

ABSTRACT

The Influence Of The #Bottle2fashion Campaign Message On The Millennial Generation's Perception Of Plastic Bottle Waste (Quantitative Study On Instagram Social Media Users In Jakarta)

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The problem of environmental pollution has always been a conversation from year to year. Various forms of environmental pollution such as plastic waste. One type of plastic waste that pollutes the environment is plastic bottle waste. With this phenomenon, there are also many brands or companies that make campaigns with the theme of environmental issues. One of them, AQUA, is the #BijakBerplastik campaign. The #BijakBerplastik campaign gave birth to many collaborations that are in line with this series of campaign programs. One of them, #Bottle2Fashion which was inaugurated on September 4, 2017. In which the #Bottle2Fashion campaign is to turn plastic bottle waste into ready-to-use materials. The campaign message #Bottle2Fashion is considered important because this program is supported by the government for the purpose of reducing waste in the oceans by 70% until 2025. This research uses campaign concepts, namely campaign messages, and perceptions. The theory used is the Elaboration Likelihood Model theory. This study also uses quantitative methods and distributes questionnaires to 400 respondents who live in DKI Jakarta aged 20-34 years, have an Instagram account and know about the #Bottle2Fashion campaign. The results of this study indicate that the X variable has an influence on the Y variable with a number of 0.839 which is included in the very strong and positive category. From this research, it can be concluded that the #Bottle2Fashion campaign message affects the millennial generation's perception of plastic bottle waste.

Keywords: Campaign, Fraudulent financial reporting, Fraud Early Warning System.

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