



Individualism and Collectivism in Pro-Environmental Behavior of an Environmentally Educated Community (Case Study of Bendungan Village, Bogor, Indonesia)

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Abstract. The major element impacting environmental sustainability is the public's lack of awareness about the importance of maintaining and caring for the environment. Minimising environmental damage can be achieved by individuals by engaging in more positive behaviours, such as not littering, becoming rescue volunteers, and raising environmental awareness. This will help alleviate psychological problems, like low levels of satisfaction with environmental conditions. Using natural resources efficiently and implementing environmentally friendly development are two of the primary goals of environmental management, yet this is incorrect.

Pro-environmental behavior refers to a deliberate activity taken to reduce the adverse effects caused by human activities in one's surroundings. Pro-environmental behavior refers to the degree to which behavior affects the accessibility of natural resources or energy from the environment. Engaging in pro-environmental conduct is a beneficial action that helps to reduce environmental harm and enhance environmental conditions and behavior.

The Bendungan village where this research is conducted has been educated and informed by the government by its Ecovillage program. The program has successfully educated the village people to be environmentally friendly, especially regarding waste management. This research is conducted using mix methods and questionnaires using the Slovin formula to determine the number of samples. The research showed that individualist values from surpassing collective values and exerting dominance over the majority of village people, internalization of behavior failed to establishing norms and policies that prioritize a more collectivist orientation. Furthermore, it is imperative to have a collective dedication in order to effectively execute these measures.

Only a minority of individuals in research location properly dispose waste. Properly disposing waste enhances an individual's self-assurance when donning it, but most individuals in this research location chose not to do it. Different approach besides, education needed to mitigate littering and to promote pro environmental behavior for a community that already have adequate and basic knowledge for environmentally friendly behavior. Internalization approach, although a long process is needed to solve individualism behavior that are endangering the environment. Knowledge and information, based on this research does not correcting people behavior. This research also showed that knowledge does not determining individualism behavior and collectivism behavior has not over-come the power of individualism in this village.

Keywords— Environment, Littering, Waste, Individualism, Collectivism, Pro-Environmental Behavior

I. INTRODUCTION

When environmental problems arise, it is considered a moral concern because it is connected to human activity. Environmental problems can occur not merely associated with technological problems; rather, it is in the process of becoming a worldwide moral challenge. The careless and irresponsible actions of humans are the root cause of pollution and damage that occurs in forests, oceans, water, land, and atmosphere, as well as other forms of damage that affect other people. People tend to think about their own needs; thus, people are the source of pollution and damage.

Floods, forest fires, air and land pollution, and many more forms of environmental destruction are all examples of human behavior. Forest fires also happen nearly annually in many nation's forest areas, and floods have become a common occurrence during the rainy season in a number of many major towns. A few examples of human behavior that contributes to flooding are reckless trash disposal or littering, the conversion of urban woods and other water catchment areas into residential areas, and similar practices. Intentional or not, forest fires also affect this. It is also possible to infer that something happens due to human actions, as is the case in several instances. Destruction of forest cover due to reckless smoking and disposal of cigarette butts.

There is a myriad of internal and exterior elements—past, present, and future—that impact human behavior. However, as mentioned earlier, these factors influence pro-environmental behavior in a complex way; after all, human behavior is fundamentally difficult to comprehend and anticipate. Whatever you do with the intention of reducing your impact on the environment or making it a better place is considered pro-environmental.

A big element impacting environmental sustainability is the public's lack of awareness about the importance of maintaining and caring for the environment. Minimizing environmental damage can be achieved by individuals by engaging in more positive behaviors, such as not littering, becoming rescue volunteers, and raising environmental awareness. This will help alleviate psychological problems, like low levels of satisfaction with environmental conditions. Using natural resources efficiently and implementing environmentally friendly development are two of the primary goals of environmental management, yet this is incorrect.

