

# Strengthening Environmental Awareness: Pandawara Group's TikTok Account as a Source of Inspiration

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## ABSTRACT

### Keywords

Pandawara Group  
TikTok  
Social Media  
Environmental Awareness Message

This study aims to determine the impact of content uploaded by Pandawara Group on TikTok social media on Environmental Awareness. The research method used is an observational approach that focuses on direct observation of the responses and interactions of TikTok social media users before and after viewing content from Pandawara Group's TikTok account. In making these observations, researchers pay attention to various activities carried out by TikTok social media users, including giving likes, comments, sharing content, as well as changes in behavior related to environmental awareness after they see the content. The results of the observation showed an increase in user participation after viewing Pandawara Group's content. TikTok social media users tend to be more active in providing positive responses such as giving likes, leaving comments, and sharing content with their friends, in addition, there are positive changes in the behavior of TikTok social media users regarding environmental awareness, which is reflected in their actions after viewing content from Pandawara Group. The analysis and discussion in this study link the findings obtained with previous related literature on TikTok social media and environmental awareness. The findings also have relevant implications in the context of further research on the role of TikTok social media in strengthening environmental awareness and encouraging positive actions in our understanding of the influence of social media, especially TikTok, in shaping environmental awareness and encouraging environmental care behavior.

## 1. Introduction

Environmental awareness is becoming increasingly important in today's world, where environmental conditions are getting worse. By creating a clean environment, we can reduce the risk of infectious diseases caused by bacteria and germs that come from water and air pollution. With the development of social media, there is one social media platform that has shown great potential to strengthen environmental awareness, namely TikTok social media. With the encouragement of TikTok social media, a content creator can provide insight and knowledge, especially in the environmental field. For now, there are still few content creators in the environmental field, especially in Indonesia. Therefore, with the existence of TikTok social media, there is great hope from an environmental content creator to continuously encourage the Indonesian people to maintain environmental cleanliness and create a green environment.

In this study, there is one group of content creators whose names are starting to rise in the era of the Covid-19 pandemic, the content creator is the Pandawara Group. Pandawara Group is a group of five young people from Bandung who have campaigned for environmental awareness through video content about cleaning up garbage at several points such as in several small rivers. The five young men are Gilang, Ikhsan, Rifqi, Rafly, and Agung (Fahmy Fauzy Muhammad, 2023). Based

on the interview in the form of a Podcast program on Denny Sumargo's YouTube account, the beginning of the five young men starting to get involved in the Waste Cleanup Movement started from being victims of floods that flooded their homes every rainy season, because they felt uncomfortable with continuously being victims of flooding, the five young men began to look for the point of cause of flooding, after finding the point of cause of flooding caused by the accumulation of garbage in the river. That's when the five young men began to be moved to clean up the garbage at several points of the river where a lot of garbage was found and then uploaded documentation of their garbage cleaning activities in the form of videos on TikTok social media (Muhammad Yusril Ali, 2023).

Pandawara Group can be a promising source of inspiration for all communities in Indonesia in terms of building environmental awareness, especially among the younger generation. However, to fully utilize this potential requires a deep understanding of how Pandawara Group's TikTok social media account can be effective in strengthening environmental awareness. According to (Yohana Noni Bulele, 2020), the TikTok social media platform since its emergence in Indonesia has provided many benefits for its users. TikTok Social Media at this time is often used for campaigns in positive terms such as the TikTok Pandawara Group account, especially in the context of raising environmental awareness, the TikTok Pandawara Group account has shown significant potential as a source of inspiration. Not only used for environmental campaigns, TikTok Social media is often used for marketing a product, education, and health. And for now some government agencies also use TikTok social media as a medium for socialization programs (Asmarandani Heryadi Putri, 2023). In this study, the author will identify how the effectiveness of Pandawara Group's TikTok account in strengthening environmental awareness still requires a deeper understanding.

