

CHAPTER I

INTRODUCTION

1.1 Background

Currently, the environment is a problem that increasingly demands our attention. Climate change, decreasing water and air quality, and the plastic waste crisis are some of the issues that impact the quality of life for us and future generations. An important step in overcoming this problem is increasing public awareness of the environment. An effective communication campaign is one way that can be done.

Campaign activities aim to provide literacy to the public so they can change their behavior to suit the campaign objectives. Whatever the variety and purpose, the change efforts carried out by the campaign expect a response from the affective aspect, cognitive aspect and conative aspect. From these three aspects, it will be seen whether the campaign has succeeded in changing the behavior of the target community.

Indonesia faces a significant waste problem. Excessive plastic waste damages marine ecosystems and causes various environmental problems. One local initiative, the Pandawara Clean Trash Movement, aims to overcome this problem by involving the community in cleaning up rubbish in their surrounding environment (Shabrina, Nuraini, & Naufal, 2023).

Currently, many social activities are proactive in protecting the environment from excessive piles of rubbish. The one that is currently most viral is the Pandawara Group. The Pandawara group itself is a youth group from Bandung that carries out environmental clean-up actions. This group consists of five personnel

named Gilang Rahma (22), Muhamad Ikhsan (21), Rafly Pasha (22), Rifki Sa'dulah (22) and Agung Permana (22). These five young people have been friends since they were in high school. Pandawara has a philosophical name from wayang stories, namely Pandawara because it consists of five people, while the word Wara in Sundanese means good news so the meaning of the name Pandawara is five young people who bring good news (Manoban, 2023). The inspiration for cleaning the river initially came from their experience as flood victims. They took this action because they felt that Indonesian people did not care about the environment (Bagaskara, 2023).

Because the younger generation is always interested in something new, every year they investigate the causes of flooding in their area. Their curiosity raised concerns about flooding, and finally, they concluded that rubbish in the river was one of the causes of flooding. Many rivers in the area where they live are polluted and blocked so they no longer flow. This shows that waste is the main cause of floods that hit their area every year (Aisyah Rayhan Nabila Matondang, 2023).

On their Instagram account, Pandawara revealed that their motto in creating content is "not cleaning but reducing". Pandawara in an interview with the Tonight Show said that as many as 80 rivers had been cleaned and for each river, one river could accommodate 50-200 rubbish bags containing rubbish.

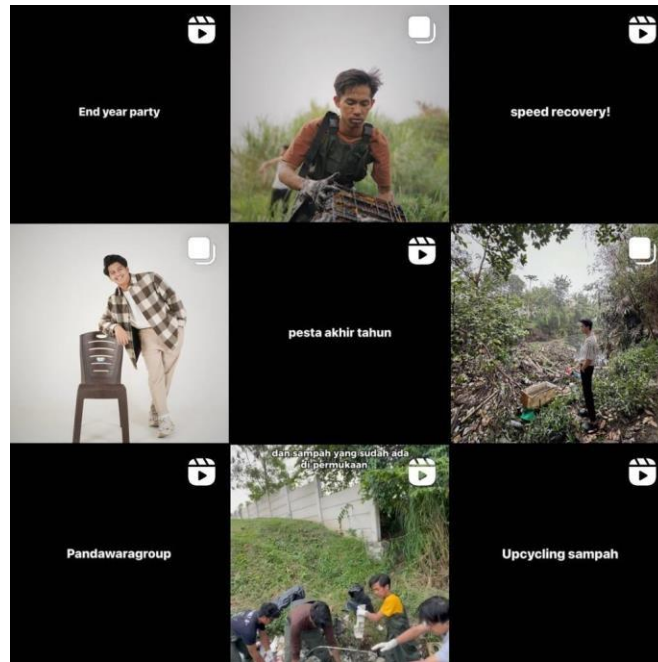
Figure 1.1: Pandawara Instagram Account



Source: Instagram @pandawaragorup

From October 2022 to December 2023, content on the Instagram account @Pandawaragroup has posted 227 content receiving a total of millions of likes and hundreds of thousands of comments from its followers. Various content has been published, such as photos of the Pandawara team, data on the amount of rubbish totaling 13.48 million tons in 309 districts/cities cleaned by Pandawara, then activities to clean up rubbish from rivers to ditches as well as quotes reminding you “not cleaning but reducing”. Apart from that, the content displayed on the @Pandawaragroup Instagram account starts from reels, Instagram stories, and multiple images showing the condition of the river or ditch before and after being cleaned and the amount of plastic collected from each river.

