A Comparative Study of the Implementation of Sustainable Forest Management Policies in China and Indonesia: Lessons from Forest Management Practices

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Abstract
Sustainably preserving the functions of forests is the aim of sustainable forest management (SFM), which considers social, economic, and environmental issues. For the sake of present and future generations, the FAO defines SFM as a dynamic concept that "aims to maintain and enhance the economic, social, and environmental values of all types of forests." Enhancing livelihoods, maintaining biodiversity, preserving clean air and water, and lessening the consequences of climate change are just a few of the numerous benefits that sustainably managed forests may offer to both people and the environment. Two major players in the global climate change agenda are China and Indonesia, both of which have sizable forest areas. Indonesia, home to the biggest tropical peatland and third-largest tropical rainforest in the world, has seen a sharp rise in deforestation in recent decades. However, via government programs like the Grain for Green program, which reforests damaged land into wooded areas, China has accomplished a great deal of reforestation. A comparison of the two countries' forest management legislation is required in order to assess the effectiveness of different tactics and draw conclusions for sustainable forest governance. This article will examine the concept of SFM, examine the effectiveness of forest management policies in China and Indonesia, and evaluate the lessons learnt from them using the most recent statistics and official papers from sources such as the FAO, UNEP, the World Bank, and the relevant government publications. In addition to evaluating forest management strategies, this study looks at how environmental communication—particularly social media activism—influences public support for SFM programs.
Keywords: Communication; Comparative Study; Environmental Policy; Reforestation; SFM

INTRODUCTION

Maintaining the functions of forests in a sustainable way is the aim of Sustainable Forest Management (SFM), which integrates social, economic, and environmental aspects. For the benefit of present and future generations, SFM is a dynamic concept that "aims to maintain and enhance the economic, social, and environmental values of all types of forests," according to the FAO. A few benefits of sustainably managed forests are improved livelihoods, clean air and water, biodiversity preservation, and climate change mitigation. Under international talks ranging from the UNFCCC Conferences of the Parties (COP) to duties under SDG 13 and SDG 15, forest policy communication are now required to look into how SFM messaging may be in accordance with the global climate change and ecosystem conservation objectives. Indonesia

and China are both significant players.

Despite having different social, economic, and environmental backgrounds, China and Indonesia share similar difficulties in preserving the sustainability of their forests. China has made significant progress because to extensive national reforestation and land restoration programs like the Grain for Green project. By strengthening conservation legislation, protecting primary forests, and promoting sustainable forest use, Indonesia, on the other hand, continues to fight high rates of deforestation. Despite their shared commitment, complex internal and external factors affect how well both countries implement their policies. In order to improve forest governance both at home and abroad, this study examines the sustainable forest management policies of China and Indonesia, evaluates the challenges and achievements of their implementation, and offers important lessons. The study incorporates secondary data from government policy papers, international publications, and official reports on forestry and environmental management. It also uses a qualitative technique.

METHOD

This study uses a qualitative descriptive technique to evaluate and contrast how sustainable forest management (SFM) practices are implemented in China and Indonesia. Instead of depending on statistical measurements or experimental procedures, a qualitative approach is used to offer a thorough knowledge of the policy backgrounds, tactics, and implementation issues in both countries. Key components of SFM policy, including legislative frameworks, implementation actors, strategic interventions, and results or impacts on forest sustainability, are the subject of this comparative analysis. The study examines two countries with disparate sociopolitical, economic, and geographic origins to ascertain the factors that influence the success or failure of sustainable forest management programs.

SFM successfully protects biodiversity and the essential ecological functions of forests while monitoring human activities that negatively impact the ecosystem. A fundamental idea in forest management, SFM is important to ecological and economic policies in European nations. Additionally, previous research has assessed SFM performance in a variety of nations and from a range of viewpoints. Since SFM encompasses a wide range of factors, some literature has been used to develop evaluation models to identify and assess management performance. These models offer insights into SFM from the viewpoints of social, economic, and environmental variables. (Deng и съавт., 2023).

