

FROM SCROLLING TO AWARENESS: HOW @ZEROWASTE.ID_OFFICIAL'S INSTA CAMPAIGN SHAPES GEN Z ECO-CONSCIOUSNESS

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Abstract

Awareness of the importance of environmental preservation can be effectively cultivated through social media. One example is the zero waste campaign that uses Instagram to reduce the use of single-use plastics. This study aims to analyze the influence of the zero waste campaign on the Instagram account @zerowaste.id_official on the environmental awareness of students at Syiah Kuala University. The study adopts Kotler's model, specifically the learn, feel, do model. The research method used is explanatory quantitative, with surveys distributed through Google Forms to 133 students at Syiah Kuala University who have seen content from the Instagram account @zerowaste.id_official. The sampling technique used is quota sampling from each faculty. The research results show that the t-value (5.534) is greater than the t-table value (1.657) with a coefficient of determination of 0.189, meaning the zero waste campaign influences students' environmental awareness by 18.9%. The linear regression result shows a value of $b = 0.404$ and a significance level of 0.000. In conclusion, the zero waste campaign on the Instagram account @zerowaste.id_official has a positive and significant impact on the environmental awareness of students at Syiah Kuala University. This indicates that the greater the exposure to the campaign, the higher the students' environmental awareness.

Keywords: Instagram, Environmental Awareness, Campaign Exposure, Zero Waste

Abstrak

Kesadaran akan pentingnya menjaga lingkungan dapat ditumbuhkan secara efektif melalui media sosial. Salah satunya adalah kampanye zero waste yang menggunakan Instagram untuk mengurangi penggunaan plastik sekali pakai. Penelitian ini bertujuan untuk menganalisis pengaruh kampanye zero waste di akun Instagram @zerowaste.id_official terhadap kesadaran lingkungan mahasiswa Universitas Syiah Kuala. Penelitian ini mengadopsi model Kotler, yakni the learn, feel, do model. Metode yang digunakan adalah kuantitatif eksplanatif dengan survei yang disebar melalui Google Form kepada 133 mahasiswa Universitas Syiah Kuala yang pernah melihat konten Instagram @zerowaste.id_official. Teknik sampling yang digunakan adalah quota sampling pada setiap fakultas. Hasil penelitian menunjukkan bahwa nilai thitung (5,534) lebih besar dari nilai ttabel (1,657) dengan koefisien determinasi 0,189, yang artinya kampanye zero waste mempengaruhi kesadaran lingkungan mahasiswa sebesar 18,9%. Hasil regresi linear menunjukkan nilai $b = 0,404$ dan taraf signifikansi 0,000. Kesimpulannya, kampanye zero waste di akun Instagram @zerowaste.id_official memiliki pengaruh positif dan signifikan terhadap kesadaran lingkungan mahasiswa Universitas Syiah Kuala. Ini menunjukkan bahwa semakin tinggi terpaan kampanye, semakin tinggi pula kesadaran lingkungan mereka.

Kata Kunci: Instagram, Kesadaran Lingkungan, Terpaan Kampanye, Zero Waste

Introduction

According to the latest data from the Ministry of Environment and Forestry (KLHK), Indonesia's annual waste production in 2023 reached 14,296,525.44 tons. The National Waste Management Information System (SIPSN) has identified 15 provinces with high waste distribution rates, including Aceh, which ranks 12th with 340,542.49 tons of waste (SIPSN, 2023). This situation underscores the urgent need for effective waste management and environmental awareness initiatives throughout the country.

In Banda Aceh, waste production has steadily increased over the past three years. The city generated 90,765.86 tons of waste in 2021, which rose to 92,055.88 tons in 2022, and reached 93,370.54 tons in 2023 (SIPSN, 2023). A significant portion of this waste is attributed to plastic, which accounts for 18.3% of the total waste generated (SIPSN, 2023). Plastic waste poses a severe threat to the environment due to its non-biodegradable nature and increasing volume, leading to pollution and detrimental effects on ecosystems (Pudjiastuti, 2016). In Aceh, plastic waste comprises 17.79% of total waste, while in Banda Aceh, it constitutes 11.8% of waste (SIPSN, 2023).

