THE EFFECT OF THE #30DAYSZEROWASTECHALLENGE CAMPAIGN MESSAGE ON AWARENESS AND BEHAVIOUR CHANGES OF @ZEROWASTE.ID_OFFICIAL FOLLOWERS

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ABSTRACT

Environmental issues and the increase in piles of waste are influenced by annual population growth and lifestyle. Waste which is now continuing has become a big problem because it concerns personal health and the health of the earth. Dealing with the waste problem requires awareness and changes in minimalist behavior from the community to be wiser in using good or food so that the negative impacts can be minimized. Therefore, zero waste created a campaign to invite people to adopt habits that can reduce waste production with the aim of raising awareness, changing behavior and a healthier lifestyle with the hashtag #30dayszerowastechallenge. This research aims to determine whether there is an influence of messages from the #30dayszerowastechallenge campaign on awareness and changes in the behavior of zero waste followers. This research used a quantitative approach by distributing questionnaires to 400 respondents. The results of this research show an influence between the zerowaste campaign message on followers' awareness and there is also an influence between the campaign message and changes in followers' behavior @zerowaste.id_official.

Keywords: campaign messages, awareness, and behavior change

INTRODUCTION

Environmental issues and the increase in waste piles in landfills are influenced by population growth every year and people's lifestyles. The increasing human population has an influence on various changes in environmental conditions that occur, one of which is the increasing amount of waste produced which will affect public health. The waste problem is a serious challenge for many countries in the world, including Indonesia. Based on data from sipsn.menlhk.go.id, in 2023 the waste generated by all provinces in Indonesia was 19,560,111.17 ton of waste per year, which means that the daily waste generation reached 53,589.35 ton. (SIPSN, 2023). Meanwhile, as reported by databoks.katadata.co.id based on data from the World Bank report entitled The Atlas of Sustainable Development Goals 2023, Indonesia is ranked in the top 5 largest waste generating countries in the world with a total of 62.5 million ton (Annur, 2023).

Based on data on waste composition based on waste sources from sipsn.menlhk.go.id, household waste occupies the first position as the largest contributor of 38.7%, which contains waste from daily household activities such as food waste, disposable plastics, paper, clothing, and food raw materials. (Ponorogo, 2023)Daily life can significantly increase the volume of waste generated. Indonesians still lack awareness of waste accumulation which results in the formation of bad behavior towards waste. This is evidenced by the survey databoks.katadata.co.id which states that 70% of people still throw garbage into pits or burn it, and also throw garbage in rivers and irrigation channels and other places. The use of goods and bad behaviors that lead to increased waste but are not accompanied by a person's awareness and minimalist behavior to process the waste properly and correctly. Therefore, dealing with the waste problem requires awareness and minimalist behavior change from the community to be wiser in using goods or food so that the negative impacts can be minimised. (Yunita, Koesworo Setiawan & Agustini, 2023)

Reducing waste through one's daily behavior requires the role of a digital campaign as a form of effort to overcome these problems in order to increase awareness and change towards more environmentally friendly behavior. Campaigns are a form of communication activity that can be used not only to achieve goals, but also to increase public awareness and alertness to the issues at issue. (Krisyantia et al., 2020)

A campaign is a systematic or organized communication activity. Campaign organizers are not only individuals but can also be institutions, organizations, or foundations, such as the government, private sector, and non-governmental organizations. Furthermore, the book states that a communication campaign is important for a company or organization because it allows them to gain public support and trust (Venus, 2018). Messages in campaigns are different in nature from everyday communication messages. Everyday communication often uses messages that are

familiar, commonplace, and automatically accepted without consideration. Campaign messages on the other hand, are more creatively and effectively crafted to attract attention, raise awareness and create the desired effect. In a campaign, the message conveyed is crucial. In the book 'Campaign Management' conveys 3 stages of messages in a campaign, namely message content, message structure, and message frame.