This study's secondary data came from a number of trustworthy sources. Peer-reviewed journal articles, reports from non-governmental organizations, reports from the World Bank,

FAO, and UNEP, as well as publicly accessible internet publications, are examples of these. A literature review was used to gather the data, and pertinent materials were methodically looked at in order to answer the research questions of the study. The study uses a thematic content analysis technique for data analysis. Every piece of information was arranged according to major themes, including institutional roles, reforestation or conservation initiatives, policy frameworks, and implementation results. Secondary data were extracted from the UN-REDD Programme Strategy (2011–2015) and NDC submissions at COP26, in addition to publications from the World Bank and FAO. From then, the parallels and discrepancies between Chinese and Indonesian methods were noted and contrasted. Data validity was guaranteed by the use of source triangulation, which entails cross-referencing data from many sources to assure consistency and dependability. The study can theoretically and practically contribute to the development of policies for sustainable forest governance, especially in emerging and developing countries, thanks to this methodology.

This paper contributes to the field on comparative environmental policy by integrating concepts from Environmental Governance Frameworks and Policy Transfer Theory (Dolowitz & Marsh, 2000). This study shows how different governance models—centralised in China versus decentralised in Indonesia—affect the rationale and effectiveness of implementing sustainable forest management (SFM), despite the fact that comparative studies usually focus on results. The three interconnected pillars—state competency, community participation, and technology adaptation—that influence SFM effectiveness are highlighted in the conceptual framework created here. In order to comprehend policy divergence and convergence in environmental governance across various political systems, this study offers both empirical insights and a philosophical viewpoint.

LITERATURE REVIEW
Sustainable Forest Management (SFM)

Keeping the ecological, social, and economic roles of forest regions in balance is the aim of sustainable forest management, or SFM. For the benefit of current and future generations, SFM is a process designed to protect and improve the economic, social, and environmental characteristics of all types of forests (Food and Agriculture Organization, 2020). Conservation of biodiversity, enhancement of local livelihoods, and preservation of soil and water resources are typical markers of SFM implementation.
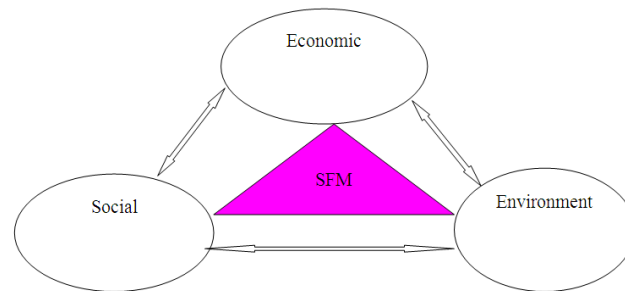
Figure 1. Pillars of sustainable forest management
Source: Researcher Data, 2025

SFM seeks to enhance the quality of forests and the services they provide. The forest ecosystem's architecture dictate ecological service impacts, function scales, and diversifications. For a while now, people have been working to increase the amount of timber produced per unit of forestland. In actuality, a variety of factors, such as improved management conditions, artificial nitrogen sedimentation, soil rehabilitation following overexploitation, climate change-induced growth period extension, and high water resource utilization efficiency by raising CO_2, may contribute to high productivity. circumstances of sun radiation, genetics, concentration, etc. High forest productivity helps the land's productive function, but how these components work together will determine whether or not it can sustain high output.

Global Environmental Communication in Forest Policy

Numerous cross-continental studies emphasize how important multilateral platforms like the UNFCCC Conferences of the Parties (COP) are in developing the narratives surrounding REDD+ and Sustainable Forest Management (SFM). Angelsen (2009), for instance, shows how national submissions at COP function as communication instruments to establish national emission reduction priorities and mobilize REDD+ funds. Similar to this, Gupta et al. (2012) examine COP negotiations to demonstrate how financial flows and stakeholder positions have been impacted by the framing of "forest carbon" as a marketable commodity. More recently, Pattberg and Widerberg (2016) describe how non-state actors, such as private sector coalitions, indigenous organizations, and NGOs, use social media and side events during COP conferences to keep parties responsible and forward bottom-up SFM agendas.