In response to the growing waste crisis, numerous environmental campaigns have been initiated to reduce plastic waste and enhance environmental awareness in Indonesia (Zaman & Lehmann, 2013). Environmental communication can effectively utilize emerging media that align with current societal trends (Cox, 2010). Various studies indicate that new media plays a crucial role in shaping social interactions and public perception (Kurniawati & Baroroh, 2016). Among these emerging platforms, social media has become one of the most impactful tools for disseminating information and raising awareness about environmental issues (Widyanto, Afifah Putri, & Fijar Sulistiyo, 2022).

Social media platforms, especially Instagram, have emerged as powerful instruments for promoting environmental awareness by effectively reaching large audiences. Information shared on these platforms can significantly shape individuals' beliefs, attitudes, and behaviors regarding environmental issues (Littlejohn & Foss, 2014). As of 2022, 72.6% of Indonesians reported using social media as their primary source of information, highlighting its widespread reach and potential for influence (Naurah, 2023). Recent reports indicate that Instagram ranks among the most popular social media platforms in Indonesia, with 106 million users as of April 2023 (katadata.id,

2023). The platform has proven to be an effective medium for sharing persuasive messages aimed at influencing public opinion and encouraging pro-environmental behaviors (Ulfa, Fatchiya, & Anna, 2018).

A study conducted in 2021 revealed that zero-waste lifestyle campaigns on social media significantly influenced followers' pro-environmental attitudes (Jafriyanti, 2021). One of the most popular Instagram accounts dedicated to zero-waste initiatives is @zerowaste.id_official, which represents the Zero Waste Indonesia community.

Table 1. Instagram Accounts of Environmental Organizations or Institutions

No	Organization/Institution	Followers	Posts	Message
1	@greenpeaceid	749 k	4.191	Tends to criticize the government and its policies.
2	@zerowaste.id_official	172 k	1.432	Campaigns for zero waste to raise environmental awareness.
3	@walhi.nasional	79.3 k	4.039	Tends to criticize the government and its policies.
4	@teensgogreen.id	40.7 k	1.180	Preserving the environment by involving youth in its actions.
5	@greenerationid	37 k	2.942	Creates projects for the socialization and education of environmental greening.

Source: Instagram, 2024

Zero Waste Indonesia uses social media to raise awareness about environmental issues, particularly the reduction of single-use plastics (Jafriyanti, 2021). Founded in 2018 by Maurilla Imron and Kirana Agustina, the community aims to enhance public awareness regarding waste management by promoting a lifestyle that minimizes waste, known as the Zero Waste Lifestyle (ZWID, 2018). The zero-waste philosophy focuses on "eliminating waste" through lifestyle changes that reduce waste production and view waste as a valuable resource (Zaman & Lehmann, 2013). This lifestyle is guided by the

principles of 5R: (1) Refuse, (2) Reduce, (3) Reuse, (4) Recycle, and (5) Rot (ZWID, 2019). While adopting a zero-waste lifestyle may seem complex and challenging, the fundamental principle is to reduce reliance on single-use products and to make more sustainable, long-term choices (Rustan, Agustang, & Idrus, 2023).



Figure 1. Instagram Post of @zerowaste.id_official Source (Instagram: @zerowaste.id_official, 2021)

The environmental campaigns conducted by the Zero Waste Indonesia community on Instagram @zerowaste.id_official can be analyzed through Kotler's (1989) social marketing theory, specifically the "learn, feel, do" model. This model posits that communication begins by influencing knowledge (learn), followed by efforts to change attitudes (feel), ultimately leading to behavior change (do) (Pudjiastuti, 2016). In this context, the zero-waste campaign disseminated by @zerowaste.id_official serves as a source of knowledge (learn), while the audience's responses—whether positive or negative—reflect their attitudes (feel). Finally, the actions taken in response to the campaign represent their behavior (do).

