

Content Analysis Regarding the Electrifying Lifestyle Message in the #BumiAwetMuda Campaign Owned by the Perusahaan Listrik Negara (PLN) on the TikTok Account @kompascom

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ABSTRACT

Keywords

Content Analysis
Persuasive Communication
Social Media Campaigns
Electrifying Lifestyle
Tiktok

Indonesia currently needs a new renewable energy transition to achieve the Net Zero Emission (NZE) program. The Perusahaan Listrik Negara (PLN) is collaborating with Kompas.com to invite people to switch to electric power, especially in the use of electric vehicles through the #BumiAwetMuda campaign on TikTok social media. This research is qualitative research using content analysis methods, with data collection techniques applied through documentation. The research objects used by researchers are four contents of the #BumiAwetMuda campaign on the TikTok account @kompascom, categorized by activities involving electric vehicles. The results of this research show that the content of the electrifying lifestyle message in the #BumiAwetMuda campaign in the knowledge category about electric vehicles contains messages about the positive impact of increasing accessibility, comfort, and support for renewable energy.

1. Introduction

Indonesia is actively pursuing its goal of achieving Net Zero Emissions (NZE) by 2060 to combat environmental pollution and global warming. This commitment is anchored in transitioning from current energy systems to renewable sources, aligning human activities with environmental balance.

Under "Presidential Regulation no. 112 of 2022," the Indonesian government emphasizes accelerating renewable energy development for electricity supply. This includes creating business plans, ending the operational lifespans of coal-fired power plants, and supporting rapid adoption of renewable energy (Zahira & Fadhillah, 2022, p. 115). Electrification across transportation, households, industries, and commerce sectors is prioritized to reduce CO₂ emissions from fossil fuels.

Perusahaan Listrik Negara (PLN), Indonesia's state-owned electricity company, spearheads this transition with initiatives like developing new renewable energy sources, enhancing carbon capture technologies, and advancing electricity storage solutions. PLN's "electrifying lifestyle" campaign, exemplified by the #BumiAwetMuda campaign in collaboration with Kompas.com, aims to shift public attitudes and behaviors towards using electric-powered appliances and vehicles to mitigate carbon emissions (Dhia, 2023).

The #BumiAwetMuda campaign leverages persuasive communication strategies to engage a wide audience, particularly targeting youth through Kompas.com's TikTok account with 3.6 million followers. Short, impactful videos disseminate messages promoting an electrifying lifestyle, emphasizing the environmental benefits of electric vehicles (EVs). Despite initial concerns about EV battery costs and sales, the campaign educates the public on long-term savings and incentives associated with EV adoption (Christian, 2022).

Effective persuasive communication methods employed include association with current events, integration with target audiences, and presenting both positive incentives and fear-arousing consequences (Nida, 2014, p. 80). By maximizing these techniques, campaigns like #BumiAwetMuda aim to achieve behavioral changes towards sustainability.

Social media platforms, notably TikTok, facilitate cost-effective campaigns that target specific demographics using data-driven insights (Pratama, Sarwoprasodjo & Seminar, 2023, p. 60). Metrics such as exposure, engagement, influence, and action gauge campaign effectiveness. The #BumiAwetMuda campaign, through its TikTok content, seeks to raise awareness and drive adoption of EVs and other eco-friendly technologies among the public.

In summary, Indonesia's efforts towards an electrifying lifestyle involve transitioning to emission-free technologies, promoting national energy security through the KBLBB program, and fostering a sustainable future. This research on the #BumiAwetMuda campaign explores how persuasive communication and social media can effectively influence public attitudes and behaviors towards sustainability, contributing valuable insights to future campaign strategies.

2. Method

This qualitative research focuses on analyzing the #BumiAwetMuda campaign's content on TikTok, particularly exploring its messages about the electrifying lifestyle and electric vehicles (EVs). The study employs qualitative content analysis to systematically interpret the meanings embedded in four TikTok videos from @kompascom. These videos, uploaded between April and December 2023 and averaging 40 to 90 seconds each, serve as the primary research objects.

The research aims to uncover how the campaign communicates information about EVs, including their benefits, government subsidies, environmental impacts, and lifestyle implications. It seeks to understand the persuasive strategies employed to promote EV adoption and sustainable practices among viewers. By analyzing thematic content and audience responses, the study sheds light on how these messages influence perceptions and behaviors related to environmental sustainability (Yusuf, 2014, p. 328).

