, which is determined by need fulfillment. Maslow divides human needs into five levels (Solomon, 2020):
1. Physical needs (physiological needs)
2. Physical needs are the most basic and dominant human needs. It is further biological and more important than others.
3. The need for security (Safety Needs)
4. Human needs in seeking a sense of security, including protection, fear freedom, and chaos, which aims to develop a better life.
5. The Need for Belongingness (The Belongingness Needs)
6. The tendency to seek the love of others to be understood by others. This shows that humans cannot be separated from one another.
7. The need to be appreciated (The Ego Needs)
   The human instinct is to be appreciated by others and society. Maslow classifies these needs into two parts:
   a. Self-esteem is the need to be able to achieve something adequate, have certain skills to deal with life, and be free and independent.
   b. Esteem is the desire to have a certain reputation and prestige (respect or appreciation from

others).

8. Self-Actualization Needs (Self Actualization)
    Needs that have psychological impacts, such as perception changing and motivation to grow.

The development of the internet era has encouraged changes in Maslow's theory. Kenrick (2010) added self-transcendence after the completion of the base and growth levels (Rao et al., 2022). Transcendence refers to human values such as self-improvement and the willingness to accept change that emerge when receiving genuine input from interactions on social media.

Community Engagement

A community is a group of people with common values, beliefs, and worldviews (Bettez, 2011). It provides connections, interdependence, and a sense of ownership and supports each member in attempting social change. Moreover, it provides support, momentum, energy, guidance, ideas, a foundation, and action strategies for the members. Community members help individuals become more generous, reflective, responsible, and accountable.

Community engagement is a collaborative process of groups affiliated by geographic proximity, special interests, or similar situations to overcome issues that affect people. Community discussions raise members' awareness, allow individuals to convey their ideas, and offer a format for gathering advice or guidance based on expertise and experience within the community (Walker, 2023). According to the Centers for Disease Control and Prevention (2011) in Schlake, 2015), there are nine principles for establishing community engagement:

1. Defined Purposes, Goals, and Populations
    Organizers should clearly state the purpose of the activity (fact-finding/program development/issue identification/decision-making to address emerging issues). It involves determining who is involved in the activity as well.

2. Know the Community
    It is important to study various aspects of society, including culture, social networks, economic conditions, demographics, history, and experiences. Checking members' readiness and strengths helps the developing community.

3. Go to the Community
    Community engagement is a process that maximizes the chances of success when members become an integral part of the development and implementation.
    a. Meet the leaders or key figures to understand participation concerns, problems, and barriers.
    b. Expand membership by broadening the population, age diversity, and key figures in the community to gain support.
    c. Sharing the goals of community engagement can build trust, support, and partnerships.

4. Look for Collective Self-Determination
    Self and group control are essential in community involvement. Organizers must help members identify problems, develop ideas, implement strategies, and evaluate results. The significant impact of the problem identification process can lead to wider community involvement.

5. Community Partnerships are Critical

The community should provide equitable partnership opportunities in power and transparent decision-making discussions to gain effective community engagement. Individuals and organizations that are entering partnerships should help identify opportunities for shared learning, contribution levels, and what they will gain.

6. Respect Community Diversity and Culture

Diversity and culture can influence individual and community participation in the community engagement process. Organizers should create processes, strategies, and techniques based on cultural equity and norm appreciation to avoid participation barriers.

7. Mobilize Community Assets and Develop Capacity

Community assets vary depending on individuals and organizations within the community. Individuals' interests, skills, experiences, and social networks are assets that can be built upon in the engagement process. Other assets such as facilities, materials, and economic strength can be used in conducting activities. Either individual or organization partnerships build additional skills that help collaboration and long-term sustainable results.

8. Maintain Flexibility

The community engagement process can bring about changes in individuals and organizations. New relationships may emerge through the creation of alliances, social networks, and new assets. Community engagement able to lead programs, public policies, and resource allocation changes. Being flexible in adapting and changing in responding to community issues and needs is crucial for long-term collaboration.

9. Commitment to Collaboration

Community engagement may be short-lived and centered on specific initiatives. However, long-term partnerships have the greatest potential for successful outcomes and impact on the complexity of social issues. Organizers should develop strategies for sustaining collaboration and progress to maintain partnership member engagement.

