# Increasing Green Investment Awareness for Digital Native in Virtual Reality Context

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## ABSTRACT

The digital native generation is entering higher education, and teachers must adapt to new teaching methods. However, many teachers still use outdated methods. Indonesia's financial literacy scores are low, and virtual reality (VR) can help students understand abstract topics and increase motivation. This study aims to evaluate the effectiveness of VR-based learning in teaching green investment awareness, using an experimental research design with two groups selected by proportional random sampling. The study reveals that learners' state of mind positively impacts on VR usability, which in turn positively influences attitudes towards VR training. Then attitude towards VR training also positively influences Green Share's preference for virtual reality. However intrinsic cognitive moderation can weaken the influence of attitude towards VR training, while extraneous cognitive load cannot affect the relationship. Germanic cognitive load can strengthen the influence of attitude toward training VR. This research is still limited to green investment education in the digital natives using Virtual Reality media. So it is hoped that future studies can use other literacy media such as Artificial Intelligence which has the potential to increase investment awareness of the Indonesian people.

Kata Kunci: *Green Investment, Cognitive Overload, Virtual Reality, Digital Native, Financial Literacy*