



SUSTAINABILITY COMMUNICATION STRATEGY IN @EOS_INDONESIA TIKTOK CONTENT IN BUILDING ELECTRIC VEHICLE EDUCATION

STRATEGI KOMUNIKASI KEBERLANJUTAN DI @EOS_INDONESIA KONTEN TIKTOK DALAM PEMBANGUNAN PENDIDIKAN KENDARAAN LISTRIK

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Abstract

The increasing use of electric vehicles in Indonesia is a step in the framework of transforming the transportation system to be more environmentally friendly to achieve the *Net Zero Emission target* of 2060. However, the increasing use of electric vehicles is not only due to technical and policy changes, but also communication efforts. This study attempts to analyze the sustainability communication strategy used by the TikTok account @eos_indonesia in providing education related to electric vehicles. This study uses a qualitative method with a content analysis approach. These methods consist of digital participatory observation and documentation. The data collection is an analysis of the TikTok account @eos_indonesia content data that will be taken with a time span of April 2025 - June 2026 according to the classification that has been made, the data collected includes: video content (visual, audio and narrative). and content analysis has stages, starting from determining the unit of information, data sampling, recoding or recoding data (coding), grouping based on certain categories until finally interpreting the meaning contained in the message content. The research results show that sustainability communication strategies are carried out through five approaches: providing environmental education, reducing the complexity of electric vehicle technology, storytelling based on user experience, digital visual persuasion, and combining economic and environmental benefits in every communication message. This study contributes to the field of digital communication and sustainability communication by demonstrating the potential effectiveness of social media as a public education platform towards green transportation transformation in Indonesia.

Keywords : Sustainability Communication, Tiktok, Electric Vehicles, Social Media, Digital Education.



Abstrak

Meningkatnya penggunaan kendaraan listrik di Indonesia merupakan langkah dalam kerangka transformasi sistem transportasi agar lebih ramah lingkungan untuk mencapai target Net Zero Emission pada tahun 2060. Namun, peningkatan penggunaan kendaraan listrik tidak hanya disebabkan oleh perubahan teknis dan kebijakan, tetapi juga upaya komunikasi. Studi ini berupaya menganalisis strategi komunikasi keberlanjutan yang digunakan oleh akun TikTok @eos_indonesia dalam memberikan edukasi terkait kendaraan listrik. Studi ini menggunakan metode kualitatif dengan pendekatan analisis konten. Metode ini terdiri dari observasi partisipatif digital dan dokumentasi. Pengumpulan data merupakan analisis data konten akun TikTok @eos_indonesia yang akan diambil dengan rentang waktu April 2025 - Juni 2026 sesuai dengan klasifikasi yang telah dibuat. Data yang dikumpulkan meliputi: konten video (visual, audio, dan naratif). Analisis konten memiliki tahapan, mulai dari menentukan unit informasi, pengambilan sampel data, pengkodean ulang data (coding), pengelompokan berdasarkan kategori tertentu hingga akhirnya menafsirkan makna yang terkandung dalam isi pesan. Hasil penelitian menunjukkan bahwa strategi komunikasi keberlanjutan dilakukan melalui lima pendekatan: memberikan pendidikan lingkungan, mengurangi kompleksitas teknologi kendaraan listrik, bercerita berdasarkan pengalaman pengguna, persuasi visual digital, dan menggabungkan manfaat ekonomi dan lingkungan dalam setiap pesan komunikasi. Studi ini berkontribusi pada bidang komunikasi digital dan komunikasi keberlanjutan dengan menunjukkan potensi efektivitas media sosial sebagai platform pendidikan publik menuju transformasi transportasi hijau di Indonesia.

Kata Kunci : Komunikasi Keberlanjutan, TikTok, Kendaraan Listrik, Media Sosial, Pendidikan Digital.

