



UTILIZING SOCIAL MEDIA FOR ENVIRONMENTAL AWARENESS CAMPAIGNS

PEMANFAATAN MEDIA SOSIAL UNTUK KAMPANYE KESADARAN LINGKUNGAN

Dedy Chrisman H, Damanik

Magister Ilmu Komunikasi, Fakultas Ilmu Ilmu Komunikasi, Universitas Bhayangkara Jakarta Raya,

Email : crmedpro@gmail.com

*email Koresponden: crmedpro@gmail.com

DOI: <https://doi.org/10.62567/micjo.v2i2.495>

Article info:

Submitted: 14/01/25

Accepted: 21/04/25

Published: 30/04/25

Abstract

Social media has become an effective platform for disseminating information and raising environmental awareness. This article explores how social media is utilized as a communication tool in environmental campaigns, focusing on strategies, challenges, and its impact on public awareness. Research indicates that social media plays a significant role in reaching broader audiences, accelerating information dissemination, and encouraging public participation in environmental actions. However, challenges such as misinformation and unethical use of social media must also be addressed. This article provides recommendations to optimize social media in supporting sustainable environmental campaigns.

Keywords : social media, environmental campaigns, environmental awareness, digital communication, environmental advocacy

Abstrak

Media sosial telah menjadi platform yang efektif untuk menyebarkan informasi dan meningkatkan kesadaran lingkungan. Artikel ini membahas bagaimana media sosial digunakan sebagai alat komunikasi dalam kampanye lingkungan, dengan fokus pada strategi, tantangan, dan dampaknya terhadap kesadaran masyarakat. Penelitian menunjukkan bahwa media sosial memiliki peran penting dalam menjangkau audiens yang lebih luas, mempercepat penyebaran informasi, dan mendorong partisipasi publik dalam aksi lingkungan. Namun, tantangan seperti informasi yang kurang akurat dan penggunaan media sosial yang tidak etis juga perlu diatasi. Artikel ini memberikan rekomendasi untuk mengoptimalkan media sosial dalam mendukung kampanye lingkungan yang berkelanjutan.



Kata Kunci : media sosial, kampanye lingkungan, kesadaran lingkungan, komunikasi digital, advokasi lingkungan

1. INTRODUCTION

Social media has become an integral part of modern society, serving as a platform for interaction, information sharing and community building. In the environmental context, social media offers significant opportunities to raise awareness and encourage collective action on environmental issues. Platforms such as Instagram, Facebook, and Twitter allow individuals and organisations to spread environmental messages widely and efficiently (Statista, 2022).

Environmental campaigns on social media have demonstrated their effectiveness in mobilising communities. For example, the viral #ZeroWaste campaign on Instagram and TikTok successfully inspired millions of people to reduce the use of single-use plastics and seek more environmentally friendly alternatives (Hanifa & Putri, 2021). This phenomenon shows that social media can be a powerful tool in changing consumer behaviour towards a more sustainable lifestyle.

In addition, social media enables the dissemination of educational content that can increase public knowledge and awareness on environmental issues. Engaging visual content, such as infographics and short videos, can convey complex information in a way that is easy to understand and appeals to a wider audience. This is important in building a deeper understanding of the importance of protecting the environment (Susanti, 2023).

However, the use of social media in environmental campaigns also faces challenges. One of them is the risk of disseminating inaccurate or misleading information, which can reduce the effectiveness of the campaign and cause confusion among the public. Therefore, it is important for campaigners to ensure that the information disseminated through social media is accurate and accountable (Yusuf et al., 2020).

In addition, active engagement from the audience is a key factor in the success of environmental campaigns on social media. Interactions such as comments, content sharing and participation in online discussions can increase the reach and impact of the message. Studies show that the involvement of network roles in social media affects the effectiveness of environmental campaigns as well as social relationships between users (Putra & Wahyuni, 2022).