Figure 1.2: Activities on The Pandawara Instagram Account



Source: Instagram @pandawaragroup

From the content displayed @Pandawaragroup received a lot of support and positive comments from the public such as words of encouragement, thank you for inspiring, reminding Pandawara to maintain health and safety, and even providing suggestions.

Figure 1.3: Positive Comment from The Public on Pandawara Instagram



Source: Instagram @pandawaragroup

For every uploaded content, the public expressed no negative comments. However, many comments from the public indicated that the central government needed to know about Pandawara's whereabouts.

This research wants to find out more about how effective the Pandawara Clean Up Waste communication campaign is in increasing public awareness of the environment. We can develop stronger strategies to engage more citizens in the environmental movement by better understanding the components that influence ecological awareness and the impact of communication campaigns. In addition, this research will help non-governmental organizations, governments, and related institutions create similar campaigns in the future.

In this context, this research aims to determine and analyze the success of the Pandawara clean-up waste communication campaign in increasing public environmental awareness, as well as the factors that influence the effectiveness of the campaign. It is hoped that the data obtained from this research will provide valuable guidance for improving and developing similar campaigns in the future.

The author searched for various literature on the internet on November 17, 2023. The article with the title Pandawara Cleans Up Waste Through a Campaign Strategy on Instagram social media in Increasing Community Environmental Awareness is the author's work. In this research, researchers tried to collaborate on the concept of problem messages to increase people's environmental awareness of waste problems, starting from the analysis, structure, and types of waste clean-up campaigns on Instagram social media from the community's perspective.

The literature review was used as a reference in this research. The first research titled "Communication Strategy of NGO GMSS Movement to Pick Up a Piece of Trash in the Campaign to Ban Throwing Trash in the Karang Mumus River

Samarinda" in this research there are differences with the author, namely in the context and method of communication, where this first research explores NGO strategies in the campaign against dumping rubbish in rivers, while the author focuses on campaign strategies on the Instagram platform to increase people's environmental awareness (Frianda & Hairunnisa, 2018).

The second research is entitled "Social Media as a Political Communication Strategy". In this research, the difference with the author's research lies in the focus of the research which is related to political communication via social media. In comparison the author focuses on environmental campaigns via Instagram to increase public awareness of the waste problem (Alfiyani, 2018).

The third research is entitled "Optimizing Instagram @cepatdarling as a Social Development Communication Media to Campaign for the Young Generation to be Environmentally Aware". This research uses the same media, namely Instagram, and both discuss the environment. Combined with the use of qualitative research methods with a content analysis approach, the findings of this research show that Instagram can act as an effective development communication tool to increase environmental awareness campaign movements among the younger generation. Meanwhile, the author discusses the analysis of Pandawara's communication campaign about cleanliness through Instagram social media, whereby using Instagram social media you can find out about the activities carried out by Pandawara (Nabilah, Wiguna, Malafitri, & Zuhri, 2022).

1.2 Research Question

Based on the background that has been explained, the legal problem can be formulated to :

How is Pandawara's campaign strategy for developing Cleaning Trash on Instagram to increase public awareness?

1.3 Research Objectives

To achieve a deep understanding of Pandawara's cleaning through a campaign strategy on Instagram to increase public awareness of the Community's environment.