Channels in campaign activities have different forms, namely direct channels and media channels. Direct channels are in the form of *blusukan,* political events, and events. While general media channels are in the form of general media such as posters, banners, banners, pamphlets, sheets. and mass media channels such as television, radio, magazines. In addition, there is social media, namely Facebook, Instagram, Twitter, WhatsApp, and others. Social media is now considered effective for delivering communication campaign messages (Venus, 2018). The development of the internet has been a major driver of media transformation, as it provides a platform to disseminate information instantly known as social media. Social media has quickly become a popular campaign channel and has a huge impact on campaign messages. This is due to the characteristics of social media: it is interactive, easily accessible, invades individual private space, is personalized, and can encourage participatory democracy (Venus, 2018).

The phenomenon that occurs above is the reason for the campaign movement which is expected to overcome or reduce the problem. The campaign through social media is carried out by foundations and Social Entrepreneurs with an online-based community called Zero Waste Indonesia (ZWID). The campaign activity carried out is a 30-day zero waste challenge with the hashtag #30daysZeroWasteChallenge used on Instagram posts. This campaign has 30 useful activities to help reduce waste that pollutes the environment such as Trash Audit which is knowing what waste we produce, Buy Nothing New which is utilising items that are already owned so as to reduce waste production, Say No To Straw which is reducing the use of plastic straws, Bring Grocery Bag Everywhere which is always carrying shopping bags so as not to use plastic, and various other activities. The purpose of this campaign is to start the first step to be more environmentally conscious, learn to live healthier, save, simpler and bring up a more minimalist lifestyle (Zero Waste, 2018).

This study uses attribution theory and concepts on each variable, namely: Fritz Heider's Attribution theory developed by Kelley (1967) says that a person's behavior in attribution theory has two main elements. Shaping a person's behavior, namely internal or dispositional attributions and external or environmental attributions. In internal attribution, a person will make the conclusion that a person's behavior is caused by a trait or disposition. Meanwhile, in external attribution, it can be concluded that a person's behavior is caused by the situation in which the person is

Fritz Heider also said that internal and external factors in a person can together determine human behavior. (Ferdiansyah, 2016). In addition, attribution theory is also delivered by (Lunthas, 2006) in (Ahdan, 2022) which states that attribution theory talks about how we determine the causes and motives about someone's behavior. This theory refers to how a person defines the causes of the behavior of others or himself, which can come from internal sources (character and attitudes) and can also come from external sources (situations, circumstances, and information that can affect a person's behavior). From some of the explanations mentioned above, it can be interpreted that every action, idea, or change in behavior that a person does will be influenced by the factors mentioned above, namely the internal and external factors of the individual. Furthermore, the variable of awareness, Awareness comes from the word 'aware' which includes understanding, memory, understanding, and readiness to act in accordance with inner values. Awareness also reflects awareness of the consequences of our actions. Soemarno Sudarsono argues that self-awareness is a manifestation of a person's personal identity, which can be expressed as individuals who have found their true selves when their appearance, creativity, value system, perspective, and behavior are reflected in the person. (Malikah, 2015)

Change in society begins with an awareness that will change one's mindset. This awareness includes the ability to understand, interact, and communicate with the environment and other people. From the above understanding, it proves that awareness has stages and levels from unconsciousness to action.
It can be concluded that, awareness is equal to an ability to identify and pay attention to events that occur around us, after which it goes through several stages such as processing information to have a person's perspective, emotions, and behavior. Awareness has several indicators before the formation of a person's awareness (Geller, 2000) in (Wardhani, 2008) several indicators in a person's awareness include (Larasati et al., 2023) :Unconscious Incompetence, Conscious Incompetence, Conscious Competence, Unconscious Competence.

The Behavior Change variable refers to human activities or activities such as interaction, communication with the environment, and activities carried out with a wide scope such as laughing, running and others. In general, behaviors are actions that can be observed, described, recorded, and measured by others or by the individuals themselves.

According to the behavioral perspective, both positive and negative behaviors are the result of learning. Behavior that does not fit the environment is caused by mistakes made in the learning process and can be changed through appropriate learning (Asri & Suharni, 2021). According to information quoted from the Ministry of Health website, from a psychological point of view, behavior describes the concrete aspects of a person's soul. In this context, human behavior can be divided into two types: First, closed behavior, behavior that can only be understood by using certain tools or methods, such as thinking, sadness, fantasizing, and so on. Open behavior, behavior whose meaning can be directly known.