By analyzing the content produced by Pandawara Group, the author aims to identify effective strategies and patterns in delivering environmental messages to TikTok users especially in Indonesia. The purpose of this study is to provide valuable guidance for practitioners and researchers in harnessing the potential of TikTok social media for environmental awareness purposes. In an effort to understand the role of Pandawara Group's TikTok account, the author hopes that this study can fill the gaps in previous research and open new insights on how to make the most of TikTok in expanding the reach of environmental awareness campaigns. As such, the author believes that this research can make a meaningful contribution in strengthening environmental awareness in today's digital age.

The current issue of concern for researchers is the effectiveness of Pandawara Group's TikTok account as a source of inspiration to strengthen environmental awareness. In an era where environmental challenges are of increasing concern, it is important to understand how social media, particularly TikTok social media, can be optimally utilized in influencing users' behavior and attitudes regarding the environment. Research focusing on TikTok social media is limited. Previous research has more often focused on other social media platforms such as Instagram or Twitter. This shortcoming creates great potential to further explore how TikTok social media, particularly through content produced by Pandawara Group, can be an effective source of inspiration in strengthening environmental awareness.

However, in previous studies, there was a lack of understanding of effective strategies and patterns in delivering environmental messages to TikTok users. Therefore, the new concept offered in this study is to dig deeper into the potential of Pandawara Group's TikTok account as a source of inspiration to strengthen environmental awareness. By analyzing the content produced by Pandawara Group, this study aims to identify effective strategies in conveying environmental messages as well as measuring their impact on TikTok users' behavior and attitudes regarding the environment (Rahmat Dorojhatun, 2023). The purpose of this study is to provide valuable guidance for practitioners and researchers in harnessing the potential of TikTok for environmental awareness purposes. The methods to be used in this research include content analysis, surveys, and behavioral experiments to better understand how TikTok can influence environmental awareness. Thus, it is expected that this research can make a significant contribution in strengthening environmental awareness in today's digital era.

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## 2. Method

In this research, the author uses qualitative research methods in the form of descriptive narratives to attempt to strengthen environmental awareness through Pandawara Group's TikTok social media accounts, the author adopts a structured and measurable approach, which involves content analysis, surveys, and direct observation (Hardani, 2020).

The research methods used in this study include content analysis, survey, and direct observation. In content analysis, data was collected from content uploaded by Pandawara Group on the TikTok social media platform, focusing on identifying themes, messages, videography, and delivery style. This process involved data categorization and in-depth analysis to identify patterns, trends and meanings contained in the content. Surveys are conducted to obtain data on the level of environmental awareness and attitudes of TikTok users before and after viewing content on Pandawara Group's TikTok social media. Direct observation will be conducted by directly observing the responses and behavior of TikTok social media users to Pandawara Group's content on TikTok social media. This direct observation process aims to monitor the interaction of TikTok social media users with Pandawara Group's content and observe changes in behavior or real actions that may arise after viewing Pandawara Group's TikTok social media content (A.M. Yusuf, 2014). This research is expected to provide a comprehensive insight into the effectiveness of Pandawara Group in influencing environmental awareness through TikTok social media.

## 3. Result and Discussion

### 3.1. Presenting the Results

In this study, researchers describe research data obtained through content analysis, surveys, and behavioral experiments. The results of this study reveal a significant impact of TikTok Pandawara Group's social media content on the environmental awareness of TikTok social media users' behavior. The following are the research results described based on the research methods above.

#### 3.1.1 Content Analysis

In the content analysis, researchers have successfully identified several important aspects that form the essence of some of the content that has been produced by Pandawara Group on the TikTok Social Media platform. The following are some important aspects of content analysis:

##### *Theme*

In its video content, Pandawara Group's TikTok social media account consistently focuses on environmental themes that are relevant and urgent for environmental awareness. One of the themes they raise is the lack of public concern for environmental cleanliness, especially related to the problem of garbage that is still scattered in various places such as rivers and seas. Pandawara Group seeks to raise awareness among TikTok users about the importance of protecting the environment through their video content. With this theme, it is hoped that TikTok users will become more aware of their environment and the TikTok video content from Pandawara Group can motivate them to maintain the cleanliness of their respective environments.

