

Content Analysis of Environmental Awareness Messages in Bumantara Team Tiktok Content

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ABSTRACT

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Technological developments can provide convenience in every activity carried out by humans if used wisely and correctly. In this millennial era, anyone can use it. Social media can be a place to convey information, including positive messages. Social media that is used well can benefit existing conditions around us. One is environmental awareness, which is carried out by the Bumantara Team community on their TikTok account. Bumantara Team is a community of five young people. They use the TikTok platform to spread messages about the importance of keeping the environment clean and have succeeded in mobilizing many people to participate in clean-up actions. Qualitative research methods in this study used content analysis to understand the messages conveyed by the Bumantara Team through their TikTok account, with a focus on awareness of environmental cleanliness. The theory used as an analytical tool is message studies. Message studies is a message analysis model based on critical theory. Thus, this research provides insight into how social media can be used positively in addressing environmental problems.

1. Introduction

Human life is very dependent on environmental cleanliness. Creating a healthy environment free from dirt, such as dust, rubbish and unpleasant odours, is very important. We will not be susceptible to disease because we have a healthy environment. Environmental cleanliness impacts not only health but also the comfort and beauty of a place, which in turn causes peace. We can achieve all this by taking small and straightforward actions, starting with keeping the environment around us clean. In this millennial era, irresponsible actions, one of which is littering, have eroded the environment. Some people see waste as usual and don't care. However, the problem is the habit of throwing rubbish carelessly on roads, public facilities, and rivers, which causes waste buildup. When the author submits the manuscript, the editor wants to see that the author has provided a perspective consistent with the aim and scope of this journal. The author needs to explain the concepts offered and the novelty of the research based on quotations from several original and essential works from several journals, including the most recent review articles. A review article is critical to read because it provides an overview of the development of the field up to the last article. The author can search deeper by looking for the original paper contained in the bibliography of a review article (Siahaan, 2023).

The emergence and development of information technology has brought several changes in society. The existence of information technology has caused changes in society. This phenomenon occurs in the context of human thought patterns, feeling patterns and acting patterns (Liedfray et al., 2022). Social media is considered an internet-based communication technology. Therefore, the growth of the internet in the 1970s was the beginning of social media. In 1978, social media was first created. This became the starting point of the first virtual community since the Bulletin Board System (BBS), a platform that allowed people to share information and announce meetings by uploading them on the BBS (Purwa, 2022). Social media consists of various applications, starting with YouTube, Facebook, Instagram, TikTok, and many others.



Figure 1. Screenshot of Global Social Media Monthly Active Users (Worldwide) and Users in Indonesia
Source: searchlogistics.com

TikTok has more than one billion active users every month. On the other hand, here is the number of monthly active users that other major social media platforms have today. TikTok is the world's fourth most prominent social media platform based on the number of monthly active users. It has twice the number of Snapchat users and is fast becoming behind Instagram.

The country with the most significant number of viewers on TikTok by far is the United States, with nearly 150 million users engaging on the popular social video platform as of January 2024. Indonesia is second, with around 126 million TikTok users, and Brazil is third, with nearly 99 million users watching short videos (Woodward, 2024).

TikTok is one of the applications that is currently trending. TikTok is a video-based application that can be shared with the public about stories from our daily lives. Besides being used to share videos, TikTok can also shop online. The TikTok platform is a social media platform that makes it easy for every user to create short videos with music, filters and various other features with a video duration of up to 3 minutes. TikTok can be a place for education and campaigns because of the creativity of its users, so the idea that social media is only used for entertainment can be refuted. It can change the world in a good way (Wahyuni et al., 2023).

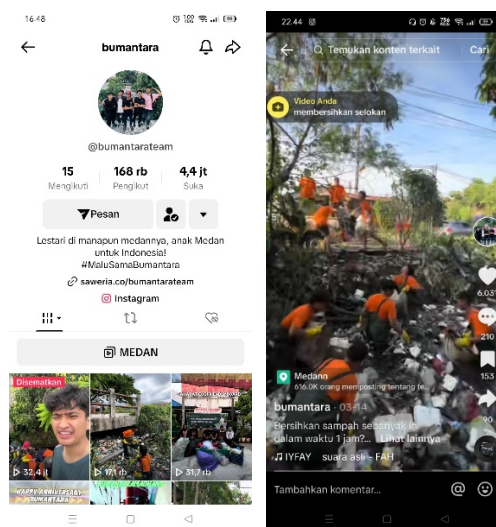


Figure 2. Screenshot of the Bumantara Team TikTok Account
Source: TikTok Bumantara Team

