

ABSTRACT

Consumer Perceptions of the #LoveAvoskinLoveEarth Campaign in Instagram Social Media (Qualitative Descriptive Study on Avoskin Product Users in Jabodetabek)

Grace Lady Fernando¹⁾, Bakti Abdillah Putra²⁾

¹⁾ Student of Communication Science Department, Universitas Pembangunan Jaya

²⁾ Lecturer of Communication Science Department, Universitas Pembangunan Jaya

Indonesia is one of the countries that contributes the most plastic waste in the world, namely 187.2 tons / year, which is assumed that Indonesia produces 175,000 tons / every day. The existence of this problem makes an idea for Avoskin to make a campaign, namely the #LoveAvoskinLoveEarth campaign. The #LoveAvoskinLoveEarth campaign focuses on sustainability by collecting empty packaging in collaboration with Waste4Change for recycling. The purpose of this study is to determine consumer perceptions of the #LoveAvoskinLoveEarth campaign on Instagram social media. There are several concepts used by researchers in this study, namely consumer perception, social marketing communication, environmental campaigns, social media and Instagram. This concept is used by researchers in answering the problem formulation. This research uses a constructivism paradigm with a descriptive qualitative approach research method. The results of this study indicate that consumer perceptions of the #LoveAvoskinLoveEarth campaign are positive because this campaign not only provides environmental benefits, but attracts consumers to contribute to environmental and social problems.

Keywords: Consumer Perception, Environmental Campaign, Instagram.

Libraries : 49

Publication Years : 2017 – 2024