In addition, Pandawara Group emphasized the importance of not making rivers the final dumping ground for waste, both organic and non-organic. They emphasized that rivers are not dumping grounds, and showed the devastating effects of this behavior on the environment and the lives of humans and animals around them. With this theme, Pandawara Group hopes to trigger concrete actions from TikTok users who have viewed Pandawara Group's TikTok video content to keep the river and the environment as a whole clean.

Pandawara Group has consistently chosen these two themes for their video narratives. The selection of these themes largely aims to raise TikTok users' awareness about the environment and encourage them to take concrete actions that can have a positive impact on the environment. Through this method, Pandawara Group hopes to become an agent of change in fighting for environmental awareness and maintaining environmental sustainability.

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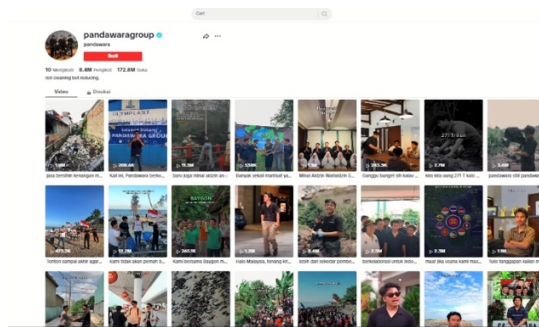


Figure 1. TikTok Account Pandawara Group.

### Messages

Some of the messages conveyed in Pandawara Group's TikTok account videos tend to be clear, persuasive, and have a call that is easily accepted by the public. Pandawara Group conveys messages based on strong facts about the lack of concern of the Indonesian people about the environment and provides motivation in the form of a call to action. In this part of the message, there are several elements, namely:

The messages that have been conveyed by Pandawara Group in TikTok video content are clear and the messages conveyed are in accordance with the current state of the Indonesian environment. Pandawara Group is able to present strong facts about the lack of environmental awareness by the public in a persuasive way, so that the messages conveyed in their content are easy to understand and can be well received by the public.

Pandawara Group not only conveys information about environmental issues, but also provides concrete calls to action. For example, they invite TikTok users to reduce the use of plastic or not to litter. Thus, the videos they upload not only function as information conveyors, but also as instruments to motivate concrete actions among the public.

The messages conveyed by Pandawara Group often contain calls for participation in environmental awareness actions. This creates the impression that each individual has an important role to play in protecting the environment, and that their participation is necessary to achieve positive change. In every video uploaded by Pandawara Group on TikTok social media in editions outside the city of Bandung, Pandawara Group has invited the public to participate in cleaning up trash on one of the beaches in Indonesia.

Pandawara Group aims to reach a wider audience through their video uploads on TikTok, hoping that their video uploads on TikTok can influence people's attitudes and behaviors more effectively. Thus, Pandawara Group's video uploads on TikTok can be a powerful medium in promoting the environmental awareness movement among the wider community.

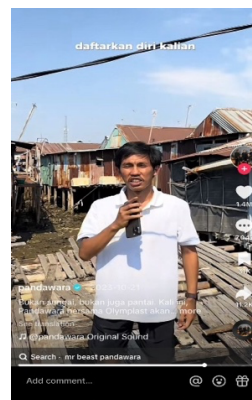


Figure 2. Pandawara Group Invites the Public to participate in cleaning up floating settlements in Makassar City.

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*Style of delivery*

In the TikTok account video, Pandawara Group has several interesting delivery styles that are easily accepted by TikTok social media users. In the delivery style presented by Pandawara in their videos, there are several aspects, namely:

In the videos uploaded by Pandawara Group on TikTok, they not only rely on messages, but also utilize visual and audio elements in their uploaded videos. With the use of music and interesting video editing of their videos on TikTok social media, this method can increase the attractiveness of their content. Pre-selected music can increase the emotion and energy in the video, while creative and interesting editing can make their content more interesting and dynamic.

