

ABSTRACT

Tiktok as a Media for Communication for the Environmental Care Movement for Pandawara Community Volunteers

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Pandawara is an environmental care community that has succeeded in inviting thousands of people to participate as volunteers in various environmental care movements by cleaning up polluted rubbish in Indonesia. One of the big actions carried out by Pandawara was the Beach Clean-up Action in several regions in Indonesia. This movement has been widely discussed by the public on TikTok as a social media that has led Pandawara to become an eco-creator with achievements such as TikTok Local Heroes. This research aims to find out how TikTok is used as a communication medium for the environmental care movement by Pandawara volunteers. The research uses a constructivist paradigm, with a qualitative approach and descriptive methods. Data was obtained through in-depth interviews. Several concepts used in this research include the environmental care movement in the digital era, motivation and the role of volunteers. The four informants in this research were Pandawara volunteers who used and took part in the beach clean-up actions at Loji Beach, Kesenden Beach, and Labuan Haji Beach. The results of this research show that Pandawara volunteers use TikTok as a source of information related to the environmental care movement. Volunteers use TikTok to educate and promote environmental movements such as the actions carried out by Pandawara. Volunteers provide advice to remain consistent and fight for Indonesia's environment. It can be concluded that some volunteers use TikTok as a medium for information, education and persuasion in the beach clean-up movement.

Keywords : *Pandawara group, TikTok, Environment, Environmental Care Movement*

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