The use of influencers or public figures in social media campaigns can also increase the effectiveness of environmental messaging. With a large follower base, influencers can help spread messages to a wider and more diverse audience, and provide legitimacy to the issues raised. However, the selection of influencers must be done carefully to ensure the suitability of values and commitment to environmental issues (Rahma & Sari, 2021).

Finally, it is important to evaluate and analyse the performance of social media campaigns. The use of analytics tools can help measure the extent to which a campaign is



successful in achieving its objectives, as well as provide insights for future strategy improvements. Thus, environmental campaigns on social media can continue to improve their effectiveness in driving positive change for the environment (Kusuma, 2023).

Social media has become a very effective communication tool in disseminating information and building collective awareness of various social issues, including environmental issues. According to Kaplan and Haenlein (2021), social media is an internet-based platform that allows users to actively create and share content. In the context of environmental communication, social media facilitates access to relevant and up-to-date information, as well as a medium for discussing and sharing experiences related to environmental issues (Susanti, 2023). Thus, social media not only functions as a means of delivering messages but also as a tool to mobilise collective action.

Environmental communication through social media focuses on delivering educational, inspirational, and persuasive messages. According to Rahma and Sari's (2021) study, content that has attractive visuals and emotional narratives tends to be more effective in attracting audience attention. Campaigns such as #BeatPlasticPollution initiated by UNEP, for example, use infographics and short videos to raise public awareness of the dangers of plastic pollution. This shows that the delivery of environmental messages must consider the preferences of the audience and the characteristics of the media used so that the message can be well received.

In addition, audience engagement is one indicator of the success of social media campaigns. Yusuf et al. (2020) explained that the number of comments, likes, and shares shows the level of audience attention and response to the message conveyed. Interactive campaigns, such as quizzes, surveys, or invitations to participate in certain activities, tend to get a higher response than one-way campaigns. Therefore, environmental communication strategies in social media need to be designed in such a way as to trigger interaction and active participation from users.

However, the challenge faced in environmental communication through social media is the validity and accuracy of information. According to a study by Putra and Wahyuni (2022), the dissemination of unverified information can reduce public trust in the campaign. Therefore, it is important for organisations or individuals initiating campaigns to ensure that the information conveyed is sourced from reliable data and supported by valid research. This will strengthen the credibility of the campaign and increase the positive impact on the audience.

2. RESEARCH METHODS

This research uses a descriptive qualitative approach to analyse the use of social media in environmental awareness campaigns. This approach was chosen because it allows researchers to deeply understand how environmental messages are delivered through social media, the strategies used, as well as the impact on audiences. The analysis was conducted based on data obtained from literature studies and content observations on various social media platforms, such as Instagram, Twitter, and YouTube.



The data used in this research consists of two types, namely primary data and secondary data. Primary data was obtained through content analysis of environmental campaigns uploaded on social media, such as the use of popular hashtags (#ZeroWaste, #BeatPlasticPollution) and the level of audience interaction (likes, shares, comments). Meanwhile, secondary data came from scientific journals, environmental organisation reports, as well as previous studies relevant to the topic of this research. We selected valid and recent sources (last five years) to ensure data accuracy and relevance.

The analysis process was conducted using thematic techniques to identify patterns and themes emerging from social media content. The research steps included data collection, data filtering based on certain criteria (such as campaigns with high interaction rates), thematic analysis, and interpretation of results. With this method, the research aims to provide a comprehensive picture of the effectiveness of social media as an environmental communication tool and recommendations for improving the impact of future campaigns.

3. RESULTS AND DISCUSSION

The results show that social media has become a key tool in environmental awareness campaigns. Platforms such as Instagram, Twitter and YouTube are widely used by environmental organisations, communities and individuals to convey messages about environmental conservation. For example, the global #BeatPlasticPollution campaign successfully captured the attention of millions of users with its engaging visual approach and short, easy-to-understand messages. A study by Rahma and Sari (2021) revealed that the success of environmental campaigns is strongly influenced by the ability to deliver messages that are relevant and interesting to the target audience.