1. INTRODUCTION

The global environmental crisis is a serious challenge that threatens the balance of ecosystems and human survival. Climate change, deforestation, pollution, and species loss are exacerbating the increasingly difficult-to-address pollution problem. The environmental crisis is not only a technical and scientific problem, but also reflects a crisis of values and public participation (Febryanti, 2025). Given the ongoing climate and environmental crisis, the Indonesian government launched the *Net Zero Emission* (NZE) initiative by 2060. *Net Zero Emission* (NZE) or zero carbon emissions is a state in which the amount of carbon released into the atmosphere is equal to or less than the amount of carbon absorbed by the earth. To achieve this situation, a transition from the current energy system to a cleaner energy system is necessary to achieve a balance between human activities and the environment (Zahira & Fadillah, 2022).

Indonesia has expressed its readiness to enter the electric vehicle era and emphasized that the development of a domestic electric vehicle ecosystem is part of Indonesia's cooperation in ASEAN economic collaboration. This plan is also supported by the issuance of Presidential Regulation Number 55 of 2019 concerning the acceleration of the battery electric motor vehicle (BEV) program for road transportation (Prasetyo & Rukmana, 2025). Electric vehicles also play a crucial role in achieving sustainable economic goals. Efforts to create an environmentally friendly economy began in 1992, when the UN conference in Rio de Janeiro laid the foundation for the concept of sustainable development. The UN Environment Program explains that a green economy aims to encourage growth that improves social welfare and social equity, while minimizing the risk of environmental damage. Electric vehicles, currently under development, are one innovation in realizing an environmentally friendly economic program in the transportation sector (Zola et al., 2023).

Social media, particularly TikTok, has evolved into an effective digital communication *platform* for disseminating information through short, easily accessible videos with high engagement rates.



These characteristics make TikTok a potential medium for building public education (Izzati et al., 2016).

Social media is highly effective in promoting sustainable lifestyles through visual storytelling and consistent narratives. According to Ardiyanto (2023), sustainable communication is a method of communication that highlights the importance of fostering ongoing discussions and information exchange between various parties to achieve sustainable development goals. This idea arose from an awareness of the importance of maintaining a balanced and sustainable environment, social aspects, and economy for the future.

One company using social media to convey sustainability messages is EOS Indonesia. As an electric vehicle distributor, EOS Indonesia consistently creates video content on TikTok that not only introduces product features but also connects electric vehicle use to issues such as carbon emission reduction, energy efficiency, and environmental quality. Unlike many automotive manufacturers that limit themselves to technical marketing communications for their products, the @eos_indonesia account communicates issues related to environmental education, storytelling, entertainment, and electric vehicle use. It could be said that social media, in this case, is used as a tool to create social meaning about electric vehicles as a sustainable way of life.

This is interesting because TikTok's @eos_indonesia platform integrates elements of environmental education, marketing communications, entertainment, *influencer marketing*, and user experience into a single, complementary communication strategy. This approach demonstrates that communication about electric vehicles isn't solely focused on product sales, but also on building public understanding and changing perceptions of electric vehicles as a sustainable mobility solution.

Under these conditions, this study has the following questions: **How is the sustainability communication strategy implemented by the TikTok account @eos_indonesia in building education about electric vehicles?** This journal uses sustainability communication as a key concept of analysis. This study aims to explore strategies for communicating messages about electric vehicles through digital communication. The contribution of this study will be theoretical and practical, in terms of developing sustainability communication studies in the context of social media, as well as offering a practical approach that can be adopted by companies, the electric vehicle sector, and the government in designing digital communication strategies to increase public literacy about environmentally friendly transportation methods.

2. RESEARCH METHOD

This research was conducted using a qualitative content analysis approach research method, which explains how qualitative research according to According to Cresswell (2009), qualitative research is a method used to examine and understand the meaning given by an individual or group to a particular social or humanitarian issue. The research process begins with the emergence of questions and the steps taken, followed by collecting information that is usually done in the participants' situations, analyzing the data by digging from small things to deeper themes, and the researcher provides an explanation of the meaning of the data.

Content analysis is a research method that focuses on subjective understanding of text data through a well-organized grouping and coding process, as well as identifying existing themes or patterns. This explains how qualitative content analysis helps to comprehensively understand speech or text and its context. Qualitative content analysis is not only about counting words or collecting factual data from text, but also about exploring meanings, themes, and patterns that may or may not be apparent within the text. This provides an opportunity for researchers to understand social reality subjectively and scientifically (Rullanggi et al., 2023).