Pandawara Group's engaging delivery style allows them to attract the attention of the audience more effectively. Using a creative and innovative delivery style can make their content stand out among the content of other creators on TikTok. This can enable them to gain a wider audience and influence the perceptions and attitudes of TikTok users on environmental issues.

Through an engaging delivery style, Pandawara Group is able to build strong TikTok content that can influence TikTok users' perceptions and attitudes about environmental issues. With a persuasive delivery style, it can help embed environmental awareness messages in the minds of TikTok social media users more effectively, so that it can trigger real action and positive changes in attitudes towards the environment.

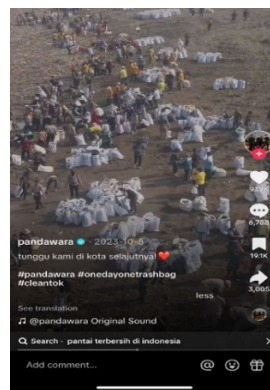


Figure 3. Pandawara Group cleans up the 4th dirtiest beach with the people of Sukabumi City

Thus, the use of an interesting and effective delivery style in video uploads on Pandawara Group's TikTok social media has a significant impact in building environmental awareness and can encourage positive actions among TikTok social media users.

*Videographies*

Pandawara Group consistently displays videography techniques in an interesting and memorable way that is acceptable to all TikTok social media users. By displaying interesting videography techniques, Pandawara Group hopes to attract the public to be moved to increase environmental awareness of Indonesian society. There are several important aspects, namely:

In Pandawara Group's video uploads, they display interesting videography techniques by using the right color grading and can provide a feel that matches the theme of their content. In addition, Pandawara Group uses good visual composition that can increase the visual appeal of their content. Thus, the videos uploaded by Pandawara Group on TikTok social media are able to attract the attention of TikTok social media users with attractive visual aesthetics.

Pandawara Group makes good use of editing technology to enhance the visual appeal of their uploaded content. Using visual effects and smooth transitions can improve the quality of their video production. In this case, it can make their content look more professional and attractive to TikTok social media users.

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Pandawara Group is expert in processing the visual aspects of their content, the content produced by Pandawara Group has a significant impact on TikTok social media users. With attractive visuals, TikTok social media users can feel interested and moved to pay more attention to the environmental messages conveyed. This can help strengthen environmental awareness and influence the attitudes and behaviors of TikTok social media users regarding environmental issues.

Excellent videography techniques are one of the main factors in the success of Pandawara Group's content in amplifying environmental awareness through the TikTok social media platform. Their skill in combining strong environmental messages with engaging visuals can help them reach a wider audience and influence the attitudes and behaviors of TikTok users regarding environmental issues.

### 3.1.2 Survey

In this study, the survey was conducted using an observational approach that focused on direct observation of TikTok users' behavior and interactions before and after viewing Pandawara Group content. This observational method involves directly observing users' responses and actions in a natural situation, i.e. when they are using the TikTok platform. In the survey preparation stage, the researcher set inclusion criteria for survey participants based on demographics and online activities, and selected a representative sample of the TikTok user population. Observations were made on the behavior of TikTok users during specific periods before and after they were exposed to Pandawara Group's content. During the observations, researchers recorded users' behaviors and interactions relevant to environmental issues, such as comments they wrote, reactions to emoticons they used, or actions they took after watching Pandawara Group's content

The data collected from these observations was then systematically analyzed to identify patterns and trends in users' responses to Pandawara Group's content. The analysis is conducted by paying attention to changes that occur in users' behavior and interactions before and after being exposed to the content, as well as factors that may influence their responses, such as social context or time of viewing. With this observational approach, researchers can gain a deeper understanding of the impact of Pandawara Group's content in influencing TikTok users' attitudes and behaviors related to environmental issues.