Several studies have explored the impact of social media campaigns on environmental attitudes. For instance, (Jafriyanti, 2021) investigated how exposure to the Instagram account @zerowaste.id_official influenced pro-environmental behaviors,

utilizing the S-R theory. Similarly, Syafrikurniasari and Widiani (2020) examined the No Straw Movement on @KFCIndonesia's Instagram, finding significant attitude shifts attributed to reinforcement theory. Additionally, Krisyanti and Priliantini (2020) analyzed the #PantangPlastik campaign on @GreenPeaceID, showing that campaign messages and actors influenced cognitive, affective, and behavioral attitudes based on Ostergaard's model. Together, these studies underscore the effectiveness of online campaigns in driving environmental awareness and informing future research on broader plastic reduction initiatives.

While previous research has often focused on broader audiences or various environmental campaigns, this study narrows its focus to a specific demographic—Gen Z students—and the campaign source @zerowaste.id_official, providing more targeted insights. Furthermore, this research addresses the impacts on environmental awareness within a university setting, an area that has not been thoroughly explored in existing studies. In Indonesia, the age group most responsible for the use of single-use plastics is aged 17-25, comprising a population of approximately 89.3 million. However, this demographic also demonstrates a willingness to adopt “plastic diets,” which emphasize reducing plastic use. Therefore, environmental campaigns should target this age group to promote consistency in adopting eco-friendly practices (Sucihadi & Sayatman, 2021).

Students at Syiah Kuala University (USK) in Banda Aceh have expressed significant concern for environmental issues and have developed several innovative projects to tackle waste management challenges. For instance, students from the Faculty of Social and Political Sciences created an app called "e-tikbroh.yak," which facilitates waste collection (Rosemary, Syam, Fadlia, & Nisa, 2023). Additionally, students from the Faculty of Engineering developed a biodigester named KORAN (Kompur Gas Berbasis Sampah Organik Ramah Lingkungan), which converts organic waste into biogas, providing an alternative to traditional LPG (Syiah Kuala University, 2024). Another innovation from the engineering faculty is Betrik, an electric motor tricycle designed to transport waste at USK's Waste Bank (Putra, 2023). Since 2019, USK has been a member of the GreenMetric network, actively contributing to sustainable campus initiatives. This commitment is part of the university's broader goal to promote environmental awareness among students and empower them to become leaders in waste management within their communities (Syiah Kuala University, 2019). A critical factor

in fostering pro-environmental behavior and reducing plastic waste is raising environmental awareness (Aulia, 2019).

In this context, the present study examines @zerowaste.id_official as the source of environmental campaign messages, with students from Syiah Kuala University as the target audience. The study aims to assess whether exposure to the zero waste campaign on the @zerowaste.id Instagram account influences the environmental awareness of Syiah Kuala University students.

Method

The research utilizes a quantitative explanatory method to clarify the roles of each variable and the relationship between the independent and dependent variables (Sugiyono, 2019). The research variables were determined based on previous research. The research produced operational measurement tools or variables that can be used to identify social groups and assess their environmental awareness (Sánchez & Lafuente, 2010). The operational variables in this study are defined as the independent variable (Variable X), namely exposure to the zero waste campaign on Instagram social media @zerowaste.id_official and the dependent variable (Variable Y), which is environmental awareness.

The population of this study comprised active Syiah Kuala University students. This group was selected because, according to data from GoodStats, Instagram users are dominated by teenagers and young adults aged 18-24 years (30.8%) (Yonatan, 2023). Syiah Kuala University in Aceh was chosen due to its waste-free campus initiative, implemented since 2019 (Syiah Kuala University, 2019).

This study applies a non-probability sampling technique, specifically quota sampling, which limits opportunities for individuals from a population based on specific criteria (Sugiyono, 2019). The sample of this study was determined using the following Slovin formula (Priyono, 2008). Based on the population data, the total population was 26,954, and with an error tolerance of 9%, the research sample size was 123 students.