RESEARCH METHOD

This study employs a qualitative approach. Qualitative research is a study of the nature of phenomena, encompassing its qualities, the occurrence context, or the perspectives from which it can be perceived. However, it does not objectively embrace their scope, frequency, and location (Ugwu & Val, 2023). A study conducted by Wouters et al. (2014) showed that motivation analysis through qualitative methods provides a more in-depth perspective of the informants, and the results can contribute to previous research. The experience of the sources and authors makes data interpretation more meaningful and in-depth. The aim of this study is to deeply explore the motivational issues of community members engaged in the #SalingSilang campaign; therefore, a qualitative approach is suitable and used throughout this research.

This study employs phenomenology to understand the experiences of community members within the #SalingSilang campaign. Phenomenology is a qualitative research strategy aimed at gaining a deeper understanding of a phenomenon or event; researchers describe and analyze participants' experiences (Ugwu & Val, 2023).

Qualitative research selects participants and locations based on the research objectives, place, and individuals that can aid in understanding the studied phenomenon (Creswell, 2014). To comprehend the phenomenon, the researcher selected four Lyfe With Less community members

who participated in the #SalingSilang Free Market Volume 2 campaign held from October 14 to 15, 2023, at Bakrie University, Indonesia. The researcher chose two existing members and two new members to examine their motivations for involvement in the #SalingSilang campaign. Additional conditions in selecting informants include members who have been in the community for more than a year and attended #SingingSilang activities more than two times, including those in the millennial age group, those born from 1980 to 2000 or currently aged 44 to 24 years (Smith & Nichols, 2015).

This research is supported by both primary and secondary data. Primary data refers to information collected to overcome the encountered issues intention, which is gathered directly by the researcher (Ajayi, 2023). The primary data were obtained through interviews that primarily used to gain an understanding of the reasons and motivations underlying an individual's attitudes, preferences, or behaviors. The data collection instrument included one-on-one interviews conducted with 4 members of the Lyfe With Less community via Zoom, Google Meets, or WhatsApp Video Call. Open-ended questions were posed to the participants during this session.

Meanwhile, secondary data refers to existing data collected by previous investigative institutions and organizations that are used to support this research endeavor (Ajayi, 2023). The secondary data comprise literature reviews and observations. Literature review is the investigation process of written and published materials to achieve the current research objectives (Chigbu et al., 2023), which obtained through books and scholarly articles that are relevant. Otherwise, observation is a technique used to gather information involving the measurement of variables by closely observing and recording occurring phenomena (Ajayi, 2023). For this study, the observations were conducted to observe the activities of Lyfe With Less community members during the #SalingSilang Free Market Volume 2 campaign held from October 14 to 15, 2023, at Bakrie University. Additional observations were made on member interactions in the Lyfe With Less telegram. The contribution of observation in this research is to provide an overview of interactions between members, the process of implementing activities, the enthusiasm of participants, and the characteristics of informants. According to Akinyode and Khan (2018), qualitative research data analysis is divided into five steps:

1. Data Logging

    At this stage, raw data are collected and documented from interviews, Focus Group Discussions (FGD), observations, or other qualitative data collection techniques. The aim is to document essential information from various sources according to the writer's perspective.

2. Anecdotes

    This stage serves as a guide for researchers in chronologically arranging and narrating data in parallel with the issues and interview results. Additional insights, such as the researcher's observational findings, help build themes related to the issues.

3. Vignettes

    This stage involves narrative interpretation of an individual, knowledge, or situation described by the researcher. A comprehensive description of the background, participants, and qualitative research themes becomes the focus sketch to build the research's credibility.

4. Data Coding

    Coding dissects and classifies text to form comprehensive explanations and themes within the data. The process involves the researcher gathering or marking content related to specific themes or ideas. Coding categorizes data from various sources to simplify organizing and compiling. There are two forms of coding:

    a. Open Coding: Aims to identify concepts.
    b. Axial Coding: Aims to link two or more themes, resulting in a group or subgroup of data.

5. Thematic Network

It explores an understanding of a subject or the idea connotation to avoid explanation settling that contradicts an issue. Creswell (2011) divides the data in this stage into:

    a. Ordinary: Themes that a researcher might assume will be found.
    b. Unexpected: Unexpected themes that emerge during the study.
    c. Hard-to-classify: Themes containing ideas that are not easily placed within a theme or overlap with others.
    d. Major: Themes representing significant ideas.
    e. Minor: Themes representing database secondary ideas.