This study acknowledges the significance of social media platforms like TikTok in shaping public discourse and engagement on environmental issues. It explores how digital media can effectively convey complex messages about sustainability to a diverse audience, leveraging storytelling and visual elements to maximize impact. Ultimately, the research aims to contribute insights into enhancing environmental communication strategies on digital platforms, fostering informed decision-making and behavior change towards a more sustainable future.

Table 1. #BumiAwetMuda campaign content categories

Content Categori	Upload Date	Content Title	Interaction Results
Knowledge of electric vehicles	4 April 2023	Pemerintah Ingatkan Anak Muda Tidak “Alergi” Energi Listrik	Views:88.500 Likes: 1.002 Comments: 47 Share:23
	26 April 2023	Tanya Anak Muda “Mau atau Tidak Punya Kendaraan Listrik?”	Views: 85.600 Likes: 560 Comments: 26 Share: 11

	29 Mei 2023	Coldplay Konsisten Terapkan Konser Ramah Lingkungan. Bagaimana dengan Konser di Indonesia Nanti?	<i>Views:</i> 191.000 <i>Likes:</i> 591 <i>Comments:</i> 13 <i>Share:</i> 23
	20 Desember 2023	Kontribusi Anak Muda untuk Lingkungan, Kamu Udah Ikutan?	<i>Views:</i> 163.100 <i>Likes:</i> 759 <i>Comments:</i> 12 <i>Share:</i> 37

Source: Researcher Process (2024)

This research employed qualitative content analysis techniques based on Parker, Saundage & Lee (2011), as adapted by Lisanto et al. (2023, p. 5). It involved four main stages: content selection aligned with the theme of educating about an electrifying lifestyle, especially focusing on electric vehicles (EVs); analysis of the selected content to evaluate its coherence with research theories; data presentation using a coding frame derived from Rakhmawati's ICT analysis; and interpretation of content to understand its messaging (Rakhmawati, 2020). Finally, conclusions were drawn based on the analysis, highlighting insights into how social media content, particularly on TikTok, can effectively influence perceptions and behaviors related to sustainable practices and EV adoption.

3. Result and Discussion

3.1. Presenting the Results

In this research, researchers describe the data findings from the #BumiAwetMuda campaign content regarding electrifying lifestyles, specifically focusing on the knowledge category about electric vehicles. Out of the ten existing contents, the researcher chose four that aligned with the research theme for further analysis. The #BumiAwetMuda campaign content on the TikTok account @kompascom has been running from April to December 2023 in video format, with an average duration of 60-90 seconds. The findings will be presented in table form, with screenshots of each content accompanied by descriptions of three categories: value, display, and impact.

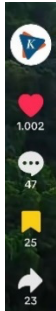
3.1.1 First Content: Pemerintah Ingatkan Anak Muda Tidak “Alergi” Energi Listrik

The first content of the #BumiAwetMuda campaign was uploaded on April 4, 2023, on the TikTok account @kompascom. This 1 minute and 20 second-long content will be further explained in the table below:

Table 2. Results of First Content Analysis of the #BumiAwetMuda Campaign

Category	Sub Category	Content Display	Description
Value	Main Idea	 Figure 1. President Jokowi giving a speech Source: TikTok @kompascom (2023)	An invitation to use electric vehicles with renewable energy as a way to implement an electrifying lifestyle and to protect the earth.
Display	Visual	 Figure 2. Atta Halilintar as President of Indonesian Electric Motorcycles Source: TikTok @kompascom (2023)	This content contains video clips such as President Jokowi giving a speech, Atta Halilintar, the General Chair of the Indonesian Motorcycle Association, as well as the use of electric motorbikes accompanied by voice actors from the Kompas.com team explaining the content. Apart from that, there is also a host interview scene with a source named Farhan. In general, this first content display illustrates that the government is inviting the public to use electric motorbikes with visual support for their use in everyday life.