### 3.1.3 Direct observations

In this direct observation research, the author manages to see the interaction between TikTok social media users and the content uploaded by Pandawara Group. The author will see how TikTok social media users respond to the content by giving likes, comments, or sharing the content with their friends. In addition, the author also observes behavioral changes that may occur after users view Pandawara Group's content. For example, some users began to adopt more environmentally friendly habits, such as reducing the use of single-use plastics or sorting waste better. These direct observations provide a more tangible picture of the impact of Pandawara Group's content in influencing user behavior on the TikTok platform. By paying attention to direct interactions and observed behavioral changes, the authors were able to dig deeper into the effectiveness of Pandawara Group's content in strengthening environmental awareness among TikTok social media users.

In addition, the author also pays attention to behavioral changes that may occur after viewing Pandawara Group's TikTok video content. For example, some users may begin to adopt more environmentally friendly habits, such as reducing the use of disposable plastic or sorting waste better. This observation shows that the content uploaded by Pandawara Group on TikTok social media is not only able to attract the attention of TikTok users, but also has the potential to change their behavior regarding environmental issues.

Taking these observations into account, the authors can conclude that the content produced by Pandawara Group on TikTok has a positive impact in strengthening environmental awareness among Tiktok social media users. Through direct observation and observed behavioral changes, this research provides a deeper understanding of the effectiveness of the content produced by Pandawara Group

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in communicating environmental messages and continuing to encourage pro-environmental actions among Tiktok users.



Figure 4. 50 volunteers who participated in Pandawara Group's Clean Up program.

### 3.2. Create a Discussion

In this study, the researchers described the results obtained through three important aspects: content analysis, surveys, and direct observation. Content analysis is a strong foundation in understanding the essence of the content generated by TikTok Pandawara Group's social media account. By analyzing the themes, messages, delivery styles, and videographs used, researchers can dig deeper into the narrative presented to audiences by the pandawara group on environmental issues. Meanwhile, the survey provides a more comprehensive overview of Tiktok social media users' responses to Pandawara Group content. By involving a representative sample, the surveys can reveal to what extent Pandawara Group content affects TikTok users' attitudes and behaviour related to environmental awareness. Furthermore, live observation provides a more direct and real-time dimension to user interaction with content. Through this observation, researchers can monitor how users respond to environmental content, whether in terms of engagement, emotional responses, or even real actions that may arise after viewing the content. By combining these three approaches, the research is able to provide a deep understanding of the impact of Pandawara Group content on strengthening environmental awareness on TikTok platform.

#### 3.2.1 Content analysis

##### *Theme*

In its theme analysis, the Pandawara Group demonstrates deep concern for environmental issues related to nature conservation and waste reduction. The Pandawara Group consistently emphasizes the importance of preserving the natural environment and reducing the negative impact of human activity on the environment, especially in terms of waste disposal. The contents of the Pandawara Group cover a wide range of aspects, ranging from the use of quantity of plastic, disposal of garbage at its place, cleaning-cleaning movement of waste wasted safely both on the river and on the shore.

In every video uploaded to TikTok Pandawara Group's account, it succeeds to highlight the importance of awareness of the problem of garbage and the impact of the waste on the environment. They encourage audiences to adopt sustainable practices, such as reducing the use of plastics, real action in cleaning up the garbage that accumulates in their respective environments. In addition, the Pandawara Group also provides information on innovative solutions to address the problem of garbage, such as efforts to reuse and recycle materials that can reduce the carbon footprint and plastic waste. By raising relevant and pressing themes, Pandawara Group managed to build environmental awareness among TikTok social media users. This awareness is built not only through verbal explanation, but also through visualization that attracts and touches the audience to move. Through these themes, the Pandawara Group creates space for discussion and reflection on important environmental issues, encouraging the adoption of more environmentally friendly behaviour.