According to Eriyanto (2011), content analysis is an important method in the field of communication. Research that examines media content (e.g., newspapers, radio, film, and television) utilizes this method of content analysis. By analyzing content, researchers can understand how the content is portrayed, the nature of the messages conveyed, and any changes or trends occurring within



the content. Content analysis can be used if the following conditions are met: first, the majority of the data available is written material such as books, newspapers, recordings, or manuscripts. Second, there is additional information or specific theories that explain how to process the data. Third, researchers must have the technical skills to process the data because some of the material is quite specific. The analysis process in qualitative research usually begins at the initial data collection stage. Participating early in this analysis stage will allow you to move between developing ideas and gathering information, and help direct subsequent data collection to more relevant sources to answer the research questions (Rullanggi et al., 2023).

The basic procedure for creating a research plan and conducting content analysis consists of six stages: (1) formulating research questions and hypotheses, (2) selecting samples from predetermined data sources, (3) determining categories to be used in the analysis, (4) collecting data from selected sample documents and coding them, (5) creating scales and items based on specific criteria for data collection, and (6) interpreting the collected data. The order of these steps must remain consistent; they should not be skipped or changed. The previous step must be completed before proceeding to the next. This research begins with a clear, specific, directed, measurable question or problem that can be answered through the research process. (Sitasari, 2022)

Table 1. Content analysis content mapping table

No	Content Title	Main Theme	Communication Focus
1.	Reduce pollution with electric vehicles	Environmental education	Educating the public that electric vehicles can reduce air pollution
2.	Do not <i>charge</i> on the <i>footplate</i>	Technology	Battery charging education
3.	Much more economical and pollution-free by using an electric bicycle.	Economy and environment	Demonstrating the benefits of using electric bicycles through a combination of cost efficiency and pollution reduction.
4.	Electric Bikes are the Most Economical Mobility	Marketing	Showing that electric bicycles are the most economical transportation for daily mobility
5.	No need to worry if fuel prices go up or if you have to wait in long lines at the gas station.	Economic efficiency	Operational cost savings
6.	Do You Have Any Plans to Switch to an Electric Vehicle?	Call to action	Invite the audience to consider electric vehicles and encourage interaction through questions
7.	POV Queuing to Fill Up with Gas	Mobility	Efficient use of electric vehicles
8.	Fuji Uses Offero Galaxy 6	<i>Endorsement</i>	Experience using the product
9.	Indonesia Ranks 4th in the World for Worst Air Quality	Environment	The impact of air pollution
10.	Day 1 Fuji Becomes a Salesperson	<i>Storytelling</i>	Product education through public figures

According to the results of the content analysis content mapping, there are 10 contents from April 2025 – June 2026 regarding the concept of digital education which will be analyzed as follows:

Table 2. 10 EOS Indonesia contents

Content Title	Posting Date
Reduce pollution with electric vehicles	April 27, 2025
Do not <i>charge</i> on the <i>footplate</i>	November 4, 2025
Much more economical and pollution-free by using an electric bicycle.	December 10, 2025



Electric Bikes are the Most Economical Mobility	March 1, 2026
No need to worry if fuel prices go up or if you have to wait in long lines at the gas station.	April 4, 2026
Do You Have Any Plans to Switch to an Electric Vehicle?	April 4, 2026
POV Queuing to Fill Up with Gas	
Fuji Uses Offero Galaxy 6	April 17, 2026
Indonesia Ranks 4th in the World for Worst Air Quality	June 19, 2026
Day 1 Fuji Becomes a Salesperson	June 20, 2026

The object of this research is the TikTok account @eos_indonesia. The unit of analysis consists of 10 TikTok content pieces that consistently convey messages about electric vehicles, environmental education, economic benefits, and product usage information. The content selection was deliberate because it aligns with the research objective, namely EOS Indonesia's sustainability communication strategy.

The data collection process was conducted through observation of TikTok content and documentation of videos, captions, narratives, and images contained within the content. Observation is the process by which researchers observe and record the behavior and activities of individuals at the research site. In these field notes, researchers record activities at the research site informally or semi-structured, using several preliminary questions that the researcher wants to understand. Qualitative observers can play various roles, ranging from uninvolved to fully involved (Cresswell, 2009). Meanwhile, material documentation consists of textual documents, such as readings, audio recordings, or images. This can be found in research discussing art, performances, works of art, and literature (Suyitno, 2018).