	Audio	 Figure 3. Use of English words in first content Source: TikTok @kompascom (2023)	Video transcript: Voice over: “Pemerintah Indonesia semakin serius nih dalam mempromosikan energi terbarukan, salah satunya melalui kendaraan listrik. Upaya ini mulai merangkul generasi muda salah satunya melalui YouTuber terkenal Atta Halilintar. Atta yang punya 30 juta subscriber di YouTube diangkat menjadi Presiden Motor Listrik Indonesia.” Bambang Soesatyo (IMI Chairman): “Saya akan mengukuhkan saudara Atta Halilintar sebagai presiden motor listrik Indonesia.” Voice over: “Motor listrik dapat memudahkan kita untuk bergaya hidup memakai energi listrik atau disebut "electrifying lifestyle". Salah satu cara yang termudah adalah menggunakan ojek online dengan armada sepeda motor listrik.” Host: “Kenapa suka pakai ojek listrik?” Farhan (25 tahun, pengguna ojek listrik): “Karena suara motornya senyap terus nyaman juga buat penumpang sama bisa mengurangi polusi udara sih.” Voice over: “Cara lainnya adalah kita bisa membeli dan menggunakan sepeda motor listrik, apalagi adanya subsidi sepeda motor listrik bisa membuat harganya semakin terjangkau nih. Transisi ke energi listrik adalah salah satu cara menjaga #BumiAwetMuda. Selain kendaraan listrik masih banyak cara untuk menerapkan "electrifying lifestyle" misal menggunakan air fryer, kompor listrik, pemanas air, dan lainnya. Menurut kamu apalagi
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			yang bisa kita pakai? Coba komen ya” The voice actors in this content all use Indonesian with a few inserted terms in English such as electrifying lifestyle and subscribers. The narrative delivered by the voice actor uses a clear and concise storytelling style without using ambiguous language so that it is easily accepted by the audience. The background sound in this content uses a 20 second snippet of the song entitled Love Me Like You from the music group Little Mix which is repeated five times. This piece of song is accelerated from the original speed and only uses lyrics from the pre-chorus to the chorus.
Impact	Engagement	 Figure 4. First content engagement results Source: TikTok @kompascom (2023)	This first content received quite high interaction results with the audience, namely with 88,500 views, 1,002 likes, 47 comments and 23 shares. The response from the audience was very varied, ranging from positive, negative, to questions.
		 Figure 5. Example of comments on the first content	

		Source: TikTok @kompascom (2023)	
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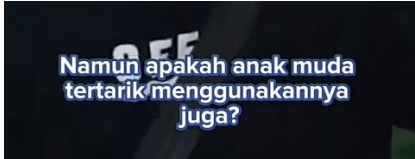
Source: Researcher Process (2024)

3.1.2 Second Content: Tanya Anak Muda “Mau atau Tidak Punya Kendaraan Listrik?”

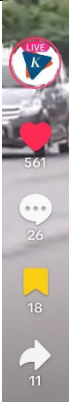
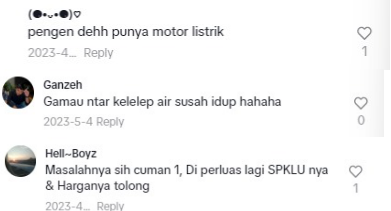
The second content of the #BumiAwetMuda campaign was uploaded on April 26 2023 on the TikTok account @kompascom. This 1 minute 32 second long content will be explained further in the table below:

Table 3. Results of Content Analysis of the Second #BumiAwetMuda Campaign

Category	Sub Category	Content Display	Description
Value	Main Idea	 Figure 6. Three young people being interviewed Source: TikTok @kompascom (2023)	Ask young people about their interest in using electric vehicles in everyday life

Display	Visual	 Figure 7. Electric motorbike exhibition Source: TikTok @kompascom (2023)	This content contains several video clips such as several models of electric motorbikes in Indonesia, an electric motorbike exhibition, and President Jokowi giving a speech. There is also an interview scene with three young sources, namely Audie, Syifa and Quin. This second content display illustrates how interested young people are in using electric vehicles, supported by visuals such as an interview scene between the host and three young people who are resource persons.
	Audio	 Figure 8. Use of Indonesian in the second content Source: TikTok @kompascom (2023)	Video transcript: Voice over: “Saat ini Indonesia menjadi salah satu negara yang ingin meningkatkan penggunaan motor listrik. Hal ini selaras dengan meningkatnya minat konsumen dan kemunculan banyak merek yang menghadirkan motor listrik. Namun, dikutip dari Asosiasi Industri Sepeda Motor Indonesia atau AISI mencatat terdapat peningkatan pembelian sepeda motor di tahun 2022 sebesar 3,2%. Hal tersebut menandakan sepeda motor menjadi penyumbang polusi udara terbesar di Indonesia. Peningkatan penjualan sepeda motor bisa saja menyebabkan rencana pemerintah yang ingin meningkatkan penggunaan motor listrik menjadi terhambat. Tapi, jangan khawatir penggunaan sepeda motor listrik di Indonesia sudah semakin banyak. Namun, apakah anak muda tertarik menggunakannya juga? Simak penelusurannya!”