In addition, the presence of interactive features such as comments, likes, and shares allows users to actively participate in spreading campaign messages. Yusuf et al. (2020) shows that content that invites interaction tends to be more effective in raising public awareness. For example, a campaign that invites users to post photos of environmentally friendly activities with certain hashtags has succeeded in creating a viral effect, so that the campaign message spreads quickly to various groups. An effective communication strategy is the key to the success of environmental campaigns on social media. The results of this study identified several important elements, namely:

1. Use of Engaging Visuals:

Visual content such as infographics, short videos, and illustrative images have higher appeal than plain text (Kaplan & Haenlein, 2021). For example, an animated video explaining the negative impact of plastic on marine life is more effective in attracting young audiences than a long article.

2. Utilisation of Influencers:

The presence of popular figures or influencers who care about the environment is also a powerful strategy to reach a wider audience. Putra and Wahyuni's study (2022) states that



influencers' support for environmental campaigns can increase message credibility and encourage audience participation.

Although social media has great potential, there are some challenges faced in utilising it for environmental awareness campaigns. One of the main challenges is the spread of inaccurate information. A study by Susanti (2023) shows that the lack of verification of information often leads to misunderstandings among audiences. This can reduce the level of public trust in the environmental campaign.

Another challenge is message consistency. Many campaigns are not continued in a sustainable manner so that the impact is not maximised. Yusuf et al. (2020) emphasised the importance of long-term planning in social media campaigns to ensure that audiences remain connected to the issues raised. In addition, organisations also need to increase educational efforts so that audiences are not only passive recipients of messages but also inspired to act.

The results show that social media campaigns significantly increase public awareness of environmental issues. Rahma and Sari's (2021) study noted that audiences exposed to social media campaigns tend to be more aware of the importance of protecting the environment, such as reducing the use of single-use plastics or participating in recycling programmes.

In addition to individual awareness, social media also encourages the formation of communities committed to protecting the environment. These communities often use social media to share information, organise events and encourage collective action. For example, the #TrashTag Challenge community, which invites users to clean up a certain area and share the results on social media, has inspired thousands of people in various countries to do the same.

This research has some very important practical implications for the development of environmental awareness campaign strategies through social media. Firstly, the results show that social media technology and trends can be maximally utilised to reach a wider and more diverse audience. With the number of social media users increasing every year, environmental organisations can take advantage of these platforms to disseminate information related to environmental issues more effectively. For example, the use of short video features or easy-to-understand infographics can attract young audiences who are among the active users of social media. More digital-based campaigns will more easily reach generation Z and millennials who tend to be more concerned with social and environmental issues. In addition, technology such as social media algorithms that promote content that gets a lot of interaction can also be used to ensure the message gets greater attention from a wider audience.

Secondly, this research emphasises the importance of collaboration between various parties to create a more integrated and impactful campaign. Collaboration between the government, non-governmental organisations, companies, and influencers can result in a more comprehensive and wide-ranging campaign. The government can play a role in providing policies that support environmental campaigns, while non-governmental organisations can offer knowledge and experience in environmental advocacy. On the other hand, companies can play a role in providing resources to fund the campaign, while influencers can help reach a larger audience and increase the credibility of the campaign message. The synergy between



these various stakeholders will help create greater impact in raising awareness and changing audience behaviour towards environmental issues.

In addition, in order to create a more significant and long-term impact, this research emphasises the importance of sustainability in environmental campaigns. Campaigns launched on social media should be designed to not only attract attention in the moment, but also to keep audiences engaged over a longer period of time. This can be achieved by adopting a more strategic approach, such as regular content updates, utilising different types of media to maintain audience interest, and developing an active community. Campaign sustainability can also be achieved through engaging audiences in concrete actions, such as recycling programmes or tree planting, that encourage their direct involvement in environmental issues. In this case, it is important for the campaign to have a long-term vision and strengthen the relationship with the audience so that they feel connected and have a shared responsibility towards the environment.