To achieve data validity, the researcher carried out triangulation. Triangulation is a qualitative research strategy for validity testing through information convergence from various sources (Carter et al., 2014). The triangulation form used in this research is data source triangulation. It consists of collecting data from different people, including individuals, groups, families, and communities, to obtain multiple perspectives and validate the data.

FINDINGS AND DISCUSSION
Findings 1: Members' Goals and Benefits for Getting Involved in the #SalingSilang Campaign

The first principle of community engagement is that the community can clearly state the goals of their activities (CDC, 2011; Schlake, 2015). Goals regulate behavior, increase effort, encourage individuals to seek strategies, and understand a task (Latham and Locke, 2006; Schöttle & Tillmann, 2018). Members are involved in the community as a way to fulfill their personal goals (American Psychological Association, 2010). The interview results show their goals for being involved in the #SalingSilang campaign:

Table 1. Participants' Goals Involved in the #SalingSilang Campaign

Participants	Goals
1	Their interest in the minimalist lifestyle. The desire to deeply understand and change their mindset about minimalist lifestyle.
2	As a form of concern, there will be more people taking part in the minimalist lifestyle.
3	Gain knowledge of the minimalist lifestyle.
4	Donate personal useful items and hope they can be useful to others.

Benefit perceptions are significantly influenced by interpersonal and community relationships (Schau, et al., 2009; Huang et al., 2022). Interview results show that the benefits that members get when they are involved in the #SalingSilang campaign areas follows:

Table 2. Participants' Benefits Involved in the #SalingSilang Campaign

Participants	Benefits
1	Gain relations, collaborate with clothing rentals, collaborate with publishers, take skills classes, be involved in community management, collaborate with brand partners.
2	Networking opens up opportunities for other community collaboration.
3	Information and tips on how not to produce more waste.
4	Getting access to useful and quality items without spending a lot of money.

According to Matarrita-Cascante et al. (2020), goals, vision, and strategies determine the

long-term success of community development. Although the implementation of activity plans can change over time, actions must reflect goals and needs as a form of community capacity. Community capacity is the interaction between human, organizational, and social resources that exist and are used to solve problems and improve or maintain community welfare (Chaskin, 1999). The impact of different member goals, as explained in Table 1, is that Lyfe With Less must be able to increase the capacity of #SalingSilang to be developed and planned according to members' needs to support community sustainability.

Findings 2: Members' motivations to Get Involved in the #SalingSilang Campaign

Members have lived a minimalist lifestyle for a long time and have experienced positive benefits in various aspects of their lives. It has become a strong motivation to get involved in the #SalingSilang campaign, which promotes sustainable living. Members have a deep understanding of minimalism and believe that changing their mindset toward a simpler, wiser, and more sustainable lifestyle is a significant step. Their primary motivation is to be a model to others that there is a more sustainable way of life, which has a positive environmental impact.

The members actively contribute by creating content and participating in events related to either minimalism or sustainable lifestyles. They want to share their personal knowledge and experiences without the need to launch a dedicated campaign. They believe that implementing positive changes in life can encourage others to follow their lead and adopt a more sustainable lifestyle.

Getting involved in this campaign opens opportunities to expand their social network and meet new individuals, which can contribute to creative ideas exchange and create potential partnerships that support greater change in the future. In addition, they support the idea of making #SalingSilang events a regular agenda in various locations, including campuses, focusing on education on the importance of sustainable lifestyle for the younger generation. They emphasize the necessity of purchasing products wisely and sorting waste as initial actions that can be simply adopted by individuals as a positive contribution to improving our environment.

To achieve their goals, they feel that getting involved in the #SalingSilang campaign is an effective way to contribute to positive change, share their knowledge and experiences, and form a community that supports each other on their minimalist lifestyle journey, with strong determination and passion for the better world.