Pro-environmental behavior refers to a deliberate activity taken to reduce the adverse effects caused by human activities in one's surroundings. Pro-environmental behavior refers to the degree to which behavior affects the accessibility of natural resources or energy from the environment. Engaging in pro-environmental conduct is a beneficial action that helps to reduce environmental harm and enhance environmental conditions and behavior.

This is similar to the concept of recycling, which involves the processing or reusing of waste materials. Environmentally responsible consumption refers to the desire to purchase products that are environmentally friendly. Energy conservation is the desire to save electricity in the household. In addition, this behavior contributes to environmental sustainability. The pro-environmental attitudes of individuals can be influenced by various variables, including their perception of the surrounding environment.

The process of introducing ideas, information, ways of living, etc. into the world is known as globalization. Modernization refers to the process of transforming a society from a less advanced or less developed state to a more advanced and prosperous one, with the aim of achieving progress and improvement. Modernization can be defined as a deliberate process of societal transformation, since it involves the involvement of certain individuals or groups known as agents of change who actively plan and drive the modernization process. The change agent typically refers to an individual or a collective that has been entrusted by society to spearhead transformative initiatives.

All required modifications must be conducted under the supervision of the change agent. Despite prior planning, the occurrence of undesired or unplanned outcomes due to the processes of modernization and globalization is inevitable. For instance, the rise of multiple mindsets that deviate from Indonesian cultural norms. Individualism is one of the mindsets that becomes apparent. Individualism is an ideology that places greater importance on individual rights over the interests of society or the state. It emphasizes the significance of one's own individuality and considers oneself to be more important than

others. An individualist typically exhibits a diminished concern for the surrounding environment, prioritizing their own interests only. Individualists have a preference for autonomously doing tasks without assistance from others.

Urban societies, being more susceptible to the effects of industrialization and globalization, tend to exhibit a greater prevalence of individualism. Individualistic attitudes can be observed through many behaviors, such as little communication with others, disregard for the interests of others, and minimal involvement despite frequent encounters.

II. RESEARCH LOCATIONS AND METHODS

The research model encompasses a concise representation of the conceptual framework, comprising the variables under investigation and their interrelationships, typically depicted in the form of a diagram or other visual format. The study employs a mixed methods research methodology, incorporating both quantitative and qualitative approaches (Creswell, 2010¹).

A. Research Objects and Locations

The study focuses on the identification and examination of research objects and their respective locations.

Bendungan Village is situated inside the administrative boundaries of Bendungan Village, which is part of Bogor Regency in the province of West Java, Indonesia. The subject of investigation pertains to the encompassing surroundings of the village, encompassing both the physical and social dimensions of the environment.

Bendungan Village is situated inside the Ciawi Subdistrict of Bogor Regency, which is located in the province of West Java, Indonesia. This particular location is a component of Bogor City, encompassing a total land size of 132.9 hectares. The geographical location of the site can be identified by the coordinates 106.861984 East Longitude and -6.668112 South Latitude. This hamlet is administratively bounded by the following: - To the north: Pandansari hamlet - To the south: Sukamahi Village - To the east: Sukamahi Village - To the west: Banjarwaru Village/ Ciawi

B. Quantitative Data Collection

Quantitative data collection refers to the systematic process of gathering numerical information in a structured manner for the purpose of analysis and interpretation.

The research focuses on the Bendungan Village community, located in the Ciawi Subdistrict of Bogor Regency. This community serves as the unit of analysis for the quantitative data collection sample. According to Creswell, the samples were chosen in a random manner, ensuring that every individual within the community has an equal likelihood of being selected. Therefore, every resident of the Village has an equitable opportunity to serve as the response.

The calculations were conducted utilizing the Taro Yamane formula or Slovin's formula, as described in Stephanie, E's book titled "Slovin's Formula Sampling Techniques" published by Houghton-Mifflin in New York, USA.

$$n = \frac{N}{Nd^2 + 1}$$

Where :

n = Sample

N = Total Population of Bendungan Village in Ciawi Sub district District (10,741 people²)

d = Deviation / Sampling Error (10%) with level of confidence in the data is 90%

¹ J. W., Creswell, & Plano Clark, V.L. (2010). Designing and conducting mixed methods research (2nd ed.). Thousand Oaks, CA: Sage.