The number of Bumantara Team followers on its TikTok account is 168 thousand followers with 4.4 million likes. The Bumantara Team is an example of an environmentally caring community originating from the city of Medan, formed in early 2023, and has succeeded in cleaning up more than 25 polluted waste locations in Medan and its surroundings. This team is known as the Bumantara Team, and consists of five young people from Medan City: Ali Ridho, Aidil, Michael, Reza, and Ali. The Bumantara Team was formed very simply. Starting from the difficulties of people living in the outskirts of Medan City which are often affected by flooding. However, the flood did not make the five young people grumble incoherently. They were confused about how to deal with the flood. Because of this, Ali Ridho said that the Bumantara Team was inspired by the existence of the Pandawara Group (Sinaga, 2023).



Figure 3. Screenshot of the Pandawara Group TikTok Account
Source: TikTok Pandawara Group

Since mid-2022, these five young people from Bandung have joined the Pandawara Group. They initially knew each other through a group of friends in high school. However, the formation of Pandawara was the result of confusion about the accumulated rubbish that often caused flooding (Muhammad, 2023). Now the number of Pandawara Group followers on its TikTok account is around 8.3 million followers with 171 million likes. They are young people who care about environmental cleanliness. Pandawara Group is a positive example for young people, because it can mobilize many people to take action to clean the environment. One example is the Bumantara Team which was inspired by the Pandawara Group.

The condition of Indonesian rivers is unlucky. Many rivers in Indonesia have been used as rubbish dumps, polluting the rivers. According to the Ministry of Environment and Forestry (2020), 59% of rivers in Indonesia are heavily polluted, with 564 points, 26.6% moderately polluted, 14% moderately polluted, and 8.9% lightly polluted. According to the Central Statistics Agency (BPS), around 46% of rivers in Indonesia are heavily polluted, and 26.6% are moderately polluted. The figure is not tiny considering the country's area and number of rivers (Afif, 2023). Many rivers are polluted with rubbish, which can cause them to become clogged, smelly, and breeding grounds for disease. The Bumantara Teams action needs to be appreciated because it mobilized tens to hundreds of people to clean the environment.

These five young people use their TikTok account @bumantarateam. Using the TikTok platform can help them spread important information about keeping the environment clean by sharing videos and messages conveyed through the TikTok account. Their actions also continue using current technology, especially TikTok, as best as possible in its use. The Bumantara Team TikTok account

was chosen as the research object due to its activities, and it has gone viral. It has encouraged tens or even hundreds of people to participate in environmental clean-up actions.

The research focuses on Bumantara Team content during August 2023. That month, Indonesia's Independence Day upholds a sense of nationalism and care for the surrounding environment. The Bumantara Team commemorates this sacred day by constantly acting to clean the environment.

This research aims to analyze the messages conveyed by the Bumantara Team via their TikTok account. This is very interesting because what they do is valid and attracts the attention of many people from the youngest to the oldest, from students to officials.

According to (Afandi et al., 2012) in the Indonesian dictionary, environmental awareness is a deep understanding of a person or group of people with attitudes, opinions and actions supporting ecological development. Environmental awareness messages aim to increase the awareness of individuals or society in general about the importance of preserving and protecting the environment. These messages aim to educate people about the impact of human activities on the environment and encourage environmentally friendly behaviour. Environmental awareness messages can vary, from conveying information about the importance of conserving natural resources, reducing waste, and reducing air and water pollution to the extent of maintaining biodiversity. The aim is to stimulate changes in behaviour and habits so that individuals and society can actively preserve the environment.

According to McLuhan (1964) (Masruri, 2021) a message is an image or representation of the communicator's mind, which is communicated through certain symbols, especially physical symbols. The content of the message has a specific purpose. Therefore, the term "message" is used as a communication component that includes all messages sent by the sender to the recipient, such as communication in person or through mass media (mass communication), such as telephone, print media, internet, etc. Electronic products packaged with information, such as advertisements, films, books, brochures, billboards, websites, television, radio, and other forms of information packaging, all contain information content, also known as "media content". The author defines a message as: "thought design" (message engineering), packaged in such a way (message packaging), including the subject of the message (message meaning), sent and exchanged to a certain destination (message using), communicated in a certain time and space (communication action). These four pillars are all based on discourse, initiative (communication participants) and structure (social and cultural institutions and institutions). Their analysis may be very different from what you are familiar with today. Message reach limitations must be explained when using message analysis. The following chart schematically illustrates the researcher's framework.

