

## ABSTRACT

### **ENVIRONMENTAL AWARENESS MESSAGE PACKAGING ON INSTAGRAM (Qualitative Content Analysis on @Siapdarling Instagram Account for the Period November 2022 - March 2023)**

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*Message packaging is carried out to increase public awareness of environmental matters. Social media as a means of sharing information has an important role that is expected to provide information related to environmental problems and their solutions. Siapdarling is an environmentally conscious movement initiated by Bakti Lingkungan Djarum Foundation through social media, one of which is Instagram, to target the younger generation in an effort to protect the environment. This research aims to see the message packaging used by the @Siapdarling Instagram account. The research method used is qualitative, with data collection through documentation. The results of this study show the findings that the content uploaded through Instagram @Siapdarling regarding environmental awareness provides information and persuades people to always be aware of protecting the environment. The findings and interpretation of this research data are based on @Siapdarling's Instagram content that meets the criteria, and the dominant message packaging is found to be one-sided (climax), order of presentation (motivational appeals) and message form (persuasive). The content includes important information related to environmental awareness.*

**Keywords:** Message Packaging, Instagram Account, Content Analysis.

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