			(Question 1) “Sering lihat kendaraan listrik di jalan ga?” Audie (25 tahun): “Yes lagi sering lihat kendaraan listrik sih” Syifa (25 tahun): “Sering sih akhir-akhir ini di jalan udah mulai banyak” (Question 2) “Udah pernah coba naik atau mengendarai kendaraan listrik?” Syifa: “Dua-duanya pernah” Quin (22 tahun): “Pernah” (Question 3) “Rasanya enak atau engga kendaraan listrik?” Syifa: “Kalau motor listrik enaknya tuh dia nggak ada suaranya” Quin: “Ternyata enak banget karena nggak bising” (Question 4) “Mau atau engga punya kendaraan listrik?” Audie: “Kalau dikasih sih mau-mau aja ya” Syifa: “Mau sih” Quin: “Mau” (Question 5) “Mau motor atau mobil listrik?” Audie: “Kayanya sekarang lebih butuh motor listrik sih ya” Quin: “Motor” Voice over: “Dari interview yang Kompas.com lakukan, rupanya animo anak muda cukup tinggi mengenai sepeda motor listrik. Namun, sayangnya masih ada beberapa kendala yang menghambat mereka untuk membeli kendaraan listrik tersebut seperti harga beli motor listrik yang masih tinggi.” Voice over: “Tapi untuk soal harga tidak perlu khawatir, karena saat ini pemerintah sudah memberikan subsidi untuk setiap pembelian motor listrik. Nah, tertarik kan
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			membeli mtor listrik? Tulis di kolom komentar ya!” The voice actors in this content are entirely in Indonesian. The narrative delivered by the voice actor uses a clear and concise storytelling style without using ambiguous language so that it is easily accepted by the audience. The background sound in this content uses a 23 second snippet of the song entitled Collide by Justine Skye and Tyga which is repeated four times. This piece of song is accelerated from the original speed and only uses lyrics from the pre-chorus to the chorus.
Impact	Engagement	 Figure 9. Second content engagement results Source: TikTok @kompascom (2023)	The second content received quite high interaction results with the audience, namely 85,600 views, 560 likes, 26 comments and 11 shares. The audience's response to this second content is very varied, ranging from positive, negative responses to conveying aspirations.
		 Figure 10. Example of comments on the second content Source: TikTok @kompascom (2023)	

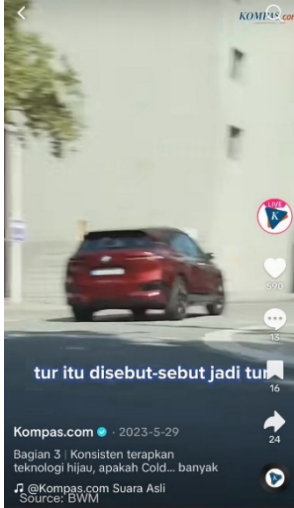
Source: Researcher Process (2024)

3.1.3 Third Content: Coldplay Konsisten Terapkan Konser Ramah Lingkungan. Bagaimana dengan Konser di Indonesia Nanti?

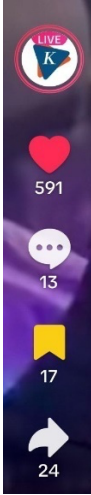
The third content of the #BumiAwetMuda campaign was uploaded on May 29 2023 on the TikTok account @kompascom. This 46 second content will be explained further in the table below:

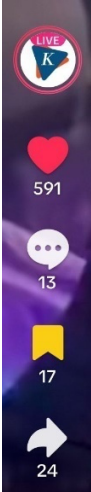
Tabel 4. The Result Analysis of Thir Content the Campign of #BumiAwetMuda