##### *Message*



In the content analysis, the message aspect conveyed by Pandawara Group in TikTok content has an important role in shaping audience perceptions and reactions to environmental issues. The messages conveyed tend to contain two main dimensions, namely education and inspiration. Firstly, through their content, Pandawara Group seeks to provide a deeper understanding of complex environmental issues, such as the negative impact of single-use plastics or man-made environmental damage. These educational messages are delivered in an engaging and easy-to-understand manner, often accompanied by relevant facts and practical information that can be applied in everyday life.

In addition, Pandawara Group also focuses on delivering inspirational messages. They use their content to motivate audiences to take positive actions in support of environmental sustainability. These inspirational messages are often accompanied by uplifting narratives, creative thinking, and innovative solutions to environmental challenges. Pandawara Group strives to be a content creator that motivates its audience to adopt a more sustainable and environmentally responsible lifestyle.

Throughout their TikTok content, Pandawara Group manages to deliver powerful, educational, and inspirational messages about environmental issues. In every post of Pandawara Group's account, Pandawara Group provides a hashtag-shaped programme, #OneDayOneTrashBag. Through this approach, they not only provide information about environmental issues, but also motivate the audience to act and be part of the solution. The messages conveyed by Pandawara Group in their content have great potential to influence audience attitudes and behaviours regarding environmental cleanliness, help strengthen environmental awareness, and encourage concrete actions in support of efforts in a clean environment from waste.

#### *Style of delivery*

The delivery style used by Pandawara Group in their TikTok content, there are several things to note. Firstly, the delivery style used tends to follow the trends and communication patterns that are popular on the TikTok social media platform. Pandawara Group uses an attention-grabbing delivery style, which is a typical characteristic of successful content on TikTok. In addition, Pandawara Group is also good at utilising the creative features provided by TikTok, such as music, and interactive filters. They use these elements smartly to add visual appeal and uniqueness to their content, thereby capturing the audience's attention and increasing engagement. This creative and innovative delivery style helps Pandawara Group's content to stand out amongst other content on the TikTok platform.

In addition, the delivery style used also takes into account the intended audience. Pandawara Group understands that the majority of TikTok users are the younger generation who tend to be responsive to fun, interactive, and relatable content. Therefore, they use a delivery style that matches the preferences and interests of their audience, making it more effective in reaching and influencing their audience. Overall, the delivery style used by Pandawara Group in their TikTok content successfully creates an engaging and entertaining experience for the audience. By utilising TikTok's creative features and understanding their audience well, Pandawara Group manages to deliver their environmental messages in a way that is engaging, relevant, and inspiring. This clever and innovative delivery style is one of the key success factors of their content in strengthening environmental awareness among TikTok users.

#### *Videographies*

The videography used by Pandawara Group in their TikTok content has several important points that can be identified. Firstly, Pandawara Group uses interesting and diverse videography techniques to enrich their content. They incorporate shooting from various angles and dynamic camera movements to create interesting and dynamic visuals for viewers. In addition, Pandawara Group is also good at utilising editing and visual effects to enhance the quality and aesthetic appeal of their content. They use smooth transitions, interesting text overlays, and other special effects to enhance the production quality and accentuate the messages they want to convey (Yiran Su, 2020).

Pandawara Group also chooses music for its videos in its TikTok account that is appropriate for each of their TikTok content. They choose catchy songs that match the mood and message, thereby enhancing the viewing experience and audience engagement. By utilising creative and effective

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videography techniques, Pandawara Group manages to create TikTok content that is visually appealing, dynamic and entertaining. This helped them to capture the attention of TikTok users and make their environmental messages more effective. Overall, the videography aspect used by Pandawara Group is one of the key factors in the success of their content in amplifying environmental awareness on the TikTok social media platform.