To ensure the depth of this data, several methods were used to gather information. These methods included digital participant observation of TikTok content and documentation analysis of digital archives. According to Krippendorff (2018), content analysis involves several stages: determining the unit of information, sampling the data, recoding or re-coding the data, grouping it into specific categories, and finally interpreting the meaning contained within the message.

The data analysis process took place in four steps. The first step involved data reduction, selecting information related to sustainability communication. The second step involved categorizing the data based on emerging communication themes, such as environmental education, the benefits of electric vehicles, storytelling, visual communication, and *calls to action*. The third step involved interpreting the relationships between categories from a sustainability communication perspective. The final step involved synthesizing the analysis results to determine the communication strategies employed by the TikTok account @eos_indonesia. To enhance the credibility of the research, the results were interpreted by comparing them to sustainability communication theory and other research on digital communication and social media. Therefore, the results provide not only a description but also an explanation of how communication strategies help raise awareness of electric vehicles. This research adhered to high credibility standards, ensuring trustworthiness because they reflect field conditions and existing facts (Suyitno, 2018).

3. RESULT AND DISCUSSION

Environmental Education Strategy as a Basis for Sustainability Communication

An analysis of 10 TikTok videos shows that @eos_indonesia's dominant communication strategy is environmental education. Unlike traditional marketing approaches that focus on product features, most of EOS Indonesia's content begins with a presentation of environmental issues such as air pollution, carbon emissions, urban air quality, and the need to transition to clean energy. However, this strategy creates awareness of the need for behavioral change regarding environmental issues.



Figure 1. Screenshot of @eos_indonesia Content "Indonesia Ranks 4th for Worst Air Quality in the World"

Videos like "Indonesia ranks fourth in the world for worst air quality" are examples of how EOS Indonesia uses environmental information in its communications. The presentation of air quality information goes beyond facts and includes an explanation of how the transportation industry contributes to carbon emissions and the solution: electric vehicles. This communication style demonstrates that educational information is provided before product information.

When analyzed from a sustainability communication perspective, this approach clearly illustrates how the company aims to inform the public first and persuade them to purchase the product. This is a good educational approach because it informs the public about the relationship between their actions and their impact on the environment. Therefore, electric vehicles are seen not only as a technical innovation but also as a solution to environmental problems facing society. Analyzing the content, it can be concluded that the company's environmental education is delivered using simple language, engaging visuals, and short videos. This approach is important because it allows the company to simplify relatively complex information about climate change and electric vehicles for a diverse audience, particularly the younger generation on TikTok.

Electric Vehicle Technology Information Simplification Strategy

The first finding of this study is the effectiveness of the TikTok account @eos_indonesia in translating information about electric vehicles into easily understandable communication. For some time, electric vehicles have been associated with sophisticated technology characterized by high costs,



fragile batteries, and maintenance and safety issues. This is a communication issue that needs to be addressed if companies are to increase public acceptance of electric vehicles.

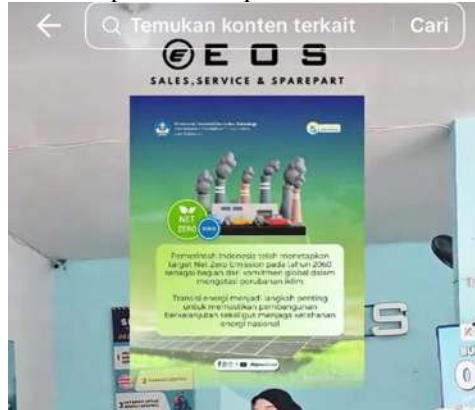


Figure 2. Screenshot of the video content @eos_indonesia "Much More Economical and Pollution-Free by Using an Electric Bicycle"

The @eos_indonesia content, "Electric Bikes Are Much More Economical and Pollution-Free," demonstrates how EOS Indonesia conveys the message about electric vehicles through a simple and easy-to-understand approach. The key message conveyed is that using electric vehicles not only provides economic benefits through reduced operational costs, but also contributes to reducing air pollution.