² Monografi Kecamatan Ciawi Kabupaten Bogor, Bogor Sub-district Government, 2016.

C. Secondary Data Collection

The utilization of secondary data is imperative in expediting the comprehension of field situations. The utilisation of secondary data is crucial in expediting the comprehension of field circumstances, population demographics, environmental management policies, and several other reports. Data are acquired through the process of gathering, recording, and extracting information from a diverse range of documents obtained from DLH West Java Province, as well as publications and pertinent reports associated with the conducted research.

III. LITERATURE REVIEW

A. Individualism-Collectivism

Triandis explains individualism-collectivism as a "cultural syndrome" (2001)³. According to Triandis (2001), the syndrome in issue tends to cluster in specific ways. Freedom of choice in a collectivist society, according to Hofstede (Triandis, 2001), people put the needs of the group ahead of their own and act in accordance with established standards rather than their own values. In contrast, members of individualist cultures tend to be more self-reliant and unattached to the group as a whole. Contrasted with interdependent collectivism, which entails cooperation, group orientation, and low competitiveness.

B. Pro Environmental Behavior

According to Kaiser (1998)⁴, pro-environmental behavior refers to actions that are focused on preserving the environment. Kaiser (1998) categorizes many aspects of environmentally conscious behavior as follows: energy preservation, sustainable transportation and mobility, waste reduction, recycling, responsible consumption, and behavior preservation.

According to Kollmus and Agyeman (2002)⁵, pro-environmental behavior is influenced by demographic and internal factors. Internal variables that contribute to environmental consciousness include environmental awareness, environmental knowledge, attitudes, locus of control, accountability, and priorities. External variables encompass institutional, social, and cultural factors. The demographic factors of gender and educational attainment are incorporated. Attitudes are a key internal determinant of pro-environmental behavior. This survey mostly concerns views towards the environment.

According to Milfont (2007)⁶, attitudes towards the environment can be described as psychological tendencies that are expressed through the assessment of one's inclination to support or oppose factors that harm the quality of the natural environment.

C. Influence

Lister (2007)⁷ asserts that pressure has a significant role in influencing an individual's propensity, in this case to engage in littering or non pro environmental behavior. The potential for non pro environmental behavior activity arises due to the village's inadequate organization and insufficient supervision.

³ Triandis, H.C. (2001), Individualism-Collectivism and Personality. *Journal of Personality*, 69: 907-924. <https://doi.org/10.1111/1467-6494.696169>

⁴ Kaiser, F.G. (1998), A General Measure of Ecological Behavior†. *Journal of Applied Social Psychology*, 28: 395-422. <https://doi.org/10.1111/j.1559-1816.1998.tb01712.x>

⁵ Kollmuss, A., & Agyeman, J. (2002). Mind the gap: Why do people act environmentally and what are the barriers to pro-environmental behavior? *Environmental Education Research*, 8(3), 239–260. <https://doi.org/10.1080/13504620220145401>

⁶ Milfont, T. L., Duckitt, J., & Cameron, L. D. (2006). A Cross-Cultural Study of Environmental Motive Concerns and their Implications for Proenvironmental Behavior. *Environment and Behavior*, 38(6), 745–767. <https://doi.org/10.1177/0013916505285933>

⁷ Lister, Linda M.. "A practical approach to fraud risk: comprehensive risk assessments can enable auditors to focus antifraud efforts on areas where their organization is most vulnerable." *The internal auditor* 64 (2007): 61-66.



The presence of vulnerability has been shown to significantly influence prosocial behavior⁸. Research has indicated that those who view themselves as physically susceptible are more inclined to participate in prosocial behavior.