Source: Researcher Process (2024)

Category	Sub Category	Content Display	Description
Value	Main Idea	 Figure 11. Coldplay band members Source: TikTok @kompascom (2023)	Informing that Coldplay is one of the bands in the world that consistently applies green or environmentally friendly technology, for example by collaborating with electric car brands.
Display	Visual	 Figure 12. Electric car BMW i3 Source: TikTok @kompascom (2023)	This content contains several video clips such as Coldplay's environmentally friendly concert and several models of electric cars in Indonesia. Overall, this third content display depicts Coldplay holding environmentally friendly concerts and collaborating with an electric car brand.

	Audio	 Figure 13. Use of Indonesian in the third content Source: TikTok @kompascom (2023)	Video transcript: Voice over: “Coldplay konser di Indonesia dijemput pakai mobil listrik nggak ya? Siapa nih yang menang war tiket Coldplay? Coldplay nggak cuma terkenal dengan lagu-lagunya tapi juga mendukung #BumiAwetMuda, tahu darimana?” Voice over: “Episode 2 #BumiAwetMuda kemaren ramai dengan komentar dari netizen, nggak heran pertanyaan ini muncul soalnya Coldplay adalah salah satu band di dunia yang konsisten mempromosikan teknologi hijau. Mereka bahkan kerja sama dengan mobil listrik BMW i3 selama tur konser tahun 2021 lalu. Keren ya ges ya! Tur itu disebut-sebut jadi tur musik paling ramah lingkungan di muka bumi.” Voice over: “Nah, apa mungkin Coldplay datang ke Indonesia pakai mobil listrik lagi? Kira-kira pakai mobil listrik merek apa ya? Hyundai ionic, Wuling Air EV atau BMW lagi? Tulis tebakanmu di kolom komentar!” The voice actor in this content uses Indonesian to convey information. The narrative delivered by the voice actor uses a clear and
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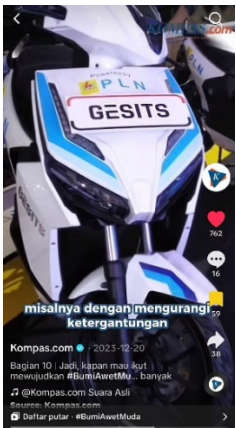
			concise storytelling style without using ambiguous language so that it is easily accepted by the audience. The background sound in this content uses a snippet of the song entitled Higher Power by the band Coldplay. The song snippet used is taken from the second verse to the chorus with a duration of 46 seconds according to the duration of the content.
Impact	Engagement	 Figure 14. Third content engagement results Source: TikTok @kompascom (2023)	This third content received the highest interaction results in the number of views because it received 191,000 views. Meanwhile, for other interactions, there were 591 likes, 13 comments and 23 shares.
		 Figure 15. Example of comments on the third account Source: TikTok @kompascom (2023)	The audience gave very diverse responses to this content, such as giving praise and expressing their enthusiasm for Coldplay's concert in Indonesia.

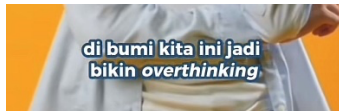
Impact	Engagement	 Figure 14. Third content engagement results Source: TikTok @kompascom (2023)	This third content received the highest interaction results in the number of views because it received 191,000 views. Meanwhile, for other interactions, there were 591 likes, 13 comments and 23 shares. The audience gave very diverse responses to this content, such as giving praise and expressing their enthusiasm for Coldplay's concert in Indonesia.
		 Figure 15. Example of comments on the third account Source: TikTok @kompascom (2023)	

3.1.4 Fourth Content: Kontribusi Anak Muda Untuk Lingkungan, Kamu Udah Ikutan?

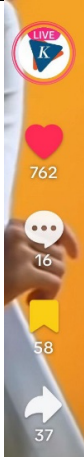
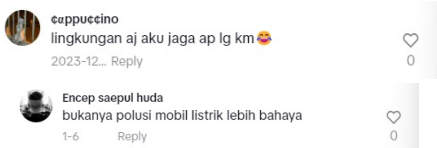
The fourth content of the #BumiAwetMuda campaign was uploaded on December 20 2023 on the TikTok account @kompascom. This 1 minute 17 second long content will be explained further in the table below:

Table 5. Results of Content Analysis of the Fourth #BumiAwetMuda Campaign

Category	Sub Category	Content Display	Description
Value	Main Idea	 Figure 16. Green trees on the side of the road Source: TikTok @kompascom (2023)	An invitation to young people to use electric vehicles amidst the problem of climate change to support sustainable development.
Display	Visual	 Figure 17. Electric motorbike with the PLN logo on the front Source: TikTok @kompascom (2023)	This content contains video clips such as several young people embracing each other, climate change, several screenshots of climate change news, video clips of several previous #BumiAwetMuda content, and electric vehicles. In general, this fourth content display illustrates that young people play an important role in environmental sustainability in the future. This is supported by visuals that show the problem of climate change and the actions of young people in overcoming this problem, one of which is by using electric vehicles, so as to create a sustainable environment with green environmental visuals.

			Video transcript: Voice over: “Kalian tahu nggak sih guys kalau anak muda memiliki peran yang besar terhadap lingkungan Kalau lingkungan di bumi tidak dijaga, kehidupan kita bersama di masa depan bakal ngga nyaman Pastinya kita pengen kan kalo beberapa tahun kedepan bumi tetap asri dan terjaga. Tapi, banyaknya masalah lingkungan di bumi kita ini jadi bikin overthinking gimana keadaan bumi di masa depan ya?” Voice over: “Di video-video sebelumnya, kita udah tanya ke anak muda tentang minat penggunaan kendaraan listrik, kompor listrik, sampai keseharian menggunakan alat listrik. Jadi, peralihan lifestyle ke mobilitas listrik akan berkontribusi pada kelestarian lingkungan bumi kita dan membantu pemerintah mewujudkan target pengurangan angka emisi karbon. Terus gimana nih caranya biar kita anak muda bisa ikut berkontribusi demi lingkungan yang lestari? Pertama, kita harus mulai dari sekarang misalnya mengurangi ketergantungan pada kendaraan bermotor yang belum menggunakan energi terbarukan. Saat ini, pemerintah telah mengupayakan pemaksimalan penggunaan kendaraan listrik misalnya dengan memberikan subsidi pembelian kendaraan listrik
	Audio	 Figure 18. Use of English words in the fourth content Source: TikTok @kompascom (2023)	

			dan sistem penukaran baterai yang mudah.” Voice over: “Proses transisi energi memerlukan andil dari anak muda agar pembangunan berkelanjutan dapat berjalan di tengah problem perubahan iklim. Yuk, mulai dari langkah kecil untuk mewujudkan lingkungan yang lestari dan #BumiAwetMuda! Kamu sudah ikutan belum nih? Coba tulis di kolom komentar ya guys!” The voice actors in this content all use Indonesian with a few inserts in English terms such as overthinking and lifestyle. The narrative delivered by the voice actor uses a clear and concise storytelling style without using ambiguous language so that it is easily accepted by the audience. The background sound in this content uses a snippet of a song entitled One More Night by the band Maroon 5. The snippet of the song used is taken from the chorus - bridge - pre-chorus - chorus with a duration of 1 minute 47 seconds according to the duration of the content.
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Impact	Engagement	 Figure 19. Fourth content engagement results Source: TikTok @kompascom (2023)  Figure 20. Example of comments on the fourth content Source: TikTok @kompascom (2023)	This fourth content received quite high interaction results with the audience, namely with 163,100 views, 761 likes, 16 comments and 37 shares. The response from the audience was very varied, ranging from jokes to questions.
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Source: Researcher Process (2024)

3.2. Create a Discussion

Researchers are interpreting the #BumiAwetMuda campaign on the TikTok account @kompascom, focusing on how its content promotes an electrifying lifestyle. This campaign uses persuasive communication to influence public values, attitudes, beliefs, and behaviors towards using electric vehicles for environmental sustainability. The campaign is led by Perusahaan Listrik Negara (PLN) and Kompas.com, who act as persuaders, using TikTok to deliver their messages.

PLN and Kompas.com subtly include their branding in the campaign, such as displaying the PLN logo in certain videos. The campaign targets TikTok users, both followers of @kompascom and those who come across the content via the For You Page (FYP). The goal is to inform and encourage the public to adopt electric vehicles through knowledge and persuasive messaging.