1.4 Benefits of research

This research has two benefits, namely theoretical benefits and practical benefits which will be described as follows:

1. Theoretical Benefits

In terms of theoretical usefulness, this researcher also contributes to the field of Communication Science, especially in the context of campaign strategy and environmental awareness. Research results can enrich scientific literature with new findings.

2. Practical benefits

The results of this research can help increase public awareness of the environment, which in turn can encourage pro-environmental actions such as reducing plastic use and better waste management, and the government and related agencies can also utilize the results of this research to support decision-making

regarding the environmental policies. especially in terms of waste management and plastic reduction.

1.5 Literature Review

A. Campaign Strategy

Strategy is the preparation of long-term plans to achieve certain goals and objectives. According to Jauch and Glueck (In Syeron), Strategy is a unified, comprehensive, and integrated plan that combines company interests with environmental challenges and aims to ensure the achievement of the company's main goals through appropriate company implementation.

According to Hamel and Prahalad, as quoted by Rangkut (In Syeron), Strategy is a tool for achieving company goals long-term, monitoring programs, and resource allocation priorities.

Based on various definitions of strategy presented by experts, it can be concluded that strategy is the formulation of a design to achieve long-term goals by integrating advantages and aligning existing resources within the company (Syeron, 2019).

Understanding Campaign in Management Campaign, Antar Venus defines a campaign as: "a series activity communication planned Which designed for create impact certain on target group in number big and done properly continuously over a while certain time".

Referring to the definition, then every activity communication campaign must load 4 things, namely: (Venus, 2018)

1. Activity campaign that aims to produce impact or certain impacts
2. Quantity group target that lots

3. Usually focused on the term certain time
4. Through activity communication is organized.

Campaign strategy is planning special events in a campaign, for example hearing people's opinions or holding round table discussions with targets and objectives. Strategy acts as a focal point in the group planning process because strategy can raise sequential and logical questions.

Several things that must be considered in carrying out a campaign strategy include the following 5 main elements:

1. Long-term, Immediate, and Short Term.

- The goal that is expected is to be able to move forward and win the final direction you want to take.
- Immediate objectives must be specific, for example, strong and fair for the Chief Executive Officer and mandated sentences.
- Short-term goals in campaign strategy generally include achieving specific targets or short steps that support achieving the final goal. This could involve raising awareness, mobilizing supporters, or achieving measurable targets over a short time.

2. Organizational Considerations.

Organizational considerations in campaign strategy involve internal and external evaluation to design an effective approach. This includes available resources, internal expertise, market understanding, as well as response to environmental or competitive dynamics.

3. Goals (That Can Give You What You Want)

Goals in a campaign strategy are specific and measurable goals to be achieved. This can involve various aspects such as increasing public awareness,

changing perceptions, mobilizing support, or achieving certain quantitative targets. Goals guide campaign efforts to achieve desired results.

4. Tactics

Tactics in campaign strategy refer to the specific steps or methods used to achieve set goals. This may include the use of media, communications strategies, marketing activities, or other actions designed to influence public opinion or achieve campaign objectives. Tactics support strategy in more detail (Mendoza, 2004).

5. Actively Connect on Social Media

According to Mondry, Saleh, and Muzzam (2018), new media or media is media that uses an internet connection, technology-based online media that has flexible, interactive features and can be stored privately or publicly.

According to Ruben in Ulfa (2017), one form of new media is the internet. The internet is the most important source of information. Social media are tools that allow users to easily share and create content such as blogs, social networks, forums, and virtual worlds. Andreas Kaplan and Michael Haenlein (2010) define social media as a group of Internet-based applications built on Web 2.0 ideologies and technologies that enable the creation and exchange of user-generated content. This technology can make it easier for users to create their own content and distribute it to other people. Facebook messages, photos uploaded to Instagram, tweets made on Twitter, and videos uploaded to YouTube are free for all to see (Nurikhsan & Putri, 2021).

B. Social Campaigns

Social campaigns are a communication process that spreads important messages that are needed by society. As you know, there are many social

innovations, ideas, and ideas that are important to communicate to society. The idea of environmental cleanliness, for example, can be seen, among other things, in the correct way of disposing of waste. This is an idea that needs to be spread to society. It is known that waste not only harms human health but also causes ecological problems.