D. Moral Reasoning

Baucus (Melissa S. Baucus and Janet P. Near, 1991)⁹ asserts that engaging in illegal action is immoral, as it undermines the necessity for moral enforcement through the law. Hernandez and Groot (JR Hernández, 2007)¹⁰ argue that there are two crucial factors that contribute to persons engaging in fraud: ethics and the control environment.

d.1. Factors related to internal control

As stated by Arens and Loebbecke (Alvin A. Arens, James K. Loebbecke, 1994)¹¹, it is imperative for any firm to possess components of internal control. The aspect encompasses various components, such as risk management assessment, information and communication systems, accounting practices, control environment, monitoring, and control activities.

d.2. Sociocultural Factors

The social dynamics and cultural context in which certain patterns are highly regarded.

This phenomenon exerts a significant impact on individuals' conduct, particularly in situations where individuals are prone to engaging in fraudulent activities. As a result, individuals may perceive fraudulent action as being commonplace or socially acceptable. These societal phenomenon manifests itself in the dualistic nature of individualism and collectivism.

IV. RESULTS AND DISCUSSION

A. Basic Respondents Knowledge

⁸ Ivo, Steimanis., Björn, Vollan. (2022). Prosociality as response to slow- and fast-onset climate hazards. *Global sustainability*, 5 doi: 10.1017/sus.2022.9

⁹ Baucus, M. S., & Near, J. P. (1991). Can Illegal Corporate Behavior Be Predicted? An Event History Analysis. *The Academy of Management Journal*, 34(1), 9–36. <https://doi.org/10.2307/256300>

¹⁰ Hernandez, J. R., & Groot, T. (2007). *Corporate fraud: Preventive controls which lower fraud risk*. ARCA, Amsterdam Research Center in Accounting

¹¹ Loebbecke, James K., Arens, Alvin A *Auditing: An Integrated Approach (Prentice Hall Series in Accounting)*, Prentice Hall, 1994.



Table 1. The research showed that the respondents have basic knowledge on pro environmental behavior.

	I know that sorting waste can prevent environmental damage	I know that rubbish plastic can still be processed and reused	I know that plastic waste left unchecked will contaminate water and soil	My lack of knowledge regarding the impact that will result from waste plastic	I know that plastic waste that is brought to the waste bank will be reprocessed to reduce plastic waste	Biodegrade naturally very long period of time	I know that littering will create new problems for the environment
Agree	5.0%	3.0%	4.0%	59.0%	2.0%	1.0%	2.0%
Fully Agree	66.0%	73.0%	63.0%	41.0%	67.0%	11.0%	44.0%
Disagree	29.0%	24.0%	33.0%	0.0%	31.0%	64.0%	54.0%
Fully Disagree	0.0%	0.0%	0.0%	0.0%	0.0%	24.0%	0.0%

Contd.

In my opinion, plastic packaging waste has little effect on environmental damage	I know that plastic waste left unchecked will contaminate water and soil	My lack of knowledge regarding the impact that will result from waste plastic	I know that plastic waste that is brought to the waste bank will be reprocessed to reduce plastic waste	Biodegrade naturally very long period of time	I know that littering will create new problems for the environment
17.0%	3.0%	3.0%	2.0%	9.0%	7.0%
42.0%	5.0%	66.0%	71.0%	81.0%	55.0%
32.0%	52.0%	31.0%	27.0%	10.0%	38.0%
9.0%	40.0%	0.0%	0.0%	0.0%	0.0%

Source: Researcher, 2024



Table 2. The figure showed that most of the respondent's pro environmental behavior contradicts their knowledge.

Variables	I reuse plastic bags from the store or mini market	I brought own container/bags when shop	I use refillable products	I utilize reusable container	I take my plastic waste to the waste bank	I am littering
Never	2.0%	2.0%	6.0%	4.0%	65.0%	48.0%
Sometimes	54.0%	73.0%	58.0%	43.0%	27.0%	43.0%
Often	28.0%	18.0%	21.0%	36.0%	8.0%	6.0%
Always	16.0%	7.0%	15.0%	17.0%	0.0%	3.0%

Contd.

