

ABSTRACT

Analysis Of Communication Model On A Sustainable Fashion Themed Campaign On Instagram (Descriptive Study of Sub-Campaign Mulai Dari Lemari)

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The purpose of this research is to describe the process of a sustainable fashion campaign in the sub-campaign, Mulai Dari Lemari, that seen through the Ostergaard campaign model. This study uses the Ostergaard campaign model as the main concept and Environmental Communication as the companion concept. This study uses a descriptive method with a qualitative approach. The data collection technique was carried out by in-depth interviews conducted online, documentation, and literature studies. The technique of collecting informants was carried out using purposive sampling. The data validation technique was done by using confirmability test and source triangulation, while the data analysis technique was done by using the coding process. The results of this study suggest that the sub-campaign starts from the closet through several stages, namely pre-campaign, campaign planning and management, and evaluation of problem reduction. Then in problem identification, Tukar Baju only did a cause-and-effect analysis, not a scientific analysis, but only logically. However, this is not an obstacle. In conclusion, sub-campaign of Mulai Dari Lemari ran through all the stages of the Ostergaard campaign model, although not in depth.

Keywords : Ostergaard Campaign Model, Environmental Campaign, Sustainable Fashion

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