The #BumiAwetMuda campaign incorporates five elements of persuasive communication: persuader, persuadee, persuasion messages, persuasion channels, and feedback (Dia & Wahyuni, 2021, p. 72). These elements are evident as PLN and Kompas.com deliver informative content to

persuade the audience. TikTok serves as the channel, enabling widespread dissemination and interactive feedback through likes, comments, and shares.

The campaign uses various persuasive methods. For example, the content "Pemerintah Ingatkan Anak Muda Tidak 'Alergi' Energi Listrik" uses emotional appeals and credible figures like President Jokowi to attract attention and emphasize the seriousness of the message. Jokowi's credibility enhances the campaign's impact, urging the public to consider electric vehicles.

Additionally, the campaign uses association by featuring prominent figures like YouTuber Atta Halilintar, who represents young people and promotes the use of electric vehicles. The integration method is evident through inclusive language, creating a shared sense of purpose among the audience. The campaign also employs the payoff method, highlighting benefits like subsidies for electric motorbikes to entice immediate action.

In conclusion, the #BumiAwetMuda campaign effectively utilizes persuasive communication strategies on TikTok to promote an electrifying lifestyle. Through various methods, credible figures, and interactive engagement, the campaign successfully motivates the public to adopt environmentally sustainable practices.

In this second content, there is a significant connection between the visuals and the audio voice acting, with the voice actor explaining each video clip. However, the background song, "Love Me Like You" by Little Mix, does not relate to the visuals or content. It was likely used because of its popularity on TikTok, which helps the content appear on users' recommendation pages.

The second content, titled "Tanya Anak Muda 'Mau atau Tidak Punya Kendaraan Listrik?'", employs several persuasive communication methods. The association method is used in the opening sentence to highlight Indonesia's efforts to increase electric motorbike usage. By mentioning a widely discussed event, the content becomes more engaging and easier to accept. The fear-arousing method is then applied by presenting data on the rise of fossil fuel motorbike sales, which could hinder the government's plans to promote electric motorbikes. This method creates a worrying scenario, contrasting with the initial hopeful message.

Following this, the icing method is used with the phrase "But don't worry," which aims to alleviate the fear created earlier and keeps the audience engaged. This is paired with visuals of young people using modern, aesthetically pleasing electric motorbikes, representing the current trend and appealing to the audience. The voice actor uses a high pitch to emphasize the phrase "Simak penelusurannya!" encouraging viewers to continue watching the content for more information.

The content then reintroduces the fear-arousing method, discussing barriers to purchasing electric motorbikes, such as high prices, despite high interest among young people. This is followed by the icing method and the payoff method, providing a solution to the problem with the government's subsidy for electric motorbike purchases. The closing visuals include clips from an electric motorbike exhibition and President Jokowi's speech, reinforcing the message of government support and the variety of available electric motorbike models.

The voice actor's low tone in the concluding part underscores the seriousness of the interview findings and the information about subsidies. This tone, combined with the supporting visuals, creates a trustworthy atmosphere, making the audience more likely to believe the content. The use of "Collide" by Justine Skye and Tyga as the audio background is based on its popularity on TikTok at the time, aiming to increase the content's reach despite its lack of connection to the visuals or content.

Overall, the second content effectively uses a blend of visual and audio elements, along with various persuasive methods, to convey its message and engage the audience. The strategic use of popular background music further enhances its visibility on TikTok, making the campaign more impactful.

The third content, titled "Coldplay Konsisten Terapkan Konser Ramah Lingkungan. Bagaimana dengan Konser di Indonesia Nanti?", effectively employs persuasive communication methods. The association method is evident in the opening sentence, "Coldplay konser di Indonesia dijemput pakai mobil listrik nggak ya? Siapa nih yang menang war tiket Coldplay?", which capitalizes on the widespread public interest in the Coldplay concert in Indonesia as of May 29, 2023. The content

begins with visuals of the concert atmosphere and screenshots of comments about it, as well as a woman struggling to buy tickets, highlighting the local excitement and engagement.

The audio voice actor uses a high-pitched tone to pose questions to the audience, inviting them to respond and engage with the content. This method aims to elicit audience feedback and participation.