C. Campaign Type

Discussion regarding types of campaigns on the fact is a discussion about the motivation behind the execution of the campaign program. This in turn determines the direction of the campaign and the objective that will be achieved. Therefore, there is a natural relationship between motivation and campaign objectives.

Based on this relationship Antar Venus, divides the types of campaigns into three categories:

1. Product-Oriented Campaigns

Campaign whose main objective obtain financial gain. The purpose of this campaign is to introduce the product first to the community, until the sales multiplied resulting in an overall profit that is higher in comparison to before the campaign.

2. Candidate-Oriented Campaigns.

Or so-called political campaigns. The main purpose of this campaign is to give political advantage to candidates certain to win the process election.

3. Ideologically or Cause-Oriented Campaigns.

Purposeful campaign to break social problems by changing group behaviour or attitudes. Various campaigns outside of the product campaign and political campaign categories can be said to be campaigns for social change.

Some of these three categories are suitable for the campaign program used, namely: Ideological or theme-based campaigns are a type of goal-oriented campaign that often has a dimension of social change. Therefore, in Kotler's sense, such a campaign is called a social change campaign, or a campaign whose goal is to overcome social problems by changing the attitudes and behavior of the respective community (Venus, 2018).

D. Campaign Model

In various social campaigns, several templates are commonly used in campaigns. This pattern can be seen from the messages they convey, and the methods used in their campaigns.

According to Mulyana (in Venus, 2018:23) A model is a representation of a phenomenon, either real or abstract, that highlights the most important elements of the phenomenon. So, the model is not the phenomenon itself, but the model is just a simple description of the phenomenon or reality.

The model only takes certain aspects and properties of reality that are considered to occur frequently, and are important and significant. therefore, the model structure is never perfect. However, the advantage of this model is that it is easier to understand, for example, the process of a campaign. There are several campaign models:

- 1). Campaign Component Model
- 2). Process Model of Campaign Influence
- 3). Ostergard Campaign Model.
- 4). The Five Functional Stages Development Model.
- 5). The Communicative Functions Model.
- 6). Nowak and Warneryd Campaign Model.

In this research, the author uses Ostergaard's campaign model. This model was chosen because there are several steps to go through in this model.

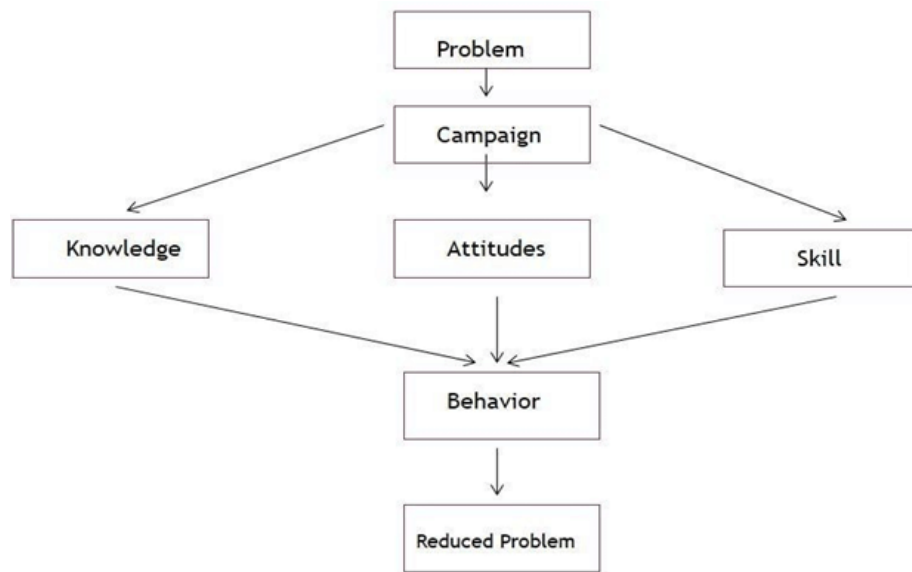
This campaign model was developed by experienced German campaigner, Leon Ostegaard. According to Ostergaard (in Venus, 2018:12), social change campaign program planning that is not supported by scientific findings cannot be implemented. The reason is that programs like this are not effective in solving social problems. A campaign program should always start with a clear problem identification. This phase is also called the pre-campaign phase.