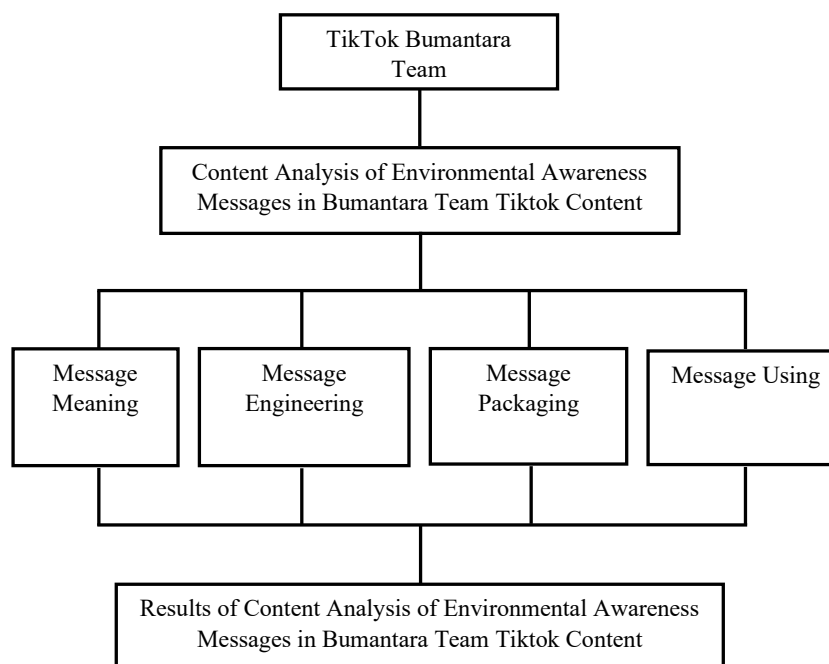


Figure 4. Frame of Mind

2. Method

This research uses a qualitative approach and content analysis methods. According to Sugiyono (Fahrudin, 2022), the descriptive qualitative research method collects data in words or images, avoiding numbers. After analysis, this data is described so that others can understand it. Message analysis, on the other hand, is a qualitative research technique that focuses on understanding and interpreting messages contained in written, spoken, or visual texts. Message analysis can also help researchers understand the current meaning of messages and how they help them understand certain social phenomena. Data is collected by searching and reconstructing various sources, including websites, video content, books, journals, and previous research. Content and descriptive analysis are used in the analysis process. To ensure that proposals and ideas can be supported, library materials obtained from various sources are evaluated critically and in depth (Fadli, 2021).

This research focuses on an analysis of messages regarding awareness of the importance of keeping the surrounding environment clean, which are conveyed on the Bumantara Team TikTok account. The Bumantara Team is five young people sharing videos of their actions in cleaning river environments polluted by rubbish. The Bumantara Team emerged because they were inspired by the Pandawara Group TikTok account, which both thought about the importance of cleaning the environment. After all, flooding is often affected by river water clogged with lots of rubbish. The Bumantara Team TikTok account has many followers, 168 thousand, with FYF (For Your Page) TikTok content.

This research uses the content analysis method (Content Analytics). According to Rahmat Kriyantono, content analysis is a systematic method for viewing and analyzing the content of messages or a tool for observing and analyzing the content of open communication behaviour of selected communicators (Apriliani, 2021). The data collection method used was listening and taking notes.

3. Result and Discussion

The August 2023 content of the Bumantara Teams Tiktok shows a pattern of their commitment to environmental preservation, nationalism, collaboration, inspiration, and response to environmental emergencies. The Bumantara Team has succeeded in building strong and cohesive stories through its various platforms to inspire and encourage people to keep the environment clean.

One of the most prominent themes is "Content about Environmental Cleanliness", where the Bumantara Team continues to invite viewers to become aware of environmental cleanliness. The #serunya17an campaign is their first step. Their videos show how dirty the rivers in Medan City are and how important it is to reduce waste in waterways. The Bumantara Team is committed to maintaining a clean environment by cleaning the river with volunteers.

Collaboration with government figures strengthens the spirit of nationalism and unity in protecting the environment. The Bumantara Team emphasizes the significance of individuals and partnership between the government and local communities in maintaining cleanliness, providing inspirational messages, showing the power of cooperation, encouraging community participation, and affirming its commitment to environmental sustainability. In this way, the Bumantara Team built an organized message. It encouraged its audience to actively participate in keeping the environment clean, fostering a sense of nationalism, and responding to environmental emergencies.

