ABSTRACT

PENGEMASAN PESAN LINGKUNGAN PADA AKUN INSTAGRAM @AKSIKITAINDONESIA (Analisis Isi Kualitatif Periode Januari 2023 – Januari 2024)

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Aksikita Indonesia aims to encourage young Indonesians to work together to care for the environment and sustainable growth and sustainable growth. By using a content approach that is creative, fun, and informative content approach. Instagram account @Aksikitaindonesia. Instagram account acts as a source of useful information, sharing positive content about loving the environment and the earth. This research uses a qualitative content analysis method. qualitative content analysis method where the result is the packaging of messages using the type of video reels content so that the strategy is effective in conveying environmental messages in an attractive and easy-to-understand environment in an interesting and easy to understand manner. With an informative message form which aims to increase audience awareness and knowledge about environmental issues. environmental problems, the theme of the message that is most posted by the Instagram account @Aksikitaindonesia is the issue and management of waste this includes situations where the amount of waste generated exceeds the capacity of waste management, and with the dominance of the theme of issues and waste management, it can increase public awareness and participation. waste management can increase public awareness and participation in in more sustainable waste management efforts.

Keywords: *Instagram, Aksikitaindonesia, Message Packaging, Environment.*

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