The content proceeds to highlight Coldplay's commitment to green technology, using the phrase "Keren ya ges ya!" to employ the integration method. The term "ges" (short for "guys") creates a sense of camaraderie and closeness between the persuader and the audience. The icing method is utilized in the closing part, asking viewers to guess which electric car Coldplay might use in Indonesia, encouraging them to comment their thoughts. This part is supported by visuals of electric car charging activities and an SPKLU officer assisting with the process, addressing potential audience concerns about electric vehicle infrastructure in Indonesia.

In the conclusion, the voice actor again uses a high pitch to emphasize questions, motivating the audience to comment. The consistent alignment of visuals with voice-over explanations, and the appropriate use of Coldplay's song "Higher Power" as the background music, reinforce the content's message about the concert.

The fourth content, titled "Kontribusi Anak Muda untuk Lingkungan, Kamu Udah Ikutan?", also uses persuasive communication methods. It opens with the integration method, using phrases like "guys" and "us" to foster a sense of community. The fear-arousing method is evident in the sentence warning about an uncomfortable future if the environment is not protected, supported by visuals of a burning, blackened Earth. This method aims to provoke concern and prompt action from the audience.

The icing method follows, inviting young people to contribute to environmental sustainability, supported by visuals of a healthy, green Earth being drawn, suggesting the possibility of restoration. The voice actor's high-pitched tone emphasizes key phrases, reinforcing the message.

However, the use of Maroon 5's "One More Night" as background music does not relate to the content, likely chosen for its popularity to increase the video's reach on TikTok.

Overall, all four #BumiAwetMuda campaign contents effectively use various persuasive communication methods, including association, integration, pay-off, fear-arousing, and icing methods. These strategies attract attention, create a sense of togetherness, present negative consequences followed by positive outcomes, and engage the audience emotionally.

The #BumiAwetMuda campaign on TikTok aims to influence behavior, attitudes, and thoughts through persuasive communication methods. These methods are delivered verbally by voice actors using a clear storytelling style. Social media campaigns like this can quickly reach a large audience, and their effectiveness can be measured by exposure, engagement, influence, and action. This study focuses on the exposure and engagement aspects, analyzing four #BumiAwetMuda campaign contents. Data from Tables 2 to 5 show that the third content had the most views, the first content had the most likes and comments, and the fourth content had the most shares.

The campaign highlights the benefits of electric vehicles (KBLBB), such as increased accessibility, comfort, and support for renewable energy. Messages about accessibility and comfort educate the public about the long-term cost benefits and government incentives for electric vehicles, while renewable energy messages emphasize the environmental advantages of KBLBB.

The core message of increasing accessibility and comfort is prevalent in the first, second, and fourth contents, which focus on subsidies for electric motorbikes to encourage an electrifying lifestyle. The third content emphasizes renewable energy, showcasing Coldplay's use of green technology and collaboration with electric car brands.

The campaign predominantly uses Indonesian, with some English terms like "electrifying lifestyle," ensuring the message is clear and understandable. However, the detailed information about government subsidies is lacking. The content should provide specifics, such as subsidy amounts and application procedures, as the current messages have led to public confusion and requests for more details.

This aligns with persuasive communication theory, which states that persuasive messages should include facts related to the audience's motives. In this case, the motives are the benefits of using electric vehicles. Detailed messages addressing public concerns about electric motorbike purchases would likely increase the audience's willingness to act on the campaign's messages.

4. Conclusion

The #BumiAwetMuda campaign promotes an electrifying lifestyle with messages emphasizing the positive impact of Battery-Based Electric Motorized Vehicles (KBLBB), focusing on accessibility, comfort, and support for renewable energy. Using persuasive communication, the campaign aims to influence attitudes, values, beliefs, and behaviors towards adopting electric vehicles. While inviting people to use electric vehicles and mentioning government subsidies, detailed information on these subsidies is lacking, prompting questions from the public. The campaign also supports renewable energy, highlighted by Coldplay's eco-friendly concerts. The audio-visual integration in the campaign aligns voice-over explanations with video clips, using varied tones to inform or persuade. Background music, often popular on TikTok, occasionally mismatches content but aligns in the third content featuring Coldplay. This campaign's theme extends beyond electric vehicles, offering opportunities for future research on other topics like electronic device use and message effectiveness in persuasion. Improved campaign clarity on subsidies could enhance public engagement and interest.

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