Findings 3: Member Involvement in the #SalingSilang Campaign

According to the Centers for Disease Control and Prevention (CDCP)(2011), there are nine themes for members to be involved in the community: defined purposes, goals, and populations; know the community; go to the community; look for collective self-determination; community partnerships are critical; respect community diversity and culture; mobilize community assets and develop capacity; maintain flexibility; and commit to collaboration (Schlake, 2015). Results should be clear and concise. The interview results and observations showed that there were four of nine implementation themes of community member involvement in the #SalingSilang campaign:

1. Look for Collective Self-Determination

Self-determination is the important impact of social and cultural context in facilitating or hindering a person's basic psychological needs, feelings of self-direction, performance, and well-being (Legault, 2017). Motivation is an encouragement for members to get involved in the community and the #CrossCross campaign. Identifying the underlying factors behind member motivation is an important concern for Lyfe With fewer community leaders.

Interviews with the founder of Lyfe With Less show that individuals who join the community

already understand the context and purpose of the #SingSilang campaign. The strategy to make them persist and facilitate their motivation is educational content on Instagram, monthly webinars, and telegram as a means of discussion.

2. Community Partnerships are Critical

According to Weiss et al. (2002), partnership is the effective combination of perspectives, knowledge, and skills to maximize synergy and realize full collaboration potential (Tataw, 2020). The interview results show that Lyfe With Less provides an opportunity for members to be involved in community development based on their abilities. A speaker shared his experience regarding Lyfe With Less, involving himself in social media activities as a content writer since he has a writing interest.

3. Commitment to Collaboration

Collaboration is an interaction that often occurs in non-profit and government organizations to achieve goals, activities, or temporary production jointly, and is the negotiation result (Keyton, 2017). Members assess identity, power, and strategies in collaboration to evaluate these interactions.

The #SalingSilang collaboration campaign is demonstrated through the presence of collaborative partners in activities such as Unilever, EcoTouch, Jakarta Sewing House Class, Daur.id, and Octopus Indonesia. Identity evaluation emerged from the collaboration carried out by the Lyfe With Less community with partners who support a green, minimalist, positive, and healthy lifestyle. Strategy evaluation is shown by benefits exchange between the two parties, e.g. partners being able to be introduced to members and visitors of the #CrossCross campaign and the Lyfe With Less community getting sponsorship for its activities.

CDCP (2011), explains that collaboration is one of the reasons members are actively involved in the community, which ultimately has a positive impact on community development and resolving social issues (Schlake, 2015). The results of interviews with Lyfe With Less members who took part in the #SalingSilang campaign showed that collaboration was implemented through opportunities to take part in self-development classes, be involved in developing social media content, implementing campaigns, and collaborating with brand partners.

4. Mobilize Community Assets and Develop Capacity

Capacity development is increasing members' ability to define, assess, analyze, and act on social issues related to community goals (Labonte and Laverack, 2001; Laverack, 2021). Community strategies for developing member capacity aim to increase experiences that empower and involve them, so that it produces critical thinking and the ability to manage individual lives better.

Interview results show that the #CrossCross campaign and Lyfe With Less provide members with the opportunity to take part in various skills classes aimed at ability development. The various theme classes are held every month, depending on issues related to trends or important dates of the month. Skills classes are a form of collaboration between the Lyfe With Less community and brand partners.

Discussion 1: Dominant Needs of Community Members
1. Physiological Needs

Community members who adopt a minimalist lifestyle may need to create a simple physical environment. This may include reducing unnecessary items, organizing physical space to be more efficient, and ensuring that their home reflects minimalism principles. Community members who are concerned about sustainable lifestyles may need to access physical resources that support

sustainability, such as eco-friendly public transportation access, more access to sustainable products, and environmentally supportive consumption choices.

Members who wish to support a sustainable lifestyle may need to engage in physical activities that assist the environment, such as cycling, walking, or organic farming. Community members may also need to maintain physical health and well-being, which is an important part of a minimalist lifestyle and wise consumption. This may include exercise, a healthy diet, and adequate sleep.

2. Safety Needs

Community members who adopt a minimalist lifestyle may seek a secure choice. They want to ensure that by reducing consumption and prioritizing important things, they can create a more financially and emotionally stable living. Sustainability and environmental protection campaign engagement also reflects the need to feel secure about our planet's future. Community members may believe that by contributing to environmental conservation efforts, they can help create a safer future for future generations.