Forest Management Policies in Indonesia

Indonesia is regarded as one of the megadiverse nations in the world and is home to enormous tropical forests. The Indonesian government has put in place several measures to accomplish sustainable forest management in recent decades, such as the Timber Legality Verification System (SVLK) and social forestry laws that give local communities the authority to manage forests. The national FOLU Net Sink 2030 program and Forest and Land Rehabilitation (FLR). However, significant obstacles still exist, including illegal logging,

overlapping land governance, and inadequate law enforcement (David L.A. Gaveau, 2021). Local and indigenous groups' contributions are becoming more widely acknowledged as being essential to SFM's success in Indonesia (Larson, A. M., & Pulhin, 2012).

Indigenous Community Involvement in Indonesia

Emphasize how important indigenous communities are to Indonesia's Social Forestry policy.(Maryudi, A., Devkota, R. R., Schusser, C., & Krott, 2020). The significant contribution that indigenous peoples have made to the long-term sustainable management of their forests is acknowledged by this policy. The study found that including indigenous tribes in plans can lead to more sustainable forest management and strengthen the social ties between local communities and their environment.

Forest Management Policies in China

China is well known for having a highly centralized and regulated forestry policy. To increase forest cover and lessen land degradation, the Chinese government has started several extensive initiatives, including the Grain for Green Program (1999). The NFPP, or Natural Forest Protection Program and Creation of an SFM indication system based on technology and data. Despite worries about the dependence on monoculture species and their effects on biodiversity, research indicates that China has effectively expanded its national forest cover through massive regeneration (Li., 2022). To evaluate forestry firms in the context of SFM (Zhang, 2023) even created a performance evaluation model utilizing Multi-Criteria Decision Making (MCDM) techniques.

Development and Actions of Forest Management in China

China has fully leveraged both dosmetic and international resources to enhance its capacity and actively promote the dissemination of the Sustainable Forest Management (SFM) concept within the country. In its afforestation, regeneration, and forest tending practices, China has placed significant emphasis on developing forest structures characterized by diverse tree species, multiple canopy layers, uneven age distribution, and optimal stand density. Additionally, China has supported the rapid expansion of forested areas and the promotion of mixed softwood and hardwood forests.

The Chinese government maintains the strategy of "strict protection, positive development, scientific management, sustainable utilization," creates laws and regulations, establishes a target responsibility system for the conservation of forest resources in office terms of governments at various levels, strictly enforces the forest logging quota system, and works to develop forest resources. It also recognizes the status and role of forestry in

sustainable economic and social development. China encourages the establishment of a system for compensating for the ecological benefits of forests, progressively implements classified forestry management, and improves the care and upkeep of forest resources.

Comparison and Lessons from Both Countries

China and Indonesia share a commitment to SFM, although they take rather different approaches. Whereas Indonesia prioritizes community involvement and a bottom-up strategy through social forestry, China stresses a top-down approach backed by government policy and technology. It is crucial to compare the two nations in order to: Recognize structural and social issues; Assess the efficacy of policies and their execution; Developing cooperative methods to improve the sustainability of forest management Although there are numerous studies that compare SFM models between nations, there aren't many that specifically compare China and Indonesia, therefore this research adds significantly to the body of knowledge in academia (Event, 2009)

Theoretical Framework: Environmental Communication in SFM

The Theory of Environmental Change Communication is cited in this work to support the conceptual underpinnings of the analysis of environmental communication. This theory emphasizes the strategic significance of communication as an interactive process involving public ideals, emotions, social identity, and trust, rather than just as a means of conveying information. Effective environmental communication is crucial in the context of Sustainable Forest Management (SFM) in order to connect formal policy frameworks with grassroots involvement and to encourage behavioral change that promotes forest conservation. International channels that impact the legitimacy and perceptions of domestic forest policies, such Nationally Determined Contributions (NDCs) stated at COP, must also be taken into consideration by Environmental Change Communication Theory within the framework of SFM.