Table 2. Operational Research Variables

Variables	Dimensions	Indicator
The Exposure of The Zero Waste Campaign on The Instagram Account @zerowaste.id_official (X) (Ardianto, Komala, & Karlinah, 2004)	Frequency	The level of frequency of accessing information about zero waste on Instagram social media
	Duration	Length of time taken to access information about zero waste on Instagram social media
	Attention	The level of interest given when accessing information about zero waste on Instagram social media
		The level of attention given when accessing information about zero waste on Instagram social media
	General Belief/Value	A person's assessment or view of environmental conditions at large. A person's level of agreement with their statement of concern for the environment.
Environmental Awareness (Y) (Sánchez & Lafuente, 2010)	Personal Attitudes	One's level of agreement regarding personal pro-environmental attitudes (norms and beliefs)
		The degree to which a person agrees with the environmental awareness proposal.
	Information Knowledge	The extent to which people consider themselves to be aware of issues related to the environment. Community knowledge that is specific to the environment.

This study uses surveys as the data collection method. Surveys are a quantitative method for obtaining data on beliefs, arguments, characteristics of variable relationships, and testing hypotheses (Sugiyono, 2019). The survey was conducted by distributing

online questionnaires. The measuring instrument used was a Likert scale with four choices, which measures individuals' opinions, attitudes, and perceptions regarding social phenomena (Sugiyono, 2019).

Analysis techniques include simple linear regression to measure the correlation between research variables, descriptive statistics to describe demographic characteristics (e.g., age, gender), validity and reliability tests to ensure the data's accuracy and consistency, and classic assumption tests to analyze the normality of data distribution (Sugiyono, 2019).

Result and Discussion

The analysis used in this research is simple linear regression analysis. Simple linear regression testing is a statistical method that serves to examine the extent of the relationship or influence between the two research variables involved (X and Y) (Hasan, 2002). This analysis is employed to determine the magnitude of the influence of the independent variable and the dependent variable, specifically the impact of exposure to the zero-waste campaign on the Instagram account @zerowaste.id_official (X) on environmental awareness (Y). The following is the regression test using SPSS 26.

Table 3. Results of the Coefficient of Determination

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,435 ^a	0,189	0,183	4,542
a. Predictors: (Constant), Exposure of the zero waste campaign				
b. Dependent Variable: Enviromental Awarness				

Source: Data Analysis Results

Based on the data processing results in Table 3, the R Square value is 0.189. This indicates that the impact of the zero waste campaign on environmental awareness accounts for 18.9%, while the remaining 81.1% is influenced by other factors beyond the reach of the zero waste campaign on the Instagram account @zerowaste.id_official.

Table 4. ANOVA (F-test)

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	631,869	1	631,869	30,626	0,000 ^b
	Residual	2702,807	131	20,632		
	Total	3334,677	132			

a. Dependent Variable: Enviromental Awarness

b. Predictors: (Constant), Exposure of the zero waste campaign

Source: Data Analysis Results

Based on Table 3, the significance level of the ANOVA test, or F-test, shows an F-value of 30.626 with a significance level of 0.000. Since this probability (significance level) is less than 0.05, the regression model can be used to predict environmental awareness. In other words, the exposure of the zero waste campaign on the Instagram account @zerowaste.id_official (X) influences environmental awareness (Y). The output indicates that the F-value is 30.626 with a significance level of $0.000 < 0.05$, confirming that the regression model is valid for predicting the influence of the campaign variable (X) on environmental awareness (Y).

Table 5. Simple Linear Regression

Coefficients ^a						
		Unstandardized		Standardized		
	Model	Coefficients		Coefficients		T Sig.
		B	Std. Error	Beta		
1	(Constant)	33,565	2,957		11,352	0,000
	Total_TK	0,404	0,073	0,435	5,534	0,000

a. Dependent Variable: Enviromental Awarness

Source: Data Analysis Results

From the above data analysis, the constant value is obtained at 33.565. This means that if the environmental awareness variable (Y) is not influenced by the exposure of the zero waste campaign on the Instagram account @zerowaste.id_official (X), the average

environmental awareness level among students at Syiah Kuala University would be 33.565.