Social connections and experiences sharing with others in the community also create a sense of security. Members may feel more secure and connected when they have social and community support on their minimalist journey. Members who wish to provide inspiration and education to younger generations may do so because of the sense of security that comes from the understanding that they are contributing in forming sustainable issues awareness. This sense of security gives them confidence that their choices are the right and sustainable steps in living a better life.

3. Need for Belongingness

The need for belonging tends to be on the lower side or even not prioritized in #SalingSilang. The minimalist lifestyle generally emphasizes reducing possessions and focusing on having things that are truly necessary. In this context, the need for possession of material goods may be less dominating and more oriented toward sharing experiences and knowledge.

4. Ego Needs

Members who want to provide inspiration and education to younger generations may also expect recognition for their role in shaping the consciousness and behavior of future generations. This award may be a recognition of their positive impact on encouraging minimalism and wise consumption awareness. Members involved in sustainable campaigns may also seek recognition for their contributions to environmental protection. This could take the form of recognition from environmental organizations or the wider community. Rewards can be an important motivating factor in living a minimalist lifestyle and wisely consuming. Appreciation for member' efforts can increase their motivation to share inspiration and knowledge and play an active role in sustainability efforts continuously.

5. Self-Actualization Needs

The need to share knowledge and inspiration with the younger generation reflects the tendency to have a positive impact on society and help others achieve the same awareness. Actively engaging in sustainable campaigns and initiatives is a way to actualize environmental values and make a real contribution to positive world change. The community seeks a deeper understanding of minimalism principles. The learning and understanding process is an important element in achieving personal potential. The social connections within these communities allow them to grow as individuals through experiential sharing, learning from others, and feeling more connected.

This need for self-actualization encourages members of the #SalingSilang to develop

themselves holistically and achieve a deeper awareness of a minimalist lifestyle and wise consumption. It encourages them to act as agents of change in society, helping to inspire others, especially the younger generation in understanding the importance of these principles.

6. Self- Transcendence

    Social media helps people get feedback from various individuals with different backgrounds and points of view. Through online communities with similar interests, individuals can obtain input that can change their lifestyle. Through the Lyfe With Less community on Telegram, it helps members to get various inputs from other members with different backgrounds and points of view.

    Based on the statement above, the most dominant need among members of the #SalingSilang community is self-actualization. Members have strong motivation to share their knowledge, experience, and inspiration with the younger generation, and to become involved in sustainable campaigns and initiatives. They also seek a deeper understanding of minimalism principles, which reflects a drive to achieve their personal potential and contribute to positive change in society.

    Although the need for security (Safety Needs) also appears important in the finance and environmental protection context, as well as the need for esteem (The Ego Needs) in terms of recognition for their contribution, the need for self-actualization is more dominant. The need for self-actualization for community members to live a minimalist lifestyle and wisely consume with strong determination, share inspiration, and play an active role in sustainability campaigns.

Discussion 2: Differences in Member Perceptions of Ego Needs

In Maslow's theory, the need for respect is for humans to be respected by others and even society (Solomon, 2020). The interview results show that there are two different views on the level of ego needs:

1. The #SalingSilang campaign is a medium to prove that the members are involved in a minimalist lifestyle. In addition, the campaign introduces them to Fear of Missing Out (FoMO), zero wastes, and other environmental issues.
2. The #SalingSilang Campaign is not a place to get recognition, but rather as a form of self-awareness for a better life.

    According to De Ridder and De Wit (2006) in Robinson et al. (2022) , the ego consists of two components:

1. Self-regulation is the part of the ego that is divided into three smaller components: integrating the current situation; standards of behavior, such as goals and self-vision; and reducing the gap between reality and self-idealism.
2. Self-control occurs when an individual aligns his /her true self with ideas about what he /she should do or what makes the most sense with his /her long-term goals.

    These ego components are rising into these differences view, which is that individuals have different rules and controls. Moreover, there is the term ego-control, which is a way of controlling oneself from the influence and defense of the ego that is adapted to the situation and individual character (Block and Block, 2006; Robinson et al., 2022)

Discussion 3: Millennials as Agents of Change

The results of an interview with Fourder Lyfe With Less explained that the targets of the #SalingSilang campaign are 21 to 30 years who already have an income. There have been efforts to reach high school students who already understand the concept and perform consumerism

activities, but these activities have not been implemented because of time constraints. This shows that the target of the #SalingSilang campaign is Millennials.