According to this theoretical viewpoint, effective communication tactics should encourage emotional and cognitive engagement with environmental concerns rather than just disseminating information. According to Moser (2010), in order to inspire long-term public action, environmental change communication has to forge close bonds between individuals and ecological issues. In order to better understand how digital efforts, like those carried out by Greenpeace Indonesia, encourage support and group involvement in sustainable forest governance, this study combines environmental communication theory with public policy analysis.

RESULTS AND DISCUSSION

Implementation of Sustainable Forest Management (SFM) Policies in Indonesia

Indonesia has implemented various policies to achieve sustainable forest management. The social forestry Program, which legally grants local communities the right to manage forest

areas, has been a key strategy since 2016. According to the Ministry of Environment and Forestry (Nurbaya., 2022) This program now covers over 5 million hectares of land. One of the main policies to lower emissions from the forestry industry is also the Forestry and Other Land Use (FOLU) Net Sink 2030 effort. But there are still significant issues, like as ineffective law enforcement, ongoing illicit logging, and unresolved tenure disputes. These problems make the implementation of the policy less effective overall.

Indonesia: Community-Based Forest Governance and Persistent Challenges

Indonesia, on the other hand, has taken steps toward decentralizing forest governance. (Maryudi, A., Devkota, R. R., Schusser, C., & Krott, 2020) highlight a significant policy shift from centralized control to community empowerment through the *Social Forestry Program*, aimed at providing forest access rights to local and indigenous communities. This bottom-up model supports the integration of livelihood improvements and environmental stewardship. Indonesia's SFM narrative has also been communicated via international REDD+ platforms, yet it has not fully leveraged COP channels to showcase progress toward FOLU Net Sink 2030. Despite progressive policies such as the *FOLU Net Sink 2030* roadmap, *SVLK (Timber Legality Assurance)*, and reforestation efforts, Indonesia still faces substantial challenges. These include weak law enforcement, overlapping land tenure claims, and illegal logging (Gaveau и съавт., 2021), Furthermore, the implementation of agroforestry systems has shown promise but remains inconsistent across regions.

Implementation of Sustainable Forest Management (SFM) Policies in China

China applies a highly centralized approach to forest management. Large-scale national programs such as the **Grain for Green Program (1999)** and the **Natural Forest Protection Program (NFPP)** have significantly increased national forest cover. According to FAO (2020), China's forest cover increased from 17% in 1990 to over 23% by 2020. Nonetheless, criticism has been raised regarding the extensive use of monoculture species and their adverse effects on biodiversity. Although China actively participates in COP through National Forestry Plan submissions, its communication strategy remains technically oriented and under-emphasizes global participation mechanisms such as SDG reporting.

From China, Indonesia can learn about the effectiveness of long-term planning and the use of technology to monitor forest performance. From Indonesia, China may consider more participatory approaches that ensure local communities directly benefit from forest management initiatives. Cross-country collaboration is essential, especially in developing SFM indicators that reflect local social and ecological conditions. Indonesia needs to improve

monitoring capacity and enhance economic incentives for local communities. Conversely, China is advised to adopt more inclusive policy frameworks that engage community stakeholders.

Aspect	Indonesia	China
Approach	Participatory (bottom-up) via community-based forestry	Centralized (top-down) through state-led programs
Key Policies	Social Forestry, FOLU Net Sink 2030	NFPP, Grain for Green Program
Main Challenges	Land tenure conflicts, funding, law enforcement	Biodiversity loss, limited community engagement
Use of Technology/Indicators	Still developing	Data-driven performance evaluation (e.g., MCDM)

Table 1. Strategic Comparison and Challenges
Source: Researcher Data, 2025

All technological innovation originates from theoretical and conceptual innovation. Innovation in theory is the first step in advancing SFM. The development of forest management theory is the primary means of advancing the SFM in the worldwide trend toward a green economy, low-carbon economy, and a circular economy. The main goals of SFM at the national level are to create and enhance a contemporary forestry system that "integrates ecology and people's livelihood," integrate primary, secondary, and tertiary industries with contemporary science and technologies, and connect the organic cultivation, use, and protection of forest resources. The guiding principle of China's SFM is "forestry for ecology and people's livelihood."