Figure 3. Screenshot of the video content @eos_indonesia " Don't Charge on the Footplate "

In the @eos_indonesia content " Don't Charge on the Footplate " shows the correct procedure for charging electric vehicles, through visual narrative EOS Indonesia provides information on safe usage procedures by avoiding charging on *the footplate*.

From the analysis of these two pieces of content, it can be seen that EOS Indonesia does not use the complex technical specifications that most electric vehicle manufacturers use to explain the technical aspects of their electric vehicles. Instead, information is presented using simple language, illustrations, demonstrations, and comparisons with conventional vehicles. This is evident in several pieces of content discussing the operational cost-effectiveness and charging methods of electric vehicles. Therefore, ongoing communication is not only concerned with environmental issues but also with how the company can address public uncertainty about the technology. Information presented in an easy-to-understand format helps the public build knowledge before forming any attitudes toward electric vehicles. In this way, communication is not just about providing information, but about educating the public.

Furthermore, the use of video clips ensures that each clip carries only one message, preventing information overload. Each piece of information conveys one idea at a time, such as charging costs, battery advantages, etc. This approach is a form of communication planning that considers the nature of TikTok users and their preference for concise, easy-to-understand, and visual information. From a sustainability communication perspective, information simplification is successful because it bridges the gap between technology and the public's literacy level. Through this strategy, @eos_indonesia not only innovates but also educates the public about how innovation can be used in their daily lives.

Storytelling Strategies in Building Closeness with the Audience

Several further findings indicate that EOS Indonesia consistently utilizes storytelling as a primary communication strategy. While conventional vehicle promotions focus on product specifications, storytelling allows EOS Indonesia to create an emotional connection with its audience through true stories.

Research data shows that one form of storytelling is used through the content "Day 1 Fuji Becomes Sales"



Figure 4. Screenshot of @eos_indonesia Content “Day 1 Fuji Becomes a Salesperson”

The content shows how public figures don't just promote products, but play a role as part of the storyline of the experience of using electric vehicles.

The storytelling strategy is also shown in the content "Fuji Pakai Ofero Galaxy 6"





Figure 5. Screenshot of @eos_indonesia Content “Fuji Using Ofero Galaxy 6”

The same approach appears in the content “POV Queuing for Gas”. Through user experience, EOS Indonesia builds emotional closeness so that electric vehicles are perceived as part of daily activities. The content builds a narrative through Fuji's *endorsement*. Because Fuji is a public figure, his presence makes the message more credible and attractive, so that the Ofero Galaxy 6 electric vehicle is considered a *modern*, practical vehicle, and in accordance with the lifestyle of the younger generation. In addition to product promotion, this content also helps communicate about sustainability by encouraging people to use electric vehicles as a more environmentally friendly transportation alternative.





Figure 6. Screenshot of the video content @eos_indonesia “POV Queuing to Fill Up with Gasoline”

This content compares the experience of using conventional vehicles with electric vehicles through situations close to people's lives.

Research data revealed several pieces of content, including "Day 1 Fuji as a Salesperson," "Fuji Using the Galaxy 6," and "Queueing for Gasoline POV." None of these pieces of content aimed to persuade individuals to purchase electric vehicles, but rather to tell stories that demonstrate how purchasing an electric vehicle can solve various mobility issues in everyday life. Utilizing public figures, such as Fuji, was also a communication technique that made the message more effective. The involvement of public figures increased audience attention and expanded the communication reach. However, according to this study, public figures were not the core of the communication. The key point was the experience of using an electric vehicle and its benefits for users.

Storytelling also comes into play thanks to its straightforward storyline, which begins with a problem, then follows the experience of using an electric vehicle, and then concludes with a solution. This communication approach is more likely to resonate with audiences than a one-way communication approach. From a sustainability communication perspective, storytelling serves as a medium to connect sustainability values to everyday life experiences. In addition to gaining information about electric vehicles, audiences learn how the technology can contribute to their daily routines. Thus, this approach demonstrates that sustainability communication requires consideration of both the rational and emotional aspects of the issue.