This theory is known as the Transtheoretical Model. This theory discusses the stages taken by individuals to adopt a particular behavior. This behavior usually goes through several stages, namely: Precontemplation, Contemplation, Preparation, Action, Maintenance. This model was developed by James Prochaska and Carlo DiClemente at the University of Rhode Island (Yati, 2020). The focus of the problem in this study is on the campaign message conveyed by zero waste which is limited to discussion by only using variables with the title 'The Effect of the #30dayszerowastechallenge Campaign Message on Awareness and Behavior Change of Followers @zerowaste.id_official'. In other words, researchers limit the problem to campaigns, awareness, and behavior change.

The piling up of waste is caused by the increasing population but is not accompanied by zero waste behavior a lifestyle. This is also because the Indonesian people are not aware and behave in a worried manner regarding the waste problem. The aim of this research is to determine the effect of zero waste campaign on followers' awareness and the effect of zero waste campaign on followers' behavioral change.

METHOD

In this research uses a quantitative approach because in the book "Quantitative, Qualitative and Mix Method Research Methodologies" quantitative research is research that aims to describe and consider these social phenomena or symptoms in relation to each other (sudaryono, 2017). the researcher adopted the positivism paradigm, according to which positivism looks at symptoms, realities or phenomena that can be explained, measurable, relatively fixed and concrete, structured and have a cause and effect relationship. Researchers use the positivism paradigm because this research wants to explain research in reality according to what happens in the field and reality. The positivism paradigm is also not based on personal opinion but refers to absolute knowledge such as science. Meanwhile, the approach in this research uses quantitative, explanatory in nature, intended as an attempt to answer the cause and effect relationships that occur. This explanatory quantitative research is used to examine a population by producing data in the form of numbers. This research used a survey method to obtain a sample of 400 followers of @zerowaste.id_official using a probability sampling technique with simple random sampling to find out whether there was an influence of the #30dayszerowastechallenge campaign message (independent variable) on awareness and behavior change (dependent variable).

RESULT AND DISSCUSSION

Based in the result of research with 400 respondents, with questions presented in accordance with the dimensions and indicators studied, the results were as follows:

Table 1. Simple Linear Regression Test For Campaign Message Variables (X) Againts Awareness (Y1)

Coefficientsa					
		Unstandardized Coefficients		Standardized Coefficients	
Model	B	Std. Error	Beta	t	Sig.
1　(Constant)	-.201	1.339		-.150	.881
X1	.608	.019	.849	32.019	.000

a.　Dependent Variable: Awareness Y1

Based on table 1, In the results of the simple linear regression test research, an influence was found between the Campaign Message variable (X) on the Awareness variable (Y1). According to table 1, using the formula:

$$Y1 = a + bX$$

The regression coefficient for the campaign message variable (X) is 0.608, which indicates that every 1% increase in the campaign message variable will cause an increase of 0.608 in the follower awareness variable (Y1). The positive sign on the regression coefficient indicates that there is a positive (unidirectional) influence between the campaign message variable (X) on followers' awareness (Y1).

Table 2. Simple Linear Regression Test For Campaign Message Variables (X) Againts Behavior Change (Y2)

Coefficientsa					
		Unstandardized Coefficients		Standardized Coefficients	
Model	B	Std. Error	Beta	t	Sig.
1　(Constant)	2.341	1.296		1.807	.072
X1	.573	.018	.842	31.177	.000

b.　Dependent Variable: Behavior Change Y2

Based on table 2, In the results of the simple linear regression test research, an influence was found between the Campaign Message variable (X) on the Behavior Change variable (Y2). According to table 2, using the formula:

$$Y1 = a + bX$$

The regression coefficient for the campaign message variable (X) is 0.573, which indicates that every 1% increase in the campaign message variable will cause an increase of 0.573 in the behavior change variable (Y2). The positive sign on the regression coefficient indicates that there is a positive (unidirectional) influence between the campaign message variable (X) on behavior change (Y2).