Best Management Practice Framework	Main Contents	Major Focuses
Forest Management Plans Forest Management Technologies	Interest Group Participation Landscape Approach Ecosysytem Management Close-to-Nature Forestry Ecological Logging Under-Forest Economy Compound Forestry Traditional Management Technology Health Management	Vulnerable Group Water and Soil Conservation Biodiversity Pollution Control ....
Human Resources	Technological Training	Skilled Labors and Professional Workers
Best Technological System = Management Goals × Ecological Risks × Technological Costs = Optimization		

Table 2. Forestry Technology Research and Development
Source: Researcher Data, 2025

At the management institutions level, it is critical to develop scientific and practical forest management plans using the national SFM demonstration plans. This will enable the development of a technological system that can ensure forest owners effectively prevent or reduce the potential. Beyond institutional and technological aspects, communication strategies also play a key role in shaping public support and mobilizing action for forest sustainability. The following section explores how environmental communication contributes

to SFM outcomes in both countries.

The Role of Environmental Communication and Digital Media in Supporting SFM

In addition to institutional architecture, legislative frameworks, and technological innovation, public perception and communication of policies have a significant impact on sustainable forest management (SFM). Public communication and the media have played an increasingly important role in influencing environmental behavior, boosting public knowledge, and fostering support for the execution of policies in recent years. Communication not only disseminates knowledge but also validates, motivates, and influences public sentiment in support of environmental stewardship and forest conservation. As an illustration, consider Indonesia, where Greenpeace Indonesia launched the Global Climate Strike campaign on Instagram to encourage local communities, activists, and young people to promote sustainable forest governance. The campaign employed a three-phase approach: Engage to promote offline and online participation; Amplify to disseminate visual storytelling on social media; and Alert to increase awareness of the climate catastrophe (Zainubi & Ciptadi, 2024). This digital activism serves as an example of how communication may serve as a conduit between grassroots groups and politicians, increasing transparency and responsibility in the management of forests.

In China, on the other hand, environmental communication is still mostly top-down and institutional. Even if government organizations disseminate environmental information through official channels, community-driven or participatory programs are rarely included. In order to increase awareness and support for reforestation and forest conservation initiatives, China has the chance to use more inclusive communication strategies that engage local stakeholders and make use of interactive platforms. Digital technology and social media make it possible for environmental messaging to quickly cross socio-geographic borders. During the policy-making process, it enables underrepresented groups, such indigenous peoples, to express their ecological concerns and traditional knowledge. It's also critical to put pressure on public and commercial entities to address public concerns and follow sustainability guidelines.

The effectiveness of SFM thus depends heavily on environmental communication, especially in democracies with thriving democracies like Indonesia. Legitimacy, involvement, and adaptive governance can all be improved by including communication initiatives into SFM frameworks, from policy design to implementation and monitoring. Therefore, in addition to evaluating ecological outcomes, future research and policy design should also analyze how

well communication strategies contribute to long-term forest sustainability. Greenpeace Indonesia's Instagram campaign not only influenced domestic opinion but was also highlighted in international media during COP26 as a successful example of digital environmental activism. This demonstrates how social media can bridge local action and global discourse.

Lessons Learned

Indonesia can draw valuable lessons from China's experience, particularly in the areas of long-term strategic planning and the integration of advanced technologies in forest governance. China's large-scale programs, such as the Grain for Green Program and the Natural Forest Protection Program, reflect a highly coordinated, top-down model of forest management, which has significantly increased national forest cover (Li et.al., 2022). The success of these programs is largely attributed to the consistent allocation of state resources, clear performance indicators, and strong enforcement mechanisms. Additionally, the use of satellite monitoring systems, big data analytics, and digital forest mapping has enhanced the capacity of Chinese institutions to detect illegal logging, assess forest health, and plan reforestation efforts (Zhang, 2023). These technologies offer a potential model for Indonesia, where forest monitoring systems often face challenges due to fragmented governance and limited technical capacity. Adopting a similar technology-driven framework—while adapting it to the local context—could significantly improve the effectiveness of Indonesia's sustainable forest management efforts.

