

ABSTRACT

PUBLIC SERVICE ANNOUNCEMENT TO INCREASE GENERATION Z'S AWARENESS OF SUSTAINABLE FASHION (EDUCATIONAL VIDEO FOR AUDIENCES FROM VINTAGE VIBE STORE)

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The issue of sustainable fashion consumption is a pressing global concern, particularly due to the dominance of fast fashion models that have negative environmental and social impacts. Generation Z, as active social media users and the largest fashion consumers, has great potential to be agents of change, but still exhibits high levels of consumer behavior. This prototype aims to design a public service announcement (PSA) in the form of a video distributed through Vintage Vibes Store's Instagram and TikTok social media platforms, to raise Generation Z's awareness of the importance of sustainable fashion consumption. The approach used is a persuasive communication strategy based on the Communication-Persuasion Matrix theory combined with digital storytelling. Three videos were produced with different but complementary approaches: educational, lifestyle, and practical solutions. The evaluation results show that emotional, short, and relevant visual narratives relevant to Gen Z's digital lifestyle can increase audience awareness of the issues raised. This prototype also demonstrates a collaborative model between academics and industry players as an effective method in conveying environmental campaign messages through digital media.

Keywords: Sustainable Fashion, Public Service Advertisement, Generation Z, Social Media, Persuasive Communication.

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