Of the five patterns that we have analyzed, three will be discussed in depth in the Bumantara Team TikTok content analysis in August: maintaining a clean environment, the role of individuals and collaboration in protecting the environment, and a spirit of cooperation and inspiration.

3.1. Maintaining Environmental Sustainability

This research found that the content created by the Bumantara Team focused on environmental cleanliness. It had a positive effect, especially on the #serunya17an campaign, increasing environmental awareness and encouraging active participation in keeping the environment clean.

First, the #serunya17an campaign increased environmental awareness among its audience. The Bumantara Team provides a clear picture of the worrying environmental conditions by emphasizing the problem of dirty river cleanliness in Medan. This is to the results of previous research, which

shows that showing environmental issues directly can increase public awareness of these problems (Smith, J. D., 2019)

Second, by encouraging people to use the hashtag #onedayonetrashbag, this campaign is doing something tangible for society. This is an effective approach to promote real action to reduce beach litter. Previous studies show the importance of providing concrete action to society to change behaviour (Jones, K. L., 2020)

Lastly, the Bumantara Team shows their long-term commitment to environmental cleanliness and hopes that the government and local communities will continue these efforts. This commitment is in line with previous research findings, which show that sustainable ecological campaigns are very important to realising sustainable change (Wang, C., 2018).

These views are important for creating successful social media campaigns that motivate environmentally friendly actions. The results of this research indicate that social media campaigns can function well to achieve environmental goals. The #serunya17an campaign can inspire other groups and people to actively participate in keeping the environment clean. Therefore, a campaign like this has a high probability of resulting in a significant transformation in terms of environmental conservation.

This campaign succeeded in increasing environmental awareness and encouraging people to actively participate in maintaining cleanliness. The Bumantara Team inspired hundreds of people to participate in efforts to protect the environment by inviting viewers to collect rubbish with the hashtag #onedayonetrashbag. This shows that campaigns that encourage active participation and offer concrete actions tend to be more effective in encouraging real action.

The #serunya17an campaign by Bumantara Team can inspire other organizations that want to encourage people to do the same to keep the environment clean. Campaigns like this have great potential to produce positive changes in environmental conservation efforts if combined with elements such as problem visualization, active participation, emphasis on the role of the individual, and long-term commitment. Therefore, other organizations need to take inspiration from these successful methods to have a similar positive impact on their communities and continue to fight together to keep the environment clean.

3.2. The Role of Individuals and Collaboration in Protecting the Environment

The role of individuals in protecting the environment is very important. Every individual has a personal responsibility to take actions that support the sustainability of the surrounding environment. This can start with simple things such as throwing away rubbish in the right place, reducing the use of single-use plastic, and recycling items that can be recycled. By being aware of the impact of everyday actions, individuals can become agents of significant change in efforts to maintain environmental cleanliness and sustainability.

However, individuals need help to carry out efforts to protect the environment. Collaboration between individuals, communities, government, and the private sector is essential. Collaboration enables the pooling of resources, knowledge, and skills from different parties to address complex environmental challenges. By working together, we can produce more innovative and effective solutions to protect the environment.

Society causes damage, society must always be aware of the importance of a better life, especially those who live in big cities. Cutting down trees without planning and throwing rubbish carelessly endanger lives and are carried out without the public realizing it. Public awareness of environmental cleanliness is low and still needs to be improved. Many people still need to be made aware of ecological sanitation problems in the community, even though they have tried to keep themselves and their families clean. Household waste is the main source of waste in Indonesia.

The Bumantara Teams efforts to empower local communities aim to increase public awareness of the waste problem around them. Poor waste control pollutes the environment and endangers the health of residents living in dirty environments. Therefore, collective awareness and as many people as possible are needed.

Collaboration between individuals and across sectors also allows for increased capacity in protecting the environment. Through exchanging ideas, experiences and resources, individuals and

organizations can learn from each other and improve their ability to implement more sustainable practices. This also allows for spreading awareness and understanding about the importance of protecting the environment.

The Bumantara Team group contributes more to environmental preservation and tries to encourage other people to pay attention and take action in emergencies. Social media helps people communicate and work together, raise awareness of the problem, and encourage concrete action to help rebuild areas where there is a lot of waste. The Bumantara Team works with many people, including companies like Cleo, to inspire, appreciate and create impact. Through this collaboration, they encourage the business world to participate in environmental conservation efforts and encourage the younger generation to continue to create change.