Table 3. T Test (Partial) Effect of Campaign Message (X) on Awareness (Y1)

Coefficientsa					
		Unstandardized Coefficients		Standardized Coefficients	
Model	B	Std. Error	Beta	t	Sig.
1　(Constant)	-.201	1.339		-.150	.881
X1	.608	.019	.849	32.019	.000

Based on table 3, t count for campaign messages is 32,019 with a significance value of 0.000. The adjusted t table value in the statistical table with df = n – k – 1 = 398 is 1.966. so t count (32.019) > t table (1.966) and sig. 0.000 < 0.05. From these results, it proves that H0 is rejected and Ha is accepted. Which means there is a significant influence between the campaign message and followers' awareness.

Table 4. T Test (Partial) Effect of Campaign Message (X) on Behavioral Change (Y2)

			Standardized Coefficients			
		Unstandardized Coefficients				
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.341	1.296		1.807	.072
	X1	.573	.018	.842	31.177	.000

(Table header row reads "Coefficientsa")

Based on table 4, t count for campaign messages is 31,177 with a significance value of 0.000. The adjusted t table value in the statistical table with df = n – k – 1 = 398 is 1.966. so t count (31.177) > t table (1.966) and sig. 0.000 < 0.05. From these results, it proves that H0 is rejected and Ha is accepted. Which means there is a significant influence between the campaign message and changes in followers' behavior.

Table 5. Test of the Coefficient of Determination of the Effect of Campaign Messages (X) on Awareness (Y1)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.849[a]	.720	.720	3.64926

Based on table 5, In accordance with the table above, the coefficient of determination (R^2) value listed is 0.720. This determines that the campaign message contributed 0.720 or 72% to followers' awareness. Meanwhile, the remaining 28% is influenced by variables not examined in this research

Table 6. Test of the Coefficient of Determination of the Effect of Campaign Messages (X) on Behavioral Change (Y2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.842[a]	.709	.709	3.53084

Based on table 6, In accordance with the table above, the coefficient of det`ermination (R^2) value listed is 0.709. This determines that the campaign message contributed 0.709 or 70.9% to changes in follower behavior. Meanwhile, the remaining 29.1% was influenced by variables not examined in this study.

In the statement on the awareness variable, it has a mean with the highest average value of 4.48 which is included in the very good category on the awareness variable (Y1). This table has statements in accordance with the unconscious competence dimension. As stated by (Geller, 2000) there are 4 indicators in awareness, namely unconscious incompetence, conscious incompetence, conscious competence, and unconscious competence. The awareness possessed by the respondents of this study is unconscious competence, where they are already at the stage of realising that the issues raised by the campaign to reduce waste production.

In the statement on the behaviour change variable, it has a mean with the highest value of 4.68 which is included in the very good category in the Behaviour Change variable (Y2). This table has statements in accordance with the Stages of Change Theory developed by James Prochaska and Carlo DiClemente with the dimensions of pre-contemplation, contemplation, preparation, action, and maintenance. The behaviour change owned by the respondents of this study is at the action stage where they are already at the stage of making behavioural changes in accordance with what is conveyed by the campaign to reduce waste production.

The results of the discussion found, in accordance with the attribution theory conveyed by Frtiz Heider that internal and external factors in a person can jointly determine a human behaviour. Judging from the internal factors, namely the awareness of respondents who have gone through stages of awareness such as realising, studying, and understanding the information conveyed by the #30dayszerowastechallenge campaign which acts as an external factor so that there is a change in behaviour to the stage of action to carry out the campaign to protect the environment. This

is in line with previous research by (Mubin, 2021) which states the influence of campaign messages on changing one's behaviour.

CONCLUSION

Based on the result of the research analysis, it is concluded that firstly, there is an influence of the #30dayszerowastechallenge campaign message on the Awareness of Followers @zerowaste.id_official. As seen from the stage of awareness, it has entered the final stage of awareness, namely subconscious competence, and there is also the influence of the #30dayszerowastechallenge campaign message on the Behaviour Change of Followers @zerowaste.id_official which is in accordance with the indicators in the stages of action and behaviour change.

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