Additionally, the regression coefficient value for variable X is found to be 0.404. This indicates that for every unit increase in the impact of the zero waste campaign, the environmental awareness among students at Syiah Kuala University will increase by 40.4%.

The hypothesis testing in this research was conducted to examine the statement regarding the influence between two paired variables: the independent variable, the exposure of the zero waste campaign on the Instagram account @zerowaste.id_official (Variable X), and the dependent variable, Environmental Awareness (Variable Y).

Based on the results presented above, it can be concluded that the calculated t-value (5.534) is greater than the critical t-value (1.657). This indicates that the null hypothesis (H0) is rejected and the alternative hypothesis (Ha) is accepted. In other words, there is a significant influence of the zero waste campaign on the Instagram account @zerowaste.id_official on the environmental awareness of students at Syiah Kuala University.

Table 6. Model of the Regression Equation

Coefficients ^a						
		Unstandardized		Standardized		
		Coefficients		Coefficients		
		Std.				
	Model	B	Error	Beta	T	Sig.
1	(Constant)	33,565	2,957		11,352	0,000
	Total TK	0,404	0,073	0,435	5,534	0,000

a. Dependent Variable: Enviromental Awareness

Source: Data Analysis Results

The results of the simple linear regression analysis indicate that exposure to the zero waste campaign on the Instagram account @zerowaste.id_official has a significant positive impact on the environmental awareness of students at Syiah Kuala University. This finding aligns with the "learn, feel, do" model theory. As respondents engage with

the zero waste campaign on Instagram, they gain knowledge (learn) which enhances their environmental awareness (feel). This shift in attitude is expected to lead to behavior change (do), as outlined in the 'learn, feel, do' model. One of the primary objectives of the @zerowaste.id_official account is to serve as an educational platform focused on minimizing the use of single-use plastic products through image uploads, short videos, and descriptions. As respondents develop a positive attitude towards the information presented, they strive to understand and learn from it (Pudjiastuti, 2016).

According to the "learn, feel, do" model, social marketing communication begins by first addressing knowledge. In this case, the Instagram account @zerowaste.id_official acts as a learning medium by disseminating information. Respondents who have understood the posts from this account then experience the feeling aspect of the information received, which influences their attitudes and emotions. In this study, environmental awareness is identified as the feeling aspect. When respondents are exposed to the zero waste campaign, the anticipated change in attitude is the development of environmental awareness (feeling). The aim of the zero waste campaign exposure (learning) on the Instagram account @zerowaste.id_official is to enhance the audience's environmental awareness (feeling). The posts related to the zero waste campaign also emphasize the harmful effects of using non-environmentally friendly products and the long-term consequences of their continued use.

Moreover, respondents who receive and understand this information (learning) are likely to develop a positive attitude towards the zero waste campaign. If the posts effectively address the audience's learning aspect, they can motivate behavior change by fostering positive feelings toward environmental issues. This study confirms the validity of the "learn, feel, do" model theory.

The descriptive analysis of environmental awareness reveals that 76 out of 133 respondents (57.1%) possess a high level of environmental awareness. Regarding the dimension of general belief/value, which includes respondents' concern for the environment, 71 respondents (53.3%) expressed agreement. This is supported by student responses at Syiah Kuala University to the statement, "I care about environmental issues," with all 133 respondents in agreement.

In the dimension of personal attitudes, which reflects respondents' agreement on attitudes and proposals concerning environmental concern, 89 respondents (66.9%)

scored in the high category. This indicates that when students at Syiah Kuala University are exposed to information related to attitudes and proposals for environmental concern, they respond positively. This is further evidenced by 132 students agreeing with the statement, "I believe that using environmentally friendly products has a positive impact on the environment," suggesting their preference for eco-friendly products due to their environmental concerns.