In this campaign, the first step for campaign sources (campaign makers) is to identify the perceived factual issues. From the identification of the problem, a cause-and-effect relationship is then sought from the existing facts.

The second stage is campaign management starting from planning, and then implementation. In this management phase, the overall content of the campaign program (campaign content) aims to equip and influence the knowledge, attitudes and skills of the target group. These two aspects may be prerequisites for behavior change.

This campaign management phase ends with an evaluation of the effectiveness of the program implemented. Here we assess whether the campaign message reaches the public (received). Do they remember the messages? This phase is also called the post-campaign phase.

Figure 1.4: Osteegard Campaign Model



Source: Venus, (2018:29)

From the above explanation, we can conclude that Ostergaard's campaign model with the search/identification of a problem is used as a core topic (faculty knowledge). The next step is the campaign management stage, which includes information related to the campaign and functions that provide changes to general information related to this topic. When the information perspective changes, it affects people's attitudes, habits, and behaviour because they know the campaign theme. The final stage of this campaign model is the evaluation stage of this campaign program (Venus, 2018).

E. Using Instagram for Campaigns

Instagram is a photo-sharing application that allows users to take photos, apply digital filters, and share them on various social networks. Paul Webster, Instagram Brand Development Director APAC, revealed that since its launch in 2010, the Instagram application has had more than 400 million active users worldwide.

Indonesia is one of the countries with the most Instagram users, namely 89 percent of Instagram users. Users -aged 18-34 years, use Instagram at least once a week. Most Instagrammers are young, educated, and established. On average, the 18-24 year age group is 59 percent, the 45-34 year age group is 30 percent, and the 34-44 year age group is 11 percent (Prihati Ningsih, 2017).

According to Atmoko (2012:3), Instagram is a social network based on photography. Kevin Systrom and Mike Krieger launched this social network on October 6, 2010, and succeeded in attracting almost 25 thousand users on the first day. Apart from that, Atmoko (2012: 8) states that the name Instagram is an abbreviation of "instant telegram". According to the official Instagram website, Instagram is a fun and unique way to share your life with friends through a series of photos. Take a photo with your phone or tablet and change the image by selecting filters. According to Bambang, Instagram is a smartphone application specifically designed for social media, namely digital media whose function is almost the same as Twitter, but what differentiates it is the form of photography or a place to share information with its users. Instagram can also inspire and increase creativity for its users because Instagram has features that make images more beautiful, artistic, and better (Atmoko, 2012: 10).

The use of Instagram as a campaign medium is increasingly intensive, both campaigns are carried out through personal branding and official campaign advertisements. In some cases, Instagram campaigns are very effective in achieving strategies. Many factors influence the effectiveness of an Instagram campaign, including the candidate's personal brand, candidate image, and downloadable content strategy. Instagram has its special features and user attitudes, so you can't just rely on promoted campaign banners.

Several factors influence the effectiveness of campaigns on Instagram. Utilizing Instagram as a campaign with uploaded content can be very effective if several factors are ensured optimally. Following are some of these factors

1. Design

Designing uploaded content is very important on Instagram. Instagram users are more interested in reading interesting and well-designed information than simple designs. This is because Instagram is famous for its features that prioritize aesthetic value.

2. Posting Frequency

Posting frequency can provide an opportunity to increase user acceptance of the messages conveyed in the campaign. For example, if a user doesn't care once or twice, but if several campaign ads are shown consistently every day, the user may start to accept it.