They deliver messages effectively and encourage people to contribute to improving the environment by uploading five videos every month. With #onedayonetrashbag, the Bumantara Team not only encourages change for everyone but also encourages community groups to actively participate in keeping the environment clean. They offer concrete actions that everyone can take to play their part in protecting the environment from damage. By showing a video compilation about the habit of cleaning dirty rivers uploaded by the Bumantara Team TikTok account, people are asked to start changing their bad habits, such as not throwing rubbish into the river. Apart from that, local governments and related institutions are beginning to show their existence by collaborating with the Bumantara Team group to solve environmental cleanliness problems.

3.3. Spirit of Collaboration and Inspiration

Changing the spirit of cooperation and inspiration plays a key role in strengthening efforts to keep the environment clean. When individuals, communities, and institutions work together, a spirit of collaboration can significantly impact environmental conservation. It's not just about cleaning up physical waste but also about creating a culture that cares about the environment around us. By sharing the same vision, people can encourage and motivate each other to contribute to efforts to keep the environment clean.

With its content, the Bumantara Team group has succeeded in spreading enthusiasm and inspiration. A short and interesting presentation can attract many people, as proven by the number of videos they published during August 2023. After identification, researchers delved deeper into patterns of inspiration and enthusiasm. Since 2023, the Bumantara Team group has been committed.

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They also show their enthusiasm by inviting others to clean. It is very difficult to organize so many people to carry out activities, but they do so to achieve greater cleaning coverage. They never force people to act; it is their own passion that can motivate others to participate in actions with them.

Bumantara Team should be considered an inspiration because they don't do it for recognition or money. Their actions were carried out with good intentions for the Indonesian people they loved. The Medan city government has given them awards. When this research was conducted, the Bumantara Team campaign had 4.4 million likes and 168 thousand followers on the TikTok account @bumantarateam. Many social media users consist of teenagers. Social media can not only be used to find entertainment, they can also be used to carry out positive message campaigns and encourage other people to take part in protecting the environment and reducing waste in polluted environments.

The results show that researchers found five message patterns from content uploaded by the Bumantara Team in August 2023. Researchers have explored three more interesting message patterns of these five patterns: keeping the environment clean, the role of individuals and collaboration in protecting the environment, and enthusiasm: cooperation and collaboration. Regarding maintaining environmental cleanliness, researchers have shown that the Bumantara Team has spread the message

of ecological cleanliness through the #serunya17an campaign. By inviting dozens of people to participate, the campaign increased environmental awareness among its audience. Furthermore, researchers have shown patterns of individual and collaborative roles in protecting the environment through uploading videos of the Bumantara Team collaborating with Cleo to participate in campaigns in environmental protection actions. Finally, the author has shown a pattern of messages about the spirit of cooperation and inspiration of the Bumantara Team when cleaning, which shows their enthusiasm for cleaning the environment. Apart from that, as demonstrated by the many followers and likes on their TikTok account, the Bumantara Team has inspired many young people through their actions on TikTok social media.

4. Conclusion

In analyzing the content of environmental awareness messages in Bumantara Teams TikTok content, several interesting findings include the main focus of the message, patterns that emerge in the content, and the implications and relevance in the context of environmental awareness and social media. The following is a summary of the findings:

Main Focus of the Message

- a. The Bumantara Team prioritizes environmental awareness messages, focusing on the cleanliness of the surrounding environment, especially rivers that are polluted by rubbish.
- b. Through the #serunya17an campaign, they succeeded in increasing public awareness of environmental cleanliness issues by clearly showing the worrying environmental conditions.
- c. They encourage active community participation by inviting viewers to use the hashtag #onedayonetrashbag, which proves that providing real action to the community can promote behaviour change.

Emerging Messaging Patterns

- a. Maintaining a Clean Environment: The Bumantara Team highlights the importance of maintaining a clean environment by showing the condition of dirty rivers and inviting the audience to take real action to clean them.
- b. The Role of Individuals and Collaboration in Protecting the Environment: They emphasized the importance of individuals and collaboration between government and society in protecting the environment and mobilizing a collective spirit to create a culture that cares about the environment.
- c. Spirit of Collaboration and Inspiration: The Bumantara Team spreads enthusiasm and inspiration through their content, inviting others to keep the environment clean and providing real examples through their actions.

Through their campaign on TikTok, the Bumantara Team not only spread the message of environmental awareness but also succeeded in mobilizing and inspiring the public to actively participate in keeping the environment clean. This shows that social media can effectively build positive social movements and increase awareness of environmental issues.

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