

# Digital Campaign Instagram Account @Teensgogreen.id in Promoting Environmental Activism in the Younger Generation

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## ABSTRACT

### Keywords

Digital Campaign  
Behavior Change  
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Teens Go Green is a community that actively carries out environmental activities with a volunteer concept. Teens Go Green carries out a campaign on Instagram as a tool. The campaign carried out by Teens Go Green creates content in the form of interesting invitations so that the millennial generation can be interested. This is because the digital campaign that Teens Go Green has on Instagram has been conveyed so that it has an impact on changes in behavior. Using a qualitative approach research method through interviews, observation. Communication activities on the Instagram account @teensgogreen.id are studied through Digital Campaign Theory and Cyberactivism Theory. The results of this research show that Teens Go Green has an environmental care program and interviewed one of the informants who is an Instagram follower who also participated in one of the activities organized by Teens Go Green and also interviewed the Founder of Teens Go Green Indonesia. Based on posts uploaded to the Instagram account @teensgogreen.id, they were able to respond to changes in the behavior of Instagram followers who contributed to the activities held by Teens Go Green and increased awareness of the millennial generation to preserve the environment.

## 1. Introduction

Environmental problems are a very vital issue for the lives of humans and other creatures, the environment is the cause and effect of what humans do in their lives. Various activities carried out by humans as a form of effort to fulfill the needs of daily life. According to Khan, there are two things that contribute dramatically to environmental problems globally, namely the population explosion and the proliferation of factories. The increase in pollution is largely due to the increasing number of factories in the world.

The environment is one of the factors that supports the survival of humans and other living creatures, so awareness is needed to protect the environment from negative impacts. Efforts to reduce carbon emissions and waste in Indonesia will contribute to global climate advocacy. Facing the increasing impact of the climate crisis, Indonesia needs active public participation to accompany policies related to climate change and emphasis on the prohibition of littering. Today's social movements have turned into digital activism. Activism that utilizes social media to control promotional activities for both social and political change. (Brown, 2017)

According to (Chon, 2020) social media activism has become a social phenomenon characterized by debated topics, actions and communication-based initiatives to overcome problems.

The high level of internet usage in the reform era has resulted in many new media platforms emerging and the rise of social movements in Indonesia. (Hapsari, 2014)

Previously it was explained that social media is a factor in communication and interaction between one person and a wider audience. The campaign through digital media to increase public awareness about waste is considered appropriate, because according to data from datereportal.com in 2021 Indonesia is in the top 10 countries with most social media users. Digital media has become a trend that can help spread campaigns about environmental issues from small to large activities, social media also has a big role in spreading information or messages to a larger and faster audience. The presence of social media has a significant impact on communication.

As the use of the internet develops, social campaigns that were previously carried out directly or offline have shifted towards online social campaigns using social media. Therefore, social media is a solution for creating social movements to encourage change for Indonesia in social activism. Therefore, it is very important to plan a campaign so that the goals achieved are successful, one of which is by utilizing various digital media. One interesting campaign utilizing various digital media is Instagram @teensgogreen.id, a community of young people in Indonesia who actively carry out environmental activities with the concept of edutainment and volunteering.

Teens Go Green Community is a community that can develop interest, knowledge and action to love the environment. Instagram @teensgogreen.id held a webinar via zoom meeting and visited schools to provide education, then the Teens Go Green community held several environmental events that invited young people to become volunteers. With various campaigns carried out by @teensgogreen.id via Instagram, it is considered that it can spread information easily to the public, especially young people. Therefore, this research will be interesting to research because we want to know about the digital campaign carried out by Teens Go Green via the Instagram account @teensgogreen.id. Apart from that, the object studied, namely the Instagram account @teensgogreen.id, is very rarely known because the digital campaign carried out by the party Teens Go Green community only through social media Instagram and Facebook.

### 1.1. Digital Campaign

Digital Campaign is a campaign carried out over a certain period of time using digital media that can influence each other. So we need a way to build digital campaign implementation so that it can run correctly and appropriately. Building an appropriate digital campaign means knowing that each individual can understand each other and connect with each other. Digital campaigns are said to be quite effective because they require a short and fast dissemination process so that information can be distributed easily and can have a wider reach and can be accessed at any time. (Ananto, 2017)

The key to a successful digital campaign is being able to clearly understand the intended target in understanding each role in digital media, because basically each media channel has a different role so that it will change the audience's view of the information obtained. By looking at the orientation of campaign goals to be able to achieve the goals to be achieved in a campaign (Whatmough, 2019). People in an agency or organization can each play a role in decisions about how to allocate each campaign activity and produce content for digital campaigns. Apart from that, the presence of digital information platforms can also help align the running of digital campaigns.