### **3.2.2 Survey**

Survey is one of the techniques used to describe in general the characteristics of the population using a representative sample. Through surveys, researchers can collect data related to various aspects such as attitudes, values, beliefs, opinions, views, desires, aspirations, and behaviour of individuals in the population under study. Thus, surveys are an important tool in generating a deeper understanding of social and psychological dynamics in a population (Maidiana, 2021). Using an observational approach, researchers made direct observations of TikTok users' behaviour and interactions before and after they viewed content from Pandawara Group. This observational method was conducted with the aim of understanding the impact of the content on user behaviour directly within the TikTok platform environment. This approach allows researchers to directly observe users' responses and actions in a natural situation as they use the app.

Direct observations were conducted carefully to record changes in users' behaviour patterns after they were exposed to Pandawara Group's content. This includes observing users' interactions with the content as well as any changes in behaviour or concrete actions that may occur after they have viewed it. This method allowed the researcher to gain a deeper understanding of how the content influenced TikTok users' behaviour directly within the platform's environment.

By conducting the survey directly, the researcher is expected to reveal more accurate and detailed information about the effects of Pandawara Group's content on TikTok users' behaviour. The survey results from direct observation are expected to provide richer and deeper insights into users' responses to the content. Thus, observational methods in surveys are important to explore the impact of social media content directly in an actual platform environment. The results of this survey then become the basis for the author to conduct a more in-depth analysis and present the research findings. In the discussion, the author will compare the survey results with previous research findings, analyse the implications of the results, and formulate recommendations for further research as needed. Thus, this observational survey is an important first step in exploring the impact of Pandawara Group's content on TikTok users' behaviour.

### **3.2.3 Direct observations**

In the discussion of direct observations, the researcher discusses the results of direct observations of TikTok users' behaviour and interactions towards content uploaded by Pandawara Group. The data obtained from these observations provided valuable insights into how users responded to the content, whether in terms of giving likes, comments, or sharing the content with their friends. In addition, the researcher also noted behavioural changes that may occur after TikTok social media users view content from Pandawara Group. In this discussion, the author considers the observations qualitatively, staying away from speculations that are not supported by valid data. The author describes in detail the types of responses given by users, including emotional responses and understanding of the content. The analyses are based on direct observations made in natural situations, thus ensuring the accuracy of the interpretations.

The author also links the observations to the research objectives outlined in the introduction, clarifying the relevance of the findings to the broader research context. In addition, the author compares the observations with previous research findings to demonstrate the unique contribution of this study in enriching the understanding of the impact of Pandawara Group's content on environmental awareness. The discussion also highlights the importance of further research to answer open questions and broaden the understanding of the implications of the observed behavioural changes. This raises the need to continue exploring the relationship between TikTok social media content and environmental awareness in a broader context. Finally, the authors emphasise the

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importance of an observational approach in understanding the behaviour of TikTok social media users, providing a solid foundation for readers to critically interpret the results of this study and provide a deeper look into how digital content influences environmental awareness.

#### 4. Conclusion

The conclusion of this study is that direct observation of TikTok users' interaction with the content uploaded by Pandawara Group shows a positive impact on environmental awareness. Analysis of user responses, such as an increase in liking, commenting, and sharing content that focuses on environmental issues, shows that the content has successfully attracted attention and generated positive reactions from TikTok social media users. In addition, through this observation, the author was also able to identify behavioural changes that lead to increased awareness and pro-environmental actions after users viewed content from Pandawara Group.

In the discussion, these findings are linked to related literature and clarified as a new contribution to the understanding of the influence of digital content on environmental awareness. The results of this study are consistent with the proposed hypothesis, namely that the content shared by Pandawara Group is effective in strengthening environmental awareness among TikTok social media users. This research also highlights the important role of social media in shaping pro-environmental attitudes and behaviours among the younger generation. Overall, this research provides a deeper understanding of the potential of digital content in raising environmental awareness. The findings have important implications in the development of more effective communication strategies in support of sustainability goals. Suggestions for future research include conducting a longitudinal study to track the long-term impact of the content, as well as delving into the psychological mechanisms involved in changing pro-environmental attitudes and behaviours on the TikTok platform.

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