I take part in waste bank activities	I immediately threw away the used plastic	I sort the trash before throwing it in the trash	I pick up trash that I find on the street	I'm not bring my own drink when traveling
65.0%	12.0%	26.0%	40.0%	17.0%
20.0%	50.0%	58.0%	36.0%	50.0%
13.0%	33.0%	14.0%	18.0%	27.0%
2.0%	5.0%	2.0%	6.0%	6.0%

Source: Researcher, 2024

Both of the aforementioned research utilized questionnaires to identify a prevalent politically correct environmentalist attitude among the majority of respondents who identified themselves as environmentally conscious. However, in behavioral questionnaires, it was found that their pro environmental knowledge did not align with their behavior, indicating that they were merely self-proclaimed environmentalists, the analysis of the survey data showed that while the respondents placed significant importance on environmental issues, regardless their behavior.

Table 3. Respondent's Purposes for Sorting out Garbage based on their Income Level

		Respondent's Purposes for Sorting out Garbage		
		Not separating waste/garbage	To sell it	To be environmentally friendly
Family's Income per Month	< 500,000 Rupiah	4	0	0
	500,000-1,000,000 Rupiah	14	2	0
	1,000,000-2,000,000 Rupiah	40	2	2
	> 2,000,000 Rupiah	20	2	0
Total		78	6	2

Source: Researcher, 2024



Based on income level, although most of the respondents do not sorting out garbage, the lower income respondents chose to separating waste to sell it (economic reason), and higher income respondents chose to separate waste (pro environmental behavior) basely on altruistic reasons.

Interviews conducted indicated that each individual had engaged in a recycling program at some point, but not necessarily on a consistent basis. The majority of higher income individuals also indicated that they have participated in a course focused on ecology, earth science, or environmental protection. The act of lower income respondents who stated they have pro environmental knowledge, identified themselves as environmentalists but exhibited few pro environmental acts just for symbolic reasoning only. The researchers reached the conclusion that individuals' environmental knowledge does not result in significant behavioral changes.

The respondents in this study exhibited behavioral inclinations that contradicted their own beliefs, with rationalization being the predominant factor. Where does the respondent seek justification for their ecologically unfavorable actions. Justification can manifest as tangible reasonableness, indicating that an activity has been frequently performed or executed by numerous individuals, so establishing it as a reasonable course of action.

Table 4. Respondent's Collectivism Behavior

	I'll do what expected by the government.	I'll do what expected by my family members.	I will do what is suggested by my neighbors.	I will do what is suggested by my friends.	I will do what is suggested by my colleague.
Fully Disagree	42.0%	19.0%	16.0%	14.0%	15.0%
Not Agree	57.0%	51.0%	69.0%	74.0%	69.0%
Fully Agree	1.0%	30.0%	15.0%	12.0%	16.0%
Agree	0.0%	0.0%	0.0%	0.0%	0.0%

Source: Researcher, 2024

Table 5. Motive

	The government expects people to carry out waste sorting activities.	Family thought that I should sorting household waste	My neighbors think that I should sorting waste in my daily life.	Most of my friends think that waste sorting is a good thing to do.	My colleagues think that I should engage in waste sorting at home.
Fully Disagree	20.0%	3.0%	5.0%	7.0%	9.0%
Not Agree	69.0%	35.0%	11.0%	11.0%	18.0%
Fully Agree	11.0%	36.0%	73.0%	63.0%	62.0%
Agree	0.0%	26.0%	11.0%	19.0%	11.0%

Source: Researcher, 2024

It can be observed from the previous table that the number of respondents that are engaging in activities pro environmental activities are low and contradicts majority of their believe in pro environmental knowledge. The reason of their real activity that contradicts their believe could be based on their reasoning which mostly based on collectivism or pressure from their neighbor, friends or the government.

