ABSTRACT

Packaging Environmental Messages on @Pandawaragroup Instagram Account (Qualitative Content Analysis of Garbage Cleaning Content in Rivers for the Period October 2022 – February 2023)

Antika Prameswara[1], Naurissa Biasini[2]

[1] *Student of Communication Science Department, Universitas Pembangunan Jaya*

[2] *Lecturer of Communication Science Department, Universitas Pembangunan Jaya*

Pandawara is one of the content creators who conducts litter cleanup actions on Instagram. Instagram is one of the social media means of socialization, one of which is related to the issue of waste. This research discusses the issue of waste, which is the second most important environmental problem. Seeing that the content uploaded by Pandawara has received positive responses from the public and many have followed in Pandawara's footsteps, this study wants to see how the packaging of environmental messages contained on Instagram @Pandawaragroup. This research uses the content analysis method where the result is that the message packaging uses a form of persuasive message so that people are moved to protect the environment through projects carried out in several locations such as coasts, rivers and sewers. With the form of combination content, which consists of several slides so that many people are inspired, which can be seen from the responses in each content in the form of giving encouragement, praying, praising and giving advice. It is hoped that this research can be a reference for other content creators who discuss environmental issues and for the community to be able to keep the environment clean from waste.

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