Just as digitalization has become a matter for public consumption, it is a must that it can be utilized properly in carrying out digital campaigns so that the information disseminated can integrate profitable digital marketing services. (Whatmough, 2019)

The use of various communication media in the campaign is considered easy to distribute information. In 2020, data from APJII Bulletin edition 74 states that internet users in Indonesia in the second quarter of 2020 experienced an increase of 73.7% of the population, equivalent to 196.7 million users of the total population of Indonesia according to the Central Bureau of Statistics (BPS). over 266.9 million. So that the use of the internet in campaigns can be an advantage. The public has an important role in carrying out social movements through internet networks so that the public can think critically and take up the issues being discussed. Carrying out a campaign through digital media

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is a communication strategy that is able to influence individual behavior, because social media has had a beneficial impact on the public with lots of information and interaction opportunities as an educational medium to develop information. (JPPII, 2023)

In disseminating information, of course there must be campaign elements that need to be considered. The following are the campaign component elements:

1. Campaign Actors

A campaign actor is someone who has the responsibility of initiating, planning, organizing and providing information or messages in campaign activities. Campaign actors are a team.

2. Campaign message

Campaign messages are conveyed with verbal or non-verbal symbols such as posters, billboards, advertisements and banners. The message contained in it is conveyed to the audience with the aim of getting a public response.

3. Campaign targets

The campaign target is the number of people who change their behavior through campaign activities. The target of the campaign is very important to know because it can be used as a measure of knowledge about the target which will provide information to the campaign actors on what message to design, who the message is aimed at, through what media, and also what the results of the campaign will be.

4. Campaign media

Campaign media is a form of media that is used as a messenger and is the main form in achieving a target and can multiply mass media messages to persuade the target.

After planning and implementing the campaign, evaluation is needed as a benchmark for an agency to be able to assess how the campaign message has been conveyed and assess campaign activities.

## 1.2. Cyberactivism Theory

The act of utilizing communication technology as part of the strategy used by activists to spread messages to a wide audience, invite new individuals into a group and raise individual awareness regarding a series of issues that seek to build solidarity towards collective action, namely Cyberactivism. (Laouni, 2020)

According to (Menteş, 2019) digital activism has been widely used to connect and mobilize the masses to participate in voicing dissatisfaction with social problems or getting involved in political activities. Social media is increasingly being used by people all over the world so cyberactivism is becoming increasingly real. The rise of cyberactivism within the scope of social movements represents the formation of a new variant of social activism. Caren et al emphasized that internet technology is widely used by activists with the aim of disseminating information and coordinating their activities to defend social issues (Şen, 2016). Kavada (2005) created a framework to analyze the following factors to determine how well a company or social movement uses the web or information on the internet, including providing information, networking, participation, campaigning and delivery. delivery).

## 2. Method

This research uses a qualitative research approach. According to (Moleong, 2018) a qualitative approach is a type of research methodology that produces descriptive information about individuals and their observable verbal or nonverbal behavior. The case study research method used in this research focuses on a particular problem and collects data intensively from various sources. It is believed that the case study can help researchers to conduct in-depth studies regarding the application of the digital campaign for the Instagram account @teensgogreen.id in encouraging environmental activism in the younger generation.

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Data collection was carried out by observation and interviews. The observations carried out in this research were observing the activity of the Instagram account @teensgogreen.id including user profiles, usage patterns, range of published content. Semi-structured interviews were conducted with @teensgogreen.id and several supporting informants who took part in one of @teensgogreen.id's activities using a list of questions that had been previously determined.

The data analysis steps carried out in this research are using data analysis techniques (Matthew B.Miles, 2014) which include data compression, data presentation, as well as drawing conclusions and verification. Data compression is the process of sorting, focusing, reducing, abstracting, and modifying material that appears in field notes or written transcripts. Researchers present the data from the findings in the form of narratives that have been adapted to the categorization of meanings and certain themes related to the digital campaign carried out by the Instagram account @teensgogreen.id.

