

**PANDAWARA CLEAN UP WASTE THROUGH CAMPAIGN STRATEGIES
ON INSTAGRAM TO CHANGE COMMUNITY BEHAVIOR IN 2022 - 2024**

THESIS

(Sent to Fulfill the Academic Requirements of the Undergraduate Program in the
International Communication Science Program, Muhammadiyah University of Yogyakarta)



Arranged by :

Muhammad Farhan

NIM 20200530241

INTERNATIONAL PROGRAM OF COMMUNICATION STUDIES

FACULTY OF SOCIAL AND POLITICAL SCIENCES

UNIVERSITAS MUHAMMADIYAH YOGYAKARTA

2024

TITLE PAGE

THESIS

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ON INSTAGRAM TO CHANGE COMMUNITY BEHAVIOR IN 2022 – 2024**

Prepared to Fulfil the Requirements for Obtaining a Bachelor's Degree in International
Program of Communication Studies Department, Faculty of Social and Political Sciences,
Universitas Muhammadiyah Yogyakarta



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FACULTY OF SOCIAL AND POLITICAL SCIENCES
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2024

PAGE PROOF OF RESEARCH AUTHENTICITY

I make the declaration below:

Name : Muhammad Farhan

NIM : 20200530241

Concentration : Public Relations

Study Department : Communication Studies (IPCOS)

Faculty : Faculty of Social and Political Sciences

Research Title : Pandawara Clean Up Waste Through Campaign Strategies
on Instagram to Change Community Behavior in 2022 – 2024

Declare that the thesis entitled **“Pandawara Clean Up Waste Through Campaign Strategies on Instagram to Change Community Behavior in 2022 – 2024”** does not contain works that have been submitted for a Bachelor’s degree at a university. To the best of my knowledge, no works or opinions have been written and published by others, except for references that are written in this research thesis mentioned in the bibliography. If it turns out that in this thesis manuscript, it is known that others have written or published some works or opinions. I am willing to accept academic sanctions following the applicable provisions at Universitas Muhammadiyah Yogyakarta.

Yogyakarta, 04 Agustus 2024



Muhammad Farhan

FOREWORD

Bismillahirrahmannirrahim

Praise and gratitude for the presence of Allah SWT who has given His grace and grace so that the author is able to compile and complete the Scientific Work entitled “Pandawara Clean Up Waste Through Campaign Strategies on Instagram to Change Community Behavior in 2022 – 2024” This research is intended as a requirement in taking the Strata-1 level, to obtain a Bachelor's degree in the International Program of Communication Studies, Faculty of Social and Political Sciences, at Universitas Muhammadiyah Yogyakarta.

In the preparation and completion of this scientific work, it cannot be separated from the help, guidance, and direction of various parties. Therefore, on this occasion the author also expresses his deepest gratitude to:

1. Allah SWT, who has given His grace, sustenance, and blessings.
2. Prof. Dr. Ir. Gunawan Budiyanoto, M.P., IPM. As the Rector of Universitas Muhammadiyah Yogyakarta.
3. Dr. Fajar Junaedi, S.Sos, M.Si as the Head of Communication Studies Department, Universitas Muhammadiyah Yogyakarta.
4. Taufiqur Rahman, S.IP, MA, Ph.D as a Supervisor who has made it easy for the author during the study period. Guiding with patience and assistance by providing direction during the process of completing this scientific work.
5. Father Husni Thamrin, beloved mother Misriati, brother Denny and brother Hafiz who have raised, educated, supported, and always prayed for the author.
6. The entire academic community of UMY Communication Studies, Mr and Mrs Lecturers of UMY Communication Studies who have provided insight and knowledge, Administrative Staff and Communication Studies Department.

In writing this scientific work, it is not free from shortcomings and mistakes, therefore all constructive criticism and suggestions will perfect the writing of this scientific work and it is hoped that it can provide benefits for the author and become a means of academic learning.

Yogyakarta, 04 Agustus 2024

A handwritten signature in black ink, consisting of several fluid, connected strokes that form a stylized representation of the name Muhammad Farhan.

Muhammad Farhan

DEDICATION PAGE

Praise be to Allah SWT who has given His mercy and grace in writing a scientific work entitled “Pandawara Clean Up Waste Through Campaign Strategies on Instagram to Change Community Behavior in 2022 – 2024”. This research is intended as a requirement in taking the Strata-1 level, to obtain a bachelor’s degree in the International Program of Communication Studies, at the Faculty of Social and Political Sciences, at Universitas Muhammadiyah Yogyakarta.

The author chooses this topic to add insight and knowledge for the public and academics related to the study of communication studies, especially through campaign strategies on Instagram.

In the preparation and completion of this scientific work, it cannot be separated from the help, guidance, and direction of various parties. Therefore, on this occasion the author also expresses his deepest gratitude to:

1. Allah SWT, who has given us His grace, sustenance, and blessings.
2. Father Husni Thamrin, beloved mother Misriati, brother Denny and brother Hafiz who have raised, educated, supported, and always prayed for the author.
3. Taufiqur Rahman, S.IP, MA, Ph.D as a Supervisor who has made it easy for the author during the study period. Guiding with patience and assistance by providing direction during the process of completing this scientific work.
4. Rossy Febrianty, Firna Ramadhani, Muthiara Syifa, and Sefia Manda who always provide support and help to the author.
5. All my friends from the International Communication Studies Department, Universitas Muhammadiyah Yogyakarta class of 2020.

MOTTO

"I say "Amen" a lot. It's all about being grateful and not taking what you have for granted."

(Rich Brian)