

ABSTRACT

Educational Message Presentation of Zero Waste Lifestyle on Instagram Account @zerowaste.id_official (Qualitative Content Analysis for the Period of February 2023 – February 2024)

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Zero Waste Indonesia is an online-based environmental community in Indonesia that serves as a platform for information, education, and entertainment related to zero waste lifestyle. Instagram is one of the social media platforms used by various content creators as a means of socialization and education regarding waste issues. This research discusses the zero waste lifestyle as one of the ways to address environmental problems. By examining the content posted and created by Zero Waste Indonesia, which has garnered reactions and real actions from the public through numerous campaigns and information disseminated by Zero Waste Indonesia, this research aims to explore how educational messages about zero waste lifestyle are packaged on the Instagram account @zerowaste.id_official. This study employs a content analysis method, where the results show that message packaging uses informative message forms to help people better understand how to implement a zero waste lifestyle in their daily lives and increase public awareness. The message theme that is often created is "Minimal Waste Tutorial" as comprehensive information related to zero waste lifestyle. The content form is predominantly a combination of visual and written elements in a single post, encouraging active participation from the public in adopting a zero waste lifestyle. Informational content is more frequently uploaded by @zerowaste.id_official to provide effective insights in campaigning for an environmentally friendly lifestyle.

Keywords: Zero Waste Indonesia, Message Presentation, Zero Waste Lifestyle Education

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