Conversely, China can learn from Indonesia's progress in adopting more inclusive, community-based forest management models. Indonesia's Social Forestry Program seeks to empower local and indigenous communities by granting them legal access to manage forest areas sustainably. This bottom-up approach not only promotes social justice but also enhances forest conservation outcomes by integrating traditional ecological knowledge and ensuring local stakeholders have a vested interest in protecting forest resources (Maryudi, A., 2020). While China's top-down system has achieved rapid results, it has been critiqued for its limited community participation and the ecological downsides of monoculture reforestation. Incorporating more participatory approaches, including benefit-sharing schemes and community monitoring, could address these limitations and foster greater social legitimacy and long-term sustainability in China's forest policy. Both countries face the complex challenge of balancing economic development with environmental sustainability. Their contrasting yet complementary strategies highlight the importance of combining strong

institutional frameworks with community engagement. Through mutual learning and policy dialogue, Indonesia and China have the opportunity to refine their respective forest governance systems, ultimately contributing to global efforts in combating deforestation, conserving biodiversity, and mitigating climate change.

Policy Implications

The comparative analysis of sustainable forest management (SFM) practices in China and Indonesia reveals distinct policy implications rooted in each country's governance system, socio-environmental context, and stakeholder involvement. In Indonesia, the development of community-based forest management, notably through the Social Forestry Program, has shown potential in enhancing local livelihoods and reducing deforestation (Pambudi, 2020). However, as Sahide et al. (2016) observed, decentralization policies in Indonesia often reflect a recentralization strategy, where local forest management units operate under strong central oversight. This creates a paradox that challenges the autonomy and flexibility of local communities in managing forest resources, suggesting that future policies must more clearly define the roles and responsibilities of stakeholders to avoid administrative overlaps and conflicts.

In contrast, China's top-down reforestation and forest protection policies—such as the Natural Forest Protection Program (NFPP) and Grain for Green Program—have proven effective in increasing forest cover and enhancing carbon sinks (Li, N., Zhang, D., Zhang, H., & Zhao, 2022). However, these achievements often come at the cost of biodiversity due to the predominance of monoculture plantations. As (Han, X., Fang, J., Guo, Z., & Wang, 2021) emphasized, balancing carbon neutrality goals with ecological integrity is essential for long-term sustainability. Thus, Chinese policymakers are encouraged to diversify plantation species and enhance ecosystem resilience while continuing to utilize technology and data for forest performance monitoring.

Moreover, land tenure reform remains a critical issue in both countries. The World Bank (2016) highlights that unclear tenure arrangements in Indonesia hinder forest governance, limit community participation, and complicate law enforcement. Strengthening legal frameworks around land ownership and user rights is necessary to support equitable and sustainable forest management. In the Chinese context, although land rights are more centrally controlled, enhancing transparency and accountability in land-use decision-making could further align SFM practices with environmental justice principles. In conclusion, future forest governance frameworks in both countries should aim to integrate social, economic,

and ecological considerations. Policies must promote adaptive, inclusive, and evidence-based approaches to ensure the long-term success of sustainable forest management. As part of a broader environmental communication framework, SFM strategies must align with SDG 13 (Climate Action) and SDG 15 (Life on Land), and be articulated in multilateral forums like COP. REDD+ mechanisms offer transnational communication platforms that can enhance monitoring, verification, and funding for SFM. Therefore, national policy development and public campaigns should tailor messaging for global audiences by integrating carbon emissions data, SDG indicators, and partners' climate commitments.

Future Directions and Integrated Approaches

Given the differences in the advantages and disadvantages of Indonesia's and China's forest governance systems, future policy endeavors should concentrate on developing more inclusive, adaptable, and integrated frameworks for sustainable forest management (SFM). Aligning top-down legal requirements with bottom-up, community-driven forest practices is a crucial component of this integration. This hybrid method ensures long-term ecological and socioeconomic sustainability by enabling both local empowerment and state oversight. Future SFM plans in Indonesia need to clarify the country's forest tenure structures and settle conflicting institutional obligations. As demonstrated in the example of Hutan Adat Sungai Utik in Kalimantan, bolstering the legal standing of traditional and community-managed forests can act as a template for extending rights-based conservation tactics. These tactics improve the cultural and economic resilience of indigenous people in addition to promoting forest preservation (CIFOR, 2020).