Digital Visual Strategies in Strengthening Sustainability Messages

After analyzing all the content, it became clear that what differentiates EOS Indonesia's communication strategy is the presence of both verbal and visual digital narratives. As a video-oriented platform, TikTok allows the company to integrate multiple communication elements, from images to colors, music, text, animation, and product demonstrations. Much of the content features visuals that combine bright colors, easy-to-read typography, quick video editing, and illustrations that clarify the message. Visuals of clean environments, electric vehicles, social events, and cityscapes are examples of visuals used repeatedly throughout the content. These visuals help establish the connection between electric vehicles and sustainability.



Figure 7. Screenshot of the video clip from @eos_indonesia content “reduce pollution with electric vehicles”

The @eos_indonesia content, "reduce pollution with electric vehicles," features visuals linking electric vehicle use to efforts to reduce air pollution. Through a combination of electric vehicle images, environmental illustrations, and concise, easy-to-understand text, EOS Indonesia conveys that electric vehicle use is one solution to reducing air pollution.

Additionally, the use of popular music and sound effects alongside visuals is another way to enhance content appeal. Popular *soundtracks* used on TikTok facilitate content distribution because the TikTok algorithm tends to favor certain audio trends. In this regard, a communication strategy must consider not only the message content but also the method of content distribution across digital media. Another key element of a communication strategy is the use of concise and persuasive captions. Captions help emphasize the video's core message and encourage users to seek additional information about electric vehicles. As demonstrated by the use of visuals, narration, and captions, digital communication must encompass several elements to effectively convey a message.

When it comes to sustainability communication, digital visuals are strategically important because they enable the transformation of abstract issues into tangible ones. Air pollution, carbon emissions, or energy efficiency issues can be illustrated through images and videos and understood far better than information provided in text.

Strategy for Integrating Economic and Environmental Values

However, the study revealed that sustainability communication in EOS Indonesia not only focuses on environmental benefits but also includes economic benefits in its communication messages. The integration of economic benefits is one of the strengths of this communication strategy because people tend to consider not only environmental aspects but also economic ones when deciding to use electric vehicles. Several analyzed content pieces demonstrated cost savings by using electric vehicles compared to gasoline-powered vehicles. Some of the content pieces discussed rising fuel costs, long lines at gas stations, and the cost-efficiency of using electric vehicles. The economic benefits of using electric vehicles were presented in a way that was easy to compare.



Figure 8. Screenshot of the @eos_indonesia video content “Do You Have Any Plans to Switch to Electric Vehicles?”

The @eos_indonesia content, "Are You Planning to Switch to an Electric Vehicle?", utilizes a live question-and-answer session for the audience as participatory communication. The text in the image serves as a *call to action* to share opinions, discuss, or consider using an electric vehicle. This strategy not only increases interaction through the comments section but also builds audience engagement in sustainability issues.



Figure 9. Screenshot of Infographic Content @eos_indonesia "No Need to Worry If Fuel Prices Go Up or There's a Long Line at the Gas Station "

In the infographic content @eos_indonesia " No Need to Worry About Fuel Price Increases or Long Lines at the Pump " uses infographics to demonstrate the economic advantages of electric vehicles compared to gasoline-powered vehicles. Information about fuel price increases and lines at gas stations is presented simply so that the audience can easily compare the benefits of electric vehicles with everyday life. Conveying messages through infographics can help simplify complex information into engaging and easy-to-understand visuals.



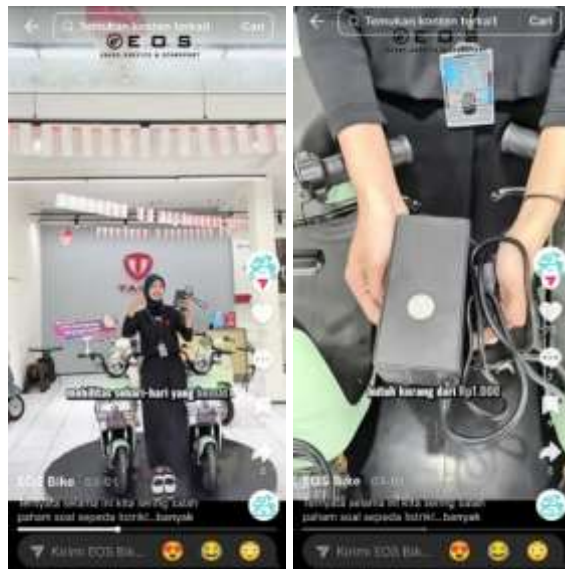


Figure 10. Screenshot of the video content @eos_indonesia " Electric Bicycles are the Most Economical Mobility"