3. Content Quality

If we talk about campaigns that have proven quality, then the quality of the content is certainly important. Content quality is influenced by several factors, namely relevance, understanding, consistency, and trust. The use of Instagram as a political campaign in Indonesia has had a real impact. Several journals that discuss the use of social media, especially in campaigns, show that the types of social media are Facebook, Twitter, LINE, and Websites, but Facebook and Twitter are more widely used in marketing. Social media is most widely used by social business organizations, apart from that, social media is also used for promotion. Social media can be a medium for environmental communication of products, services, and social activities (Shabrina Ulfa & Fatchiya, 2018).

4. Instagram Features

According to Atmoko (2012), Instagram has five main menus with several other additional features such as:

a. Homepage

The homepage shows (timeline) the latest photos of the users you follow. To view photos, simply swipe up from the bottom of the screen, just like scrolling a mouse on a computer. When a user uses the app, the last 30 photos are uploaded, and Instagram limits only the most recent photos.

b. Comments

As a social networking service, Instagram offers a comment function, in Instagram you can comment on images in the comment column. This can be done by pressing the comment ball icon below the image, writing your impression of the image in the provided box, and pressing the submit button.

c. Explore

Explore is a display of popular photos that Instagram users like the most. Instagram uses a secret algorithm to determine which photos to include in the survey feed.

d. Profile

User profiles can find detailed user information of users as well as other users. You can access the profile page via the business card icon in the main menu on the right. This feature shows the number of images uploaded, the number of followers, and the number of followers.

e. News Feed

News Feed is a feature that displays notifications about various activities of Instagram users. There are two types of tabs in the news feed namely "Next" and

"News". The "Following" tab will show you the latest events of the users you follow, and then the "News" tab will show you the latest notifications about the activity of Instagram users related to users' photos, commenting, or following. These notifications will then appear on this tab.

f. Caption

Photo caption or visual text reinforces the character or message you want to convey to the user.

g. Hashtag

A hashtag is a symbol represented by a hashtag (#), this feature of the bracket is very important because it makes it easier for users to find photos with a particular hashtag on Instagram.

h. Location

The location attribute is an attribute that shows the location from where the user retrieved it. Although Instagram is called a photo-sharing service, Instagram is also a social network. Because users can communicate with other users. me

i. Follow

Follow is a follower of a single Instagram user who can follow or be friends with other users on Instagram.

j. Like

Like is an icon that allows users to like photos or images on Instagram by clicking the like button at the bottom of the caption next to the comment or double tap (tap twice) the photo you like.

k. Mentions

This feature is for adding other users, for that you can add arroba (@) and enter this user's Instagram account (Atmoko, 2012).

1.6 Method

1. The Type of Research

Researchers in this study used qualitative descriptive. Lexy J Moleong explained that qualitative research aims to understand social phenomena from the participant's point of view or perspective. Understanding is obtained through the analysis of words and language in a specific natural context by utilizing various natural methods (Moleong, 2018).

2. The Place of Research

Researchers conducted research at Pandawara's residence in Kopo, Bandung.

3. The Subject and Object of The Research

In this research, the researcher used Pandawara's Instagram account as the subject and the campaign strategy carried out by Pandawara on Instagram as the object of research to increase people's environmental awareness.

4. Data Collection Techniques

In this research, researchers used data collection techniques using interviews and documentation.

a. Interview

An interview is a conversation with a specific purpose carried out by three parties, namely the interviewer who asks questions and the interviewee who provides answers to those questions (Moleong, 2018).

Researchers will choose three informants to support this research, namely the first informant is one of Pandawara's Instagram followers and the second informant is also one of Pandawara's Instagram followers, and the third informant is one of the Pandawara members named Muhammad Iksan.

Researchers asked about the background and purpose of holding the Pandawara trash cleanup program. Researchers also asked about changes in people's behavior or habits regarding management after the Pandawara campaign to clean up rubbish.