In the dimension of information/knowledge, which assesses respondents' awareness of environmental issues and waste, 88 respondents (66.1%) scored in the high category. This suggests that the majority of students at Syiah Kuala University are well-informed about environmental issues and waste. This finding is supported by 77 students agreeing with the statement, "Plastic waste is harmful to the environment."

The use of online media, especially interactive social platforms, is recognized as an effective method for enhancing understanding and influencing audiences. Instagram serves as a prime example of such an interactive platform, facilitating efficient two-way communication. This makes it a cost-effective medium for promoting social initiatives while achieving a significant impact (Pudjiastuti, 2016). In Indonesia, the zero waste community has adopted Instagram as its primary platform to advance its social initiatives. They provide information and educate the public on adopting a low-waste lifestyle, share practical tips, and clarify concepts such as "fast fashion" and "food waste."

The choice of @zerowaste.id_official to utilize Instagram for the zero waste campaign is a strategic and effective approach to educating the public and raising environmental awareness. Among the 133 respondents, an impressive 129 individuals (96.9%) reported frequent exposure to the zero waste campaign. This suggests that the implementation of the campaign on Instagram has successfully employed selective communication in line with social marketing principles. By leveraging online media to promote its social initiatives, the campaign effectively minimizes costs while achieving significant impact (Pudjiastuti, 2016).

Based on the analysis of primary data, it is evident that the frequency of exposure to the zero waste campaign on Instagram (X) is high, while the variable of environmental awareness (Y) is very high. However, the correlation between the two is only 18.9%, indicating a relatively low relationship. This can be explained by several assumptions.

First, examining the frequency values of the dimensions within the zero waste campaign variable on Instagram (X), the total values categorized as high and very high include the duration dimension (92), attention dimension (91), and frequency dimension (119). It can be inferred that the frequency of duration and attention is lower than the frequency dimension value, suggesting that respondents frequently encounter zero waste content from @zerowaste.id_official on their Instagram feeds without fully engaging with or completing the content. Respondents may briefly glance at the posts while engaging in other activities, reducing their focus and diminishing the effectiveness of the messages. This is supported by the fact that 43 respondents disagreed with the statement, "I do not do anything else while viewing content about zero waste on Instagram @zerowaste.id_official." Therefore, even though they frequently see the posts from @zerowaste.id_official on their Instagram feed, it does not necessarily mean they comprehend the messages well. This could diminish the effectiveness of the conveyed messages. It is well-known that in shaping an audience's response, the first aspect addressed is the cognitive aspect; if this aspect is fulfilled, the likelihood of the audience adopting the social product increases (Pudjiastuti, 2016).

Second, assumptions can also be made based on the frequency values of the dimensions within the environmental awareness variable (Y). The total values categorized as high and very high are 71 for the general belief/value dimension, 89 for the personal attitudes dimension, and 88 for the information/knowledge dimension. The frequency values for the general belief/value and information/knowledge dimensions are lower than that of the personal attitudes dimension. This suggests that respondents may agree with positive attitudes and proposals regarding the environment. However, their commitment to environmental care or support for environmental movements, as well as their knowledge about environmental issues, may still be relatively low. It is also possible that before respondents develop a strong commitment to supporting and understanding environmental issues, they already hold positive attitudes toward the environment. Thus, before being exposed to the zero waste campaign, they may have already agreed to use environmentally friendly products. This could stem from their personal experiences witnessing the accumulation of plastic waste in their surroundings, which negatively impacts the environment.

Third, based on the popularity of Instagram among Generation Z, although Instagram remains the leading platform with 94% of users, the types of content that Generation Z is most interested in include entertainment, food, and fashion (Purnama, 2024). The types of content favored by Generation Z suggest that they use social media primarily for personal satisfaction, resulting in the low potential effectiveness of using Instagram as a promotional medium for environmental campaigns, with the conveyed messages being less motivating. Also, there is a possibility that Instagram is experiencing a shift as a promotional medium for environmental campaigns among Generation Z. This happened because of the emergence of new interactive social media that shifted the popularity of Instagram, making Instagram users passive and messages less effective (Putra, 2023).