Finally, drawing conclusions is providing a description to answer research questions from the findings that have been presented. The term triangulation in qualitative research refers to the utilization of multiple techniques or data sources to create comprehensive knowledge about a topic (Carter, 2014). The type of triangulation used in this study includes interviews with Teens Go Green via zoom meetings and observations via the Instagram account @teensgogreen.id to produce several findings and compare them with the interview results. The second method is known as a member check, which involves the process of verifying information obtained through interviews with people who take part in one of the Teens Go Green activities.

### 3. Result and Discussion

Teens Go Green is a community of young people in Indonesia who actively carry out environmental activities with the concept of edutainment and volunteering. Teens Go Green is here as an environmental activist presenting new agents of the "Environmental Love Virus" through environmental education.

The Teens Go Green community existed because of a group of people's dissatisfaction with the environmental conditions in the city of Jakarta which were getting worse in 2006. Seeing such conditions, Bambang Sutrisno, a founder of Teens Go Green, formed a community that focused on environmental issues by inviting the younger generation to get involved as agents of change in the future who are expected to be able to improve environmental problems.

The Teens Go Green community can develop interest, knowledge and action to love the environment. The Teens Go Green community held webinars via zoom meetings and visited schools to provide education, then the Teens Go Green community held several environmental events that invited young people to become volunteers.

The Teens Go Green community has main issues that are the focus of its activities, namely Climate Crisis, Waste Management, and Sustainable Living. The three main issues are focused on discussing the climate crisis, waste and plastic. The Teens Go Green Community has several programs, including:

1. Teens Go Green Scholarship which is a scholarship program for young people who have a love for environmental issues.
2. Youth Climate Action Camp (YCAC) which is an environmental education camping program.
3. Amazing Earth Race, which is an environmental education tourism program that introduces the concept of visitors being responsible for the environment.
4. Young Leaders, which is a program to open up opportunities for the young generation who want to understand in depth environmental issues.

Teens Go Green welcomes anyone who wants to join the program to participate in volunteer activities. As a result, their activism is not limited to those who formally join Teens Go Green. The

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function of Teens Go Green is to organize activism in the form of organizationally feasible activities and to be a coordinator of activism that involves concern for the environment.

### 3.1. Digital Campaign Instagram @Teensgogreen.id

The Instagram account @teensgogreen.id is an account intended for campaigns to encourage the activism of the younger generation in environmental issues and also provide education in them regarding issues in the environment. There are several types of environmental education content to campaign for the programs in Teens Go Green so that they can attract environmental activism, especially for the younger generation. Among them:

#### *Wednesday with Teens Go Green (RBT)*



Discussing environmental education which is provided in a relaxed manner with the concept of casual chat. This content is uploaded every Wednesday and utilizes the live broadcast feature. This segment collaborates with various environmental communities who each week will discuss environmental issues with different topics.

#### *Environmental Learning Class (KBL)*



This program is a learning forum for the younger generation regarding basic environmental issues. The class themes in this program discuss volunteers, waste, coastal ecosystems, forests, climate, etc.

*Get to know more closely*



Discussing content that discusses the introduction of Teens Go Green members, volunteerism, achievements, and also discusses other self-development topics.

*Stories from Volunteers*

This content discusses the stories of the younger generation who are driving the environment and the content is an invitation for other generations to become a generation that has a positive impact on the environment.

*Challenges and Creative competitions*

This content discusses Challenges and creative competitions held on Instagram @teensgogreen.id. Examples of challenges and creative competitions that have been held are the "Seven Days Zero Plastic Challenge" and the Challenge to start a zero waste lifestyle.

**3.2. Components of the Instagram campaign @Teensgogreen.id***Campaign Actors*

Campaign actors are those who initiate, plan, organize and provide information in campaign activities. In the campaign on the content on the Instagram account @teensgogreen.id, the party who initiated the campaign content on Instagram @teensgogreen.id was Bambang Sutrisno as Founder of Teens Go Green Indonesia and assisted by the digital media team. The digital media team is divided into several job desks which are carried out, such as a research team specifically looking for references for content to be uploaded, there is a design team focused on translating writing that has

been created into images or videos. The Teens Go Green Indonesia digital media team has a guide on how to manage content which includes upload schedules, language packaging, font colors, and illustrations used, then the media team creates a content calendar to organize the content that will be uploaded.