Finally, this research illustrates that continuous evaluation of the impact of social media campaigns is essential to improve the effectiveness of the strategies implemented. Environmental organisations should continuously monitor the level of audience interaction with the campaign, as well as assess whether the messages delivered are actually influencing the desired behavioural change. Using social media analytics tools, organisations can evaluate what is working well and what needs to be improved. As such, campaigns are not just based on estimates or assumptions, but also based on concrete data and continuous evaluation. This will allow campaigns to be more responsive to changing trends and audience needs, and increase effectiveness in raising awareness and action on issues.

4. CONCLUSIONS

This research shows that social media has enormous potential as a communication tool in environmental awareness campaigns. The use of platforms such as Instagram, Twitter and YouTube allows for the wide and effective dissemination of environmental messages, with engaging visual content formats and interactivity that encourages audience participation. Campaigns implemented on social media have been proven to reach various groups, especially the younger generation, who are more likely to engage in social action and care about environmental issues. Thus, social media can be a very effective tool in spreading messages and motivating audiences to take concrete actions to protect the environment.

However, successful campaigns through social media are not free from challenges, such as the spread of inaccurate information and the consistency of messages that need to be maintained. Therefore, it is important to involve various parties, such as governments, non-governmental organisations, companies, and influencers, in creating an integrated and impactful campaign. Collaboration between these stakeholders will strengthen the campaign message and ensure that the information delivered is credible and appropriate to the needs of the audience. In addition, the sustainability of the campaign is also a key factor to create long-



term impact in raising awareness and changing audience behaviour towards environmental issues.

As a recommendation, environmental organisations need to continue to take advantage of evolving technology and social media trends to expand the scope of their campaigns. In addition, evaluation and monitoring of the campaign's impact should also be conducted on an ongoing basis to adjust strategies and ensure the messages delivered have a significant impact. The success of an environmental campaign on social media depends on its ability to not only capture the audience's attention in the moment, but also maintain engagement and motivate the audience to act in the long term for environmental conservation.

5. REFERENCES

Davis, A. R., & Moore, M. (2022). Digital Activism and Its Impact on Environmental Awareness: A Case Study of Social Media Campaigns. *Environmental Communication Journal*, 16(2), 112-124.

Johnson, P., & Lee, K. (2021). The Power of Social Media in Environmental Advocacy: A Comparative Study of Global Campaigns. *Environmental Policy and Communication*, 10(1), 67-82.

Miller, J. T. (2020). Social Media as a Tool for Environmental Awareness: A Review of Case Studies. *International Journal of Environmental Studies*, 14(3), 22-37.

Williams, S., & Chen, L. (2022). The Role of Social Media Influencers in Promoting Environmental Sustainability. *Journal of Sustainable Communication*, 7(4), 50-63.

Kaplan, A. M., & Haenlein, M. (2021). Social Media Platforms and Environmental Advocacy: Challenges and Opportunities. *Journal of Interactive Marketing*, 12(1), 45-67.

Hanifa, R., & Putri, S. D. (2021). The Role of Social Media in Environmental Campaigns: Case Study of #ZeroWaste Movement. *Journal of Environmental Studies*, 15(2), 34-45.

Kusuma, A. D. (2023). Evaluating Social Media Campaigns for Sustainability Awareness. *Journal of Sustainable Development*, 18(3), 56-70.

Putra, H. P., & Wahyuni, T. (2022). Social Media Engagement in Environmental Awareness Campaigns. *Indonesian Journal of Communication Studies*, 12(1), 21-33.

Rahma, N. R., & Sari, Y. A. (2021). The Impact of Influencers on Environmental Awareness in Digital Platforms. *Journal of Digital Communication*, 8(4), 101-113.

Susanti, L. (2023). Visual Communication for Environmental Advocacy on Social Media. *Journal of Media and Society*, 20(2), 78-89.

Yusuf, R., Ahmad, F., & Zain, N. (2020). Challenges in Utilizing Social Media for Environmental Campaigns. *Asian Journal of Environmental Science*, 14(3), 45-62.