Apart from that, researchers need two followers from Pandawara's Instagram. This is necessary to determine the impact of increasing people's environmental awareness through Pandawara's Instagram media.

b. Documentation

Documentation is a qualitative data collection technique by viewing or analyzing documents created by the subject himself or by other people about the subject. These documents can be writings, drawings, or monumental works from the person being researched or other people about the subject/object of research (Moleong, 2018).

In this research, researchers will collect internal documentation of the content of the Pandawa Clean-up Waste campaign which is distributed on social media Instagram. Apart from that, researchers also obtained external data. Obtained from outreach activities or trash clean-up actions by Pandawara clean-up during a certain period as a follow-up to the campaign on Instagram.

Based on the data collection techniques used, researchers can collect primary data obtained by researchers directly from interviews with informants who have credibility and competence in carrying out waste clean-up by Pandawara. Apart from that, researchers also obtained secondary data which was obtained from a collection of documentation from posts and content from Pandawara on Instagram.

5. Data Analysis

Data analysis aims to process and interpret raw research data so that clear conclusions and findings can be drawn according to facts in the field (Moleong, 2018). This process is carried out using qualitative data analysis, which involves a detailed explanation of the data being analyzed.

In this research, researchers used three stages of qualitative data analysis, namely data reduction, data presentation, verification, and drawing conclusions.

a. Data Reduction

Data reduction means summarizing raw data from the research field to filter and select the main things, focus on the important things, simplify and transform them into a form that is easier to read and understand (Sukmadinata, 2006).

Researchers sort the data that has been collected based on the results of interviews and documentation so that the rough research data can be neatly arranged and meaningful for the analysis process.

b. Data Presentation

After the reduction process, the researcher will present the data that has been reduced and organized in the form of narrative

descriptions and pictures so that presenting this data helps the researcher interpret the information to conclude according to the facts in the field so that it is easy for readers to understand (Imam, 2013).

c. Verification and Conclusion Drawing

The process of verifying and drawing conclusions in qualitative research is the process of proving and interpreting research data by involving the researcher's understanding so that new conclusions are obtained in the form of previously unknown findings or a clearer picture than before (Moleong, 2018).

Researchers will prove and conclude research results by connecting and comparing the data presented with the theory used and previous similar research. The goal is to get relevant and accurate conclusions.

6. Data Validity Test

In this research, the data validity checking technique used was triangulation. Triangulation is a way to ensure the credibility and accuracy of data by looking at a phenomenon from various perspectives or different points of view. With triangulation, a reality is viewed from various sides so that a comprehensive and complete understanding is obtained. The validity of the data obtained will be stronger because it has taken into account various views, not just one point of view (Sugiyono, 2010).

Source triangulation was carried out by interviewing informants, namely two Pandawara followers and one of the Pandawara members who took part in the clean-up activity, then the data that has been collected is analyzed by

researchers after which a report is made regarding the information provided by the subject or informant. If it is still deemed inadequate, improvements or responses will be made that can provide explanations and information that has been obtained by utilizing triangulation techniques.

7. Systematic Writing

The systematic writing in this research is divided into several chapters and subchapters in the form of descriptions and explanations to facilitate the research process or flow.

CHAPTER I. INTRODUCTION

This chapter contains several sub-chapters, namely problem background, problem formulation, research objectives, research benefits, theoretical framework, and research methods, including types of research, research objects, research locations, data sources, data collection techniques, data validation. tests, data analysis techniques, and systematic writing.

CHAPTER II. GENERAL DESCRIPTION

This chapter explains and describes the implementation of the Pandawara action to clean up rubbish through a campaign strategy on Instagram to increase environmental awareness in the community.

CHAPTER III. DISCUSSION

This chapter contains an analysis of Pandawara strategies in cleaning up trash on Instagram. to increase public awareness of the environment.

CHAPTER IV. CONCLUSIONS AND SUGGESTIONS

This section contains conclusions and suggestions from all descriptions and explanations regarding Pandawara Cleaning Up Trash Through Campaign Strategies on Instagram to Increase Environmental Awareness in the Community.