The @eos_indonesia content, " Electric Bikes are the Most Economical Mobility," demonstrates a communication strategy that emphasizes economic value as the primary attraction of using electric bikes. By presenting illustrations of lower operational costs, EOS Indonesia builds the perception that electric vehicles are an efficient transportation option for daily activities.

The integration of economic and environmental values into communication messages demonstrates that sustainability communication is not conducted through a moralistic approach. In addition to protecting the environment, audiences also benefit from using electric vehicles. According to sustainability communication theory, this approach embodies the *triple bottom line*, requiring a balance between the economy, society, and the environment. In addition to proving that electric vehicles are environmentally friendly, the company demonstrates that they can provide economic benefits to consumers. Therefore, communication becomes more balanced by considering both individual and environmental interests.

Furthermore, research shows that an economic approach can be a communication gateway for audiences who are less focused on environmental issues. After capturing attention with economic benefits, the content moves further to understand the importance of environmentally friendly transportation. This multi-phase approach is an example of communication planning that considers the characteristics of a digital audience.

EOS Indonesia Sustainability Communication Strategy Model

Through an analysis of 10 video content uploaded to TikTok @eos_indonesia, it was discovered that the sustainability communication strategy used by EOS Indonesia does not consist of different fragments but rather a systematic communication pattern. All of the content has different characteristics but still shares the same goal of building knowledge, addressing public doubts about electricity, and promoting the idea of low-emission transportation. Unlike conventional marketing communications that primarily emphasize product promotion, EOS Indonesia's communication approach begins by presenting relevant issues to the public, such as air pollution, traffic pollution, rising fuel prices, and high transportation costs. Through this approach, the relevance of the company's efforts to find solutions to problems faced by the public can be seen.

After gaining the audience's attention, the communication process continues with a gradual presentation of information about the advantages of electric vehicles. This includes operational cost-effectiveness, ease of operation, vehicle safety, battery efficiency, and the impact of electric vehicles on reducing the carbon footprint. This process demonstrates that the company does not pressure the audience to make an immediate purchase; instead, it first equips the audience with sufficient



knowledge about the technology. The final step is to build the credibility of the message through storytelling and user experience. User experiences through simple stories make it easier for the audience to connect the information to their daily activities. Finally, each communication concludes with a call to action, either implicit or explicit, to use electric vehicles for daily mobility.

Based on this research, the proposed EOS Indonesia Sustainability Communication Strategy Model is as follows.

Table 3. Sustainability communication strategy model

Strategy Stages	Forms of Communication	Objective
Awareness	Issues of air pollution, carbon emissions, environmental quality	Building audience attention
Education	Electric vehicle information, operating costs, battery technology	Improve understanding
Engagement	Storytelling, user experience, public figures	Building emotional closeness
Persuasion	Comparison of the benefits of electric vehicles with conventional vehicles	Changing public perception
Sustainability Action	Invitation to use electric vehicles	Encouraging behavioral change

This model illustrates that sustainability communication is not simply about communicating product excellence, but rather a multi-step communication process that begins with raising awareness and then inspiring action. Thus, EOS Indonesia's sustainability communication is considered educational, participatory, and persuasive.

Discussion

As shown in the results above, EOS Indonesia's sustainability communications demonstrate an educational approach compared to typical electric vehicle marketing communications. Most electric vehicle companies still focus on communicating vehicle specifications, performance, and pricing in digital communications. However, in EOS Indonesia's case, the emphasis is on communicating the story of how electric vehicles can improve customers' lives and the environment.