Meanwhile, China should keep putting ecosystem function, biodiversity, and forest quality ahead of quantitative afforestation goals. To enhance SFM results, it is imperative to integrate multi-species plantations, invest in ecological monitoring equipment, and increase public engagement in forest decision-making. Increased bilateral cooperation is advantageous to both nations, especially in fields like technology transfer, discussions on cross-border forest governance, and cooperative research. Organizations like the FAO, CIFOR, and the ASEAN-China Forest Cooperation Mechanism may provide forums for sharing best practices and creating regional standards for the use of SFM.

In the meantime, China should keep putting biodiversity, ecosystem function, and forest quality above quantitative afforestation goals. To improve SFM outcomes, multi-species plantations must be integrated, ecological monitoring technology must be invested in, and public participation in forest decision-making must be increased. Both countries benefit from

increased bilateral cooperation, particularly in areas such as technology transfer, cross-border forest governance discussions, and collaborative research. The FAO, CIFOR, and the ASEAN-China Forest Cooperation Mechanism may offer platforms for exchanging best practices and developing regional standards for the application of SFM.

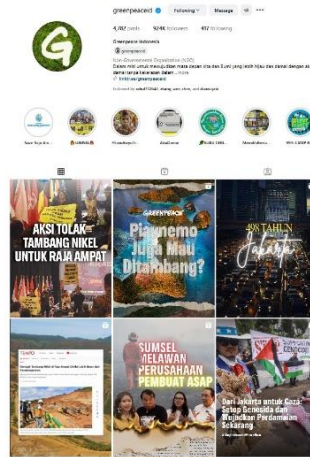**Social Media Public Engagement and Environmental Communication Strategy**

Figure 2. Official Greenpeace Indonesia
Source: Instagram, 2025

In addition to governmental rules and technocratic approaches, public engagement and the capacity of digital communication to increase environmental awareness play a significant role in sustainable forest management (SFM) activities. The Global Climate Strike campaign, which was initiated by Greenpeace Indonesia and primarily used Instagram to disseminate messages, boost exposure, and encourage in-person activities, is a clear example. Greenpeace Indonesia employed three crucial phases in their digital environmental advocacy approach, according to (Zainubi & Ciptadi, 2024):

- **Alert** – Raising initial awareness about the climate crisis and its impacts, including criticisms of government policies deemed unsupportive of environmental protection.

- **Amplify** – Strengthening the campaign message through visual content (infographics, reels, digital posters) and hashtags like #GlobalClimateStrike to expand visibility and reach on social media.

- **Engage** – Encouraging public participation in both offline and online actions, involving not only urban youth but also communities directly affected by environmental degradation.

In the context of SFM, this approach presents a significant opportunity **to** enhance policy accountability**,** amplify the voices of indigenous and local communities**, and** build public pressure **on** governments and industries to commit to sustainable forest resource management. The campaign also empowered regional communities outside Jakarta—such as

in Bandung, Demak, and Malang—to raise climate issues through locally organized actions. These were later shared and reposted by the official Greenpeace Indonesia account (@greenpeaceid). Creating a networked campaign effect and reinforcing grassroots narratives is often overlooked in national forest policy formulation.

CONCLUSION

The significance of adaptive governance, local involvement, and strategic policy alignment in attaining long-term forest sustainability is emphasized by this comparative analysis of sustainable forest management (SFM) in China and Indonesia. Indonesia has made great strides with community-based forest management and social forestry regulations, whereas China has shown success with centralized afforestation programs and technology integration. Together, the two models provide a more comprehensive framework for comprehending how various governance systems handle the social, economic, and environmental aspects of forest management. Each model offers distinct insights. These results highlight the fact that the success of SFM depends not only on the design of domestic policies but also on a nation's ability to effectively communicate its accomplishments to the world at large, especially through COP, the SDGs framework, and REDD+ processes.

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