Consequently, these actions are perceived as commonplace or typical by the respondents. The execution of ecologically harmful behaviors is contingent upon an individual's ethical principles and specific conditions. Collectivism and individuality are prevalent social phenomena in society. However,



those engaged in this phenomenon often remain unaware of their actions. Humans, in addition to being social beings that are inherently connected to others, were designed as distinct individuals. Under specific circumstances, an individual may exhibit collective behavior, while at other times they may display a strong inclination towards individualism.

Individuals exhibit these two behaviors due to their diverse objectives. When individuals engage in pro-environmental conduct, they will likely experience motives such as survival, earning respect from others, feeling secure, gaining recognition, and achieving self-actualization. When an individual desires to be treated with esteem by others, such as when joining a group or social entity, they must adhere to a set of social norms. Engage and integrate with the group. However, when he desires to attain self-actualization, he will adopt a competitive mindset with individualistic undertones, which will influence his conduct accordingly.

The manifestation of a person's collective or individualistic disposition is inherently intertwined with the expectations and obligations imposed by the social context. An individual's comprehension of the behavioral requirements of their surroundings typically influences the collective and individualistic attitudes they will exhibit. The level of comprehension regarding the requirements of this mindset directly correlates with the degree to which an individual's attitude aligns with either collective or individualistic values.

The incorporation of collectivist ideas is crucial for society, particularly in regards to promoting pro-environmental behavior. The interconnected tasks within a work group necessitate coordinated action from its members. In the absence of this mindset, respondents will just prioritize profits, disregarding the potential harm their actions may do to community members or other respondents. Nevertheless, a communal mindset can also exert an adverse influence on the organization and may even impede pro-environmental endeavors. This predicament arises when the prevailing collective mindset stems from a collective culture that contradicts universal ideals. Under these circumstances, the current values do indeed transform into collective values, but they do not align with the values and norms that are commonly accepted in society.

If collective values are imposed on respondents or other residents, it may lead to long-term conflict among residents. This is because there is a possibility of resistance against collective values that are perceived as deviant and incompatible with their own values. existing pro-environmental values. Respondents with a strictly individualistic demeanor will treat all individuals equally, applying the same criteria when interacting with both acquaintances and strangers. Interacting with other individuals does not involve the existence of friendship, solidarity, or empathy. The primary objective is to actualize one's own interests while minimizing any hindrances to achieving one's aims. Practically, he will prioritize his personal interests over the interests of others and the institution.

When striving to achieve their objectives, an individualist may behave as if they were part of a group. Respondents used this demeanor to obfuscate or conceal personal objectives. Another possibility is that the respondents exhibits this attitude in order to align itself with individuals who share the same objective. Collaboration is the process in which two or more individuals with a shared objective work together. Nevertheless, once the objective is accomplished, the cooperation among individualists will disintegrate.

When an individualist is part of a group, they have a tendency to exert influence on the group's judgments about the distribution of rewards. If he perceives his participation in the group as significant, he will advocate for the allocation of individual awards, ensuring that the benefits are determined by each member's specific contribution. Nevertheless, if he perceives his function within the group as insignificant, he will advocate for collective incentives. This implies that individual contributions will not be taken into account, and all members of the group will be regarded as having made an equal contribution. Consequently, each member will receive the same rewards.

CONCLUSIONS

The research showed that individualist values from surpassing collective values and exerting dominance over the majority of village people, internalization of behavior failed to establishing norms and policies that prioritize a more collectivist orientation. Furthermore, it is imperative to have a collective dedication in order to effectively execute these measures.

Only a minority of individuals in research location properly dispose waste. Properly disposing waste enhances an individual's self-assurance when donning it, but most individuals in this research location chose not to do it. Different approach besides, education needed to mitigate littering and to promote pro environmental behavior for a community that already have adequate and basic knowledge for environmentally friendly behavior. Internalization approach, although a long process is needed to solve individualism behavior that are endangering the environment. Knowledge and information, based on this research does not correcting people behavior. This research also showed that knowledge does not determining individualism behavior and collectivism behavior has not overcome the power of individualism in this village.

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