### *Campaign Message*



Source: <https://www.instagram.com/teensgogreen.id?igsh=YmhpOXI2bzF3Y3E=>

Uploads on the Instagram account @teensgogreen.id can be categorized into three, namely images in the form of illustrations, carousels, namely more than one image or video in one upload, and also video reels.

Captions on Instagram account uploads @teensgogreen.id use Indonesian, and also use English for certain terms. The opening sentence of the caption in existing uploads uses a question sentence to provoke the audience's curiosity, by writing a caption that can also be used as a tool to interact with Instagram followers.

Instagram @teensgogreen.id uses the hashtag feature to classify topics which can make it easier to find related topics. The Instagram account @teensgogreen.id uses the hashtags #actnow and #VirusCintaEnvironment according to the slogan, which describes the movement being taken. The hashtags on Instagram @teensgogreen.id are also adjusted to the activities currently being carried out, including #ZeroWasteDay, #ClimateCrisis, #BijakPlastikSekaliPakai, and others that are in accordance with the program.

The Instagram account @teensgogreen.id has a strategy that can reach a wide audience, namely the Instagram account @teensgogreen.id uploads several environmental education content that is relevant to the existing program theme, then Instagram @teensgogreen.id will upload posts in the form of invitations to its Instagram followers. This is done so that followers can read in advance the environmental issues that will be raised, arouse curiosity, and raise awareness among the public so that they feel that these issues are very important.

### *Campaign Targets*

Furthermore, so that the message from the @teensgogreen.id Instagram campaign is conveyed correctly, consideration needs to be taken to determine who will be the target of the campaign. Determining this target is very important because it influences the success of the @teensgogreen.id campaign in conveying goals and being more organized and making it easier to determine campaign planning.

In this case, Instagram @teensgogreen.id targeted the campaign at generation Z and the millennial generation because they saw that this generation would lead the next generation and also that the millennial generation would be literate and present as the next driver of change.

#### *Campaign Media*

Teens Go Green Indonesia uses social media as an important tool to achieve goals, Teens Go Green Indonesia has social media, namely Tiktok, Instagram, Website. The findings in this research are that Teens Go Green Indonesia uses social media to build public awareness of existing environmental issues. However, currently Teens Go Green Indonesia is focusing more on campaigns via the social media Instagram because it remembers that Instagram occupies the highest ranking with the most usage.

Therefore, the Instagram account @teensgogreen.id is used to penetrate geographical boundaries by using the live broadcast feature, and also uploading posts in the form of invitations to participate in the programs being run. Instagram @teensgogreen.id aims to raise the millennial generation's awareness of environmental issues and mobilize the millennial generation to get involved in the programs being run.

### **3.3. Interest of followers of the Instagram account @Teensgogreen.id in taking action to care for the environment with Teens Go Green**

The Instagram account @teensgogreen.id raises environmental awareness for the millennial generation which also requires participation from other followers so that existing programs can be realized and disseminated to a wide audience. Therefore, researchers conducted an interview with one of the informants who was involved in the program organized by Teens Go Green Indonesia.

Researchers interviewed Ridwan Setiawan, an Indonesian Literature student at Ahmad Dahlan University, who had participated in waste sorting and beach cleaning activities in Yogyakarta. According to him, "Instagram @teensgogreen.id in campaigning its programs is quite effective and interesting, but there are still many shortcomings, one of which is a lack of cooperation, whether with the government or with NGOs."

Seeing from the informants who were interviewed, according to him, the activities carried out by Teens Go Green Indonesia were very useful and could help the informants to feel and see the condition of the environment directly. This is a driving factor for the millennial generation to participate in the program run by Teens Go Green.

## **4. Conclusion**

The conclusion from this research is that Teens Go Green Indonesia, which is an independent organization operating in the environmental sector. Instagram @teensgogreen.id is a media tool that helps to disseminate information about the programs created by Teens Go Green and to open up opportunities for the millennial generation in Indonesia to join in activities held by Teens Go Green Indonesia.

Instagram @teensgogreen.id has 38 thousand followers, whose followers actively read and press the like button on uploaded content. Some of its Instagram followers actively share content on the Instagram account @teensgogreen.id with their personal accounts. The environmental issues developed by Teens Go Green Indonesia are of great interest to its followers, as can be seen from the large number of enthusiastic volunteer registrants for each activity, their Instagram followers also like content in the form of narratives and videos.

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