The sustainability communication strategy carried out by the TikTok account @eos_indonesia not only includes the promotion of electric vehicles, but also involves educating the public about the importance of environmentally friendly transportation through education, storytelling, visual communication on digital platforms, and the integration of economic and environmental aspects. The findings of this study strengthen the theory of sustainability communication as defined by Ardiyanto, (2023) , which states that sustainability communication is the process of sharing information to encourage public awareness, engagement, and behavioral change for sustainable development. In the case of this study, sustainability communication is achieved through TikTok posts that not only share information about electric vehicles but also link it to issues of air pollution, energy efficiency, and sustainable living.

Another key finding of this study is that EOS Indonesia uses a storytelling approach as a platform to communicate sustainability messages. For example, content such as "Fuji's First Day as a Salesperson," "Fuji Using the Ofero Galaxy 6," and "Queuing for Gasoline" (POV) shows that EOS Indonesia conveys sustainability messages through everyday life stories that are close to the lives of the target audience. In other words, this finding supports research conducted by Izzati et al. (2016) , which stated that TikTok features allow companies to convey more engaging messages through visual storytelling that suits the tastes of Generation Z. However, this study differs because the storytelling approach in @eos_indonesia not only aims to increase the appeal of the message but also serves as a way to educate about electric vehicles and environmental awareness.



Furthermore, this study reveals that EOS Indonesia continues to simplify information related to electric vehicle technology through simple language, demonstrations of use, and clear images. This finding expands on the concept of sustainability communication introduced by Ardiyanto (2023), as it demonstrates that conveying information about environmentally friendly technology will be more efficient if it is tailored to the community's literacy level.

This study also highlights that the use of digital visual content is crucial in ensuring sustainability messages are conveyed. Digital visuals, including images of clean environments, electric cars, infographics, and the use of audio consistent with TikTok trends, enable messages to be easily understood and engage audiences. These results align with research by Izzati et al. (2016), which emphasized that the main strength of the TikTok platform is the combination of visuals, audio, and creativity in conveying messages. These results highlight a different perspective on the use of these visual elements as they are used to promote sustainability messages rather than simply as a means of entertainment and self-expression as described by previous researchers.

Another finding is that EOS Indonesia combines economic and environmental values in every communication message. This approach demonstrates that sustainability communication not only highlights the need for environmental protection but also incorporates rationales related to societal needs, such as the cost-effectiveness and efficiency of electric cars. This demonstrates that successful sustainability communication can be achieved if companies connect sustainability values with societal benefits.

In short, this study helps validate the idea of sustainability communication as stated by Ardiyanto, (2023), and is consistent with the results of Izzati et al.'s (2016) research on the use of TikTok as a digital communication tool. The main contribution of this study can be summarized as the discovery that sustainability communication in the digital space can be developed with a combination of the following aspects: environmental education, technological simplicity, storytelling, digital imagery, and the consistent inclusion of economic and environmental benefits. The combination of these five strategies serves as a communication model that not only increases engagement but also creates awareness and changes public perception of electric cars as a means of sustainable living.

4. CONCLUSION

This study aims to explore the sustainability communication strategy of the TikTok account @eos_indonesia in educational content about electric vehicles. Through content analysis of 10 TikTok videos, it becomes clear that EOS Indonesia's sustainability communication strategy plays a crucial role not only as an advertising *platform* but also as an educational channel about the importance of environmentally friendly transportation.

This study shows that the TikTok account @eos_indonesia implements a sustainability communication strategy through messaging that integrates environmental education, simplification of information about electric vehicle technology, *storytelling*, the use of digital visuals, and an emphasis on economic and environmental benefits simultaneously. This strategy demonstrates that communication about electric vehicles is not only directed at product promotion, but also at building knowledge, changing perceptions, and increasing public awareness of the importance of environmentally friendly transportation. By utilizing TikTok's characteristics as a short video-based medium, EOS Indonesia is able to convey sustainability messages in a simple, engaging, and easy-to-understand manner, making them closer to the audience's daily lives.

Theoretically, this study contributes to sustainability communication research by demonstrating that social media sites like TikTok can be used as an effective tool to educate the public about green transportation. Practically, the results can serve as a guide for electric vehicle manufacturers, communication specialists, and governments in developing digital communication strategies.



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