Fourth, there is a possibility that Generation Z participates in environmental campaigns like zero waste on Instagram merely as a trend. Additionally, environmental campaigns on social media tend to gain traction when coinciding with specific events. For instance, in 2020, news reported that a significant amount of plastic was found in the bodies of turtles (BBC, 2020), leading to widespread calls on social media to reduce single-use plastic. Consequently, their responses to environmental campaigns may be more influenced by trends or particular moments rather than a long-term commitment to lifestyle changes.

Finally, it can be assumed that the relationship between the two research variables shows that the independent variable (X) and the dependent variable (Y) have a proven influence. However, considering the very high frequency of environmental awareness (Y) compared to the exposure to the zero waste campaign on Instagram (X), which is only high, it is possible that the environmental awareness of students at Syiah Kuala University was already established before they were exposed to the zero waste campaign on Instagram @zerowaste.id_official. Therefore, the campaign exposure may not have formed their awareness but rather enhanced it and fulfilled their informational needs.

Among students at Syiah Kuala University who actively use Instagram, most have been using it since 2016-2018, while a minority started between 2012-2015 and 2019-2022. This suggests that they may have become accustomed to environmental campaign content, which could explain the relatively low impact of the zero waste campaign on Instagram @zerowaste.id_official on their environmental awareness. Additionally, if they

have frequently encountered environmental campaigns in the past, a new campaign concept might not have a significant effect. Gen Z is highly familiar with environmental issues, largely due to the development of habitus in their surrounding environment. As a result, environmental topics on Instagram have become a common and familiar part of their daily awareness (Firani, 2022).

This can be explained based on Kotler's learn, feel, do model theory. The relationship between the two variables has been shown to be 18.9%. Based on the previous assumptions that environmental awareness (Y) was likely formed before exposure to the zero waste campaign on Instagram @zerowaste.id_official (X), it indicates the potential for applying other marketing communication models proposed by Kotler. This research employs the learn, feel, do model, beginning with knowledge (learn), then touching on awareness (feel), and ultimately aiming to influence behavior (do). Thus, when environmental awareness (feel) is established first, it can be identified with Kotler's feel, learn, do model because it starts with the learn aspect.

Therefore, it can be stated that exposure to the zero waste campaign on Instagram @zerowaste.id_official has an influence on environmental awareness among Syiah Kuala University students. This aligns with the learn, feel, do model. In this study, when respondents were exposed to the zero waste campaign on Instagram, they also received knowledge or information that fulfilled the "learn" aspect. One of the goals of the @zerowaste.id_official Instagram account is to serve as an educational platform promoting a lifestyle that minimizes the use of disposable plastic products through images, shorts, and captions. Once respondents develop a positive attitude toward the information, they will attempt to understand or learn it (Pudjiastuti, 2016). According to the learn, feel, do model, social marketing communication begins by addressing the knowledge aspect first. In this case, the Instagram account @zerowaste.id_official plays a role as a learning medium by disseminating information.

Based on the three previous studies referenced in this research, it can be concluded that environmental campaigns on Instagram are effective for individuals aged 17-24, commonly known as Generation Z. When respondents are exposed to these campaigns, their cognitive needs are addressed, resulting in positive attitude changes. However, the findings of the current study reveal that the influence of the zero waste campaign on environmental awareness among students at Syiah Kuala University is relatively low, at

just 18.9%. This is significantly less than the positive influence of 40.7% reported by Shindy Jafriyanti (2021) regarding the @zerowaste.id_official campaign, which successfully impacted followers' environmental attitudes. Additionally, Krisyanti and Priliantini (2020) demonstrated an even stronger relationship of 51% between the #PantangPlastik campaign and environmental attitudes, suggesting that different campaigns can vary considerably in their effectiveness.

Reporting from the Instagram Brand Development Lead statement (Krisyanti & Priliantini, 2020) stated that the majority of Instagram users are young, educated and established with an age range of 8-24 years so that previous research has aligned the characteristics of respondents with this research. In addition, the results of previous studies also have alignment in the communication process. When respondents are exposed to environmental campaigns on Instagram social media, their cognitive aspects have been fulfilled so that they will create a positive response in the form of attitude change.