Millennials are individuals born between 1980 and 2000 (Smith & Nichols, 2015) who are currently in the 43-to-23-year age group. According to Rathour and Mankame (2021), the awareness that minimalist style improves the environment and saves resources is the reason for positive feelings among the millennial generation. Implementing a minimalist lifestyle raises positive emotions among the millennial generation and improves their well-being. This makes the #SalingSilang campaign suitable for the Millennial Generation, since they are in a productive period and pay attention to their own welfare.

Discussion 4: Lifestyle Transformation from Thrifting to Minimalist

To observe changes in lifestyle in fashion, we have to recognize previous trends, namely secondhand consumption (SHC) and shifting (Herjanto et al., 2016). SHC began in the mid-1300s in Europe because of economic, political, and social difficulties. Used clothing is mostly consumed by poor families and is a characteristic of the lower social classes (Ginsburg, 1980; Kiehn & Vojkovic, 2018). The increasing concern of sustainability by consumers and industries is changing the way SHC is viewed as an alternative to sustainable consumption and is starting to become popular again, especially with vintage fashion (Ferraro et al., 2016; Kiehn & Vojkovic, 2018).

Another term for the SHC form has emerged, namely shifting. Thrifting is an activity of buying used goods to save costs by using money efficiently (Fadila et al., 2023). However, several analysts consider that shifting is not the best way to address sustainability issues, especially when the products are from fast fashion brands (The Finery Report, 2020). This is contrary to the perception that shifting is a solution to reduce textile waste, which is mostly from fast fashion brands. Another negative impact is encouraging impulsive consumption from transaction utility, where buyers buy various products at cheaper prices without considering their usefulness.

Instead of the SHC and shifting concept, Lyfe With Less applies the barter concept through #SalingSilang. Lyfe With Less encourages its members to live a minimalist life, exchanging what they no longer use for items belonging to other members that can meet their needs and not for fast consumption. #SalingSilang is a novelty in the culture of sustainable consumption, which can be seen from the support of large companies as sponsors, exposure to various media, and various studies discussing this campaign.

CONCLUSIONS

Public attention to environmental and sustainability issues encourages Millennials to change their lifestyles by reducing consumerism and moving toward minimalism. To achieve minimalist goals, individuals join others who have the same goals through communities. One minimalist lifestyle community is Lyfe With Less through the #SalingSilang campaign.

Members are encouraged by various motivations when involved in the community. It is driven by minimalism concept understanding, the desire to be active in the community, increasing opportunities to expand relationships, and developing ideas about situations and conditions related to issues.

Of the nine community involvement principles, members focus on four themes: self-determination, partnership, collaboration, and developing capacity. These four are based on their motivation to fulfill their goals and the benefits of their self-quality improvement. However, they are simultaneously developing the Lyfe With Less community and the #SalingSilang campaign to grow and influence the wider community.

Findings show that members seek goals and benefits when involved in the #SalingSilang campaign, including interest, concern, knowledge, and the desire to donate. The benefits they

receive include information, relationships, networking, and skills classes.

The results show that there is a dominant motivation, namely self-actualization. It arises from the strong desire of members to gain their knowledge, experience, and inspiration from the younger generation, as well as being involved in sustainable campaigns and initiatives. Members showed differences in their ego needs regarding the self-recognition they received when involved in the #SalingSilang campaign because there are rules and self-control components on ego. Ego control is the concept of how individuals regulate their ego character according to situations and experiences.

The #SalingSilang campaign initially focused on ages 21 – 30 and attempted to reach the high school student group, but this program had not been implemented because of team limitations. This makes the Lyfe With Less community focus on building Millennials as agents of change from a consumerist lifestyle to a minimalist one. Their awareness of balancing emotions and thoughts drives them to be wise in their lifestyle.

The practical implications of this research show that members join communities with various goals and to maintain the community in the long term, Lyfe With Less must be able to map member needs. This can be done by implementing themes of member involvement in the community, especially partnership, collaboration, and self-development programs.

LIMITATION AND FURTHER RESEARCH

With society and industry paying attention to sustainability, sustainable lifestyles still require in-depth study. For future studies, researchers can look at the role of social media in influencing member involvement in communities purely as part of a sustainable lifestyle or simply FoMO.

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