While the current study targets students aged 17-24, aligning with previous research that underscores Generation Z's responsiveness to environmental campaigns, it highlights a significant gap in the effectiveness of the zero waste campaign. The study stresses the necessity for consistent campaigns to effectively influence this demographic, as environmental awareness may already exist prior to campaign exposure. This disparity highlights the need for future campaigns to adopt innovative strategies that encourage deeper engagement and foster lasting changes in environmental attitudes among Generation Z (Sucihadi & Sayatman, 2021). In order to maximize the campaign to reduce the use of single-use plastics, it is necessary to make sustainable efforts and alternative approaches to Gen Z (Susilo, 2023).

Conclusion

The results of the hypothesis testing indicate that the calculated t-value is 5.534, while the critical t-value for a one-tailed test at $\alpha=5\%$ is 1.657. Since the calculated t-value (5.534) exceeds the critical t-value (1.657) and the significance level is below 0.05, we can conclude that the null hypothesis (H_0) is rejected in favor of the alternative hypothesis (H_a). This indicates that exposure to the zero-waste campaign on the

Instagram account @zerowaste.id_official has a significant effect on environmental awareness among students at Syiah Kuala University.

Additionally, the results of the simple linear regression test reveal a coefficient (b) of 0.404, with a significance level of 0.000. This coefficient suggests a positive impact of exposure to the zero-waste campaign on the environmental awareness of students at Syiah Kuala University. Specifically, increased exposure to the campaign correlates with heightened environmental awareness among these students. The regression analysis also yields an R-squared value of 0.189, indicating that the zero-waste campaign accounts for 18.9% of the variance in environmental awareness, while the remaining 81.1% is influenced by other factors outside of the campaign.

These findings have important implications for environmental awareness initiatives, especially in educational settings. The positive correlation between exposure to the zero-waste campaign on Instagram and increased environmental awareness among students highlights the effectiveness of social media as a platform for promoting pro-environmental behaviors. Educational institutions can leverage social media to engage students in environmental campaigns, fostering greater awareness and encouraging sustainable practices.

Furthermore, the study underscores the importance of tailoring campaigns to resonate with Generation Z, who are significant consumers of social media and increasingly concerned about environmental issues. Environmental organizations and educators should design content that aligns with the values and interests of this demographic, incorporating interactive and visually appealing elements to enhance engagement. This approach can help cultivate a culture of sustainability and empower students to take actionable steps toward reducing plastic waste. The zero waste trend in society is widely represented by Gen Z. This happens because Gen Z has a tendency to be more sensitive to environmental issues, especially on social media. They often follow trends to reduce plastic use, such as the strawless movement using Instagram hashtags (Rizky, Angelita, & Afdholi, 2024).

Moreover, while social media campaigns can effectively raise awareness, they should also aim for behavioral change. Future campaigns must include practical tips and strategies that students can implement in their daily lives, transitioning from awareness to action. Workshops, challenges, and collaborative projects can further reinforce these

behaviors, encouraging students to adopt a zero-waste lifestyle. In addition, Gen Z also needs to be involved in the socialization of protecting the environment with their ability to use new tools and technology to promote and influence the community through positive content, which aims to provide insight into the importance of protecting the environment (Ramdani, Yuliana, Alpriansah, Agus Pratama, & Dewi, 2024).

Finally, the findings suggest a need for ongoing research into the factors influencing environmental awareness and behavior change. Future studies could investigate specific barriers that prevent students from engaging in sustainable practices, as well as the role of peer influence and community engagement in promoting environmental responsibility. By addressing these aspects, stakeholders can develop comprehensive strategies that not only raise awareness but also drive lasting change within communities.

In conclusion, this research emphasizes the critical role of social media in environmental campaigns, particularly among Generation Z. By harnessing the power of social media platforms like Instagram, organizations can significantly enhance environmental awareness and promote sustainable behaviors among young people.

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