

Go Green Campaign Strategy By Pandawara Group Throug Instagram @Pandawaragroup

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ABSTRACT

Keywords

Pandawara Group
Milieu
Instagram
Campaign

This study aims to determine the strategy of the go green movement campaign carried out by Pandawara Group through Instagram media in its account named @PandawaraGroup which currently has 2.4 million followers. The Pandawara group community itself has succeeded in providing positive energy through its campaign on social media for the community to care more about the environment, especially for today's young people. In this study, the authors used qualitative methods Qualitative description with a narrative descriptive approach used to analyze Pandawara's social action strategy in instilling environmental concern to his followers on Instagram media, while the data in this study will use observational data and literature studies, this study will illustrate how youth efforts in campaigning about caring for the environment have enormous benefits for life that lasts. The results of this study show that youth social actions not only involve physical waste reduction activities, but also involve educational aspects through programs carried out by Pandawara Group in campaigning on Instagram media. Utilization of the Instagram platform as a tool to invite the community. In this situation, Pandawara Group invites, introduces, embraces all community groups to join together and voluntarily carry out social actions to care, cleanse, and Care for the environment in order to overcome an urgent problem, namely garbage cleaning.

1. Introduction

The waste problem is a global issue that requires comprehensive and sustainable solutions, especially in Indonesia. With a population of around 274.5 million people, Indonesia produces at least 64 million tons of waste every year, of which 3.2 million tons are plastic waste dumped into the sea, and many are still in rivers where people live. These figures clearly show that Indonesia ranks second globally in terms of plastic pollution in the marine environment, with China leading the way by contributing a total of 8.8 million tons of plastic waste to marine pollution. Although many government policies are aimed at addressing waste management, the waste problem is still unresolved. The waste problem in Indonesia is caused by various factors, one of which is the lack of public awareness about how to dispose of waste properly. Thus, making the garbage become scattered and become a hotbed of disease. That way maintaining the cleanliness of the environment is very important for us to apply, because by maintaining the cleanliness of the environment we can protect ourselves, our families, and those around us from the threat of various kinds of bacteria, germs, viruses, and serious diseases.

Over time, community participation has become increasingly important for the success of environmental hygiene. Given that success in creating a clean environment can only be achieved if the community participates actively. Community participation can be achieved through various types of activities. From government involvement in the larger community to individual participation in the form of awareness-raising, collaboration has become a common value in Indonesian society. Every individual has a vital role to play in maintaining a clean environment, and through interpersonal cooperation, we have the power to shape a healthier and more sustainable future for future generations. The importance of prioritizing public education and increasing awareness of the importance of environmental hygiene. By providing knowledge about the adverse effects of pollution and emphasizing the importance of preserving the environment, we can foster a culture that values the well-being of the surrounding environment. This highlights the need for broad campaigns and community-wide education initiatives focused on improving environmental hygiene.

Campaigns themselves are usually used to promote a goal, or idea to a general audience or a specific target. In this context, hygiene campaigns not only promote environmental cleanliness but invite active community participation in activities aimed at cleaning the environment, managing waste, and supporting environmentally friendly practices. This creates a sense of belonging to the local environment and creates community unity to achieve common goals. As communities unite in campaigns to clean up the environment, pressure is mounting on leaders and policymakers to take stronger action to protect the environment. Better public policies, such as banning single-use plastics and improving recycling systems, can result from the collective voice of society. Campaigning for a clean environment is more than just a social movement, it is a real step towards positive change. This campaign encourages the younger generation to get involved in environmental protection. They are taught the importance of keeping the environment clean, promoting sustainable values and becoming agents of change who inspire future generations.

Currently, many social movements are actively trying to protect the environment from excessive waste. For example, one community of environmentalists has recently gone viral on social media. The most viral group at the moment is the Pandawara group. The Pandawara group itself is a youth group from Bandung who is famous for cleaning garbage from rivers and beaches. The five young men, Gilang, Iksan, Rifki, Rafly, and Agung, have been friends since school days. They are called the Pandava group, which comes from the word wayang, or Pandava Lima. Because, its five members, "wara" means who brings good news. According to Parboaboa.com the formation of this community began with the experience of those who were victims of floods, they felt concerned and empathized when they saw the rivers around their homes full of garbage. Based on this, they immediately intervened to clean the sewers and rivers from garbage around the settlement. Armed with simple cleaning kits such as nets, garbage bags, and other equipment that they provide themselves using personal funds, they start by cleaning the drains around their homes. After feeling the condition of the waterways around their residence had improved, then they decided to expand efforts to clean up other areas. The action was uploaded in the form of a video which was then uploaded on one of the social media platforms, and went viral because many people praised and supported his good behavior. They actively use the platform to raise awareness of the waste problem and encourage collective action. Her touching post includes photos of beautiful landscapes littered with trash. The Clean Waste Pandawara program not only spreads the message but also actively involves the community. They organize local garbage cleanup events involving volunteers from all walks of life. Through Instagram, they share inspiring stories of how community involvement has brought about real change in cleaning up the environment.

In the ever-evolving digital era, the role of social media as a means of communication and message delivery is very important. One of the most popular and influential social media is Instagram. Instagram provides a powerful visual platform where individuals, organizations, and groups can share stories, inspire action, and mobilize support for a variety of social issues, including environmental awareness. Pandawara Group harnesses the power of this technology to share its work with the wider community as well as campaign efforts to invite the community to participate in cleaning up waste and protecting the environment. In addition, Pandawara's Instagram account actively collaborates with environmental influencers and social activists. By harnessing the power of collaboration, Pandawara can influence more people and inspire them to join together in collective efforts to protect the environment. Through all these steps and initiatives, Pandawara has shown that Instagram can be a powerful tool for increasing environmental awareness and positive behavior.

They combine a strong visual narrative with strong advocacy to bring together environmentally conscious communities. This waste event is a reminder that we must continue to raise awareness and action to keep our environment clean and healthy. Instagram and Pandawara's accounts were a huge catalyst for this change. These platforms have changed the way people interact with digital content by fostering creativity and expanding the boundaries of online entertainment. In this case, for Pandawara Group, Instagram plays an important role in campaigning for environmental cleanliness and promoting it to the community. So that the actions of these five young men attracted attention even to the international world.

This article will discuss the campaign strategy used by one of the environmental groups, Pandawara Group, through one of the digital platforms that is very widely used by the public, namely Instagram. How did Pandawara Group succeed in inviting the surrounding community to participate in cleaning up the environment as focused on its account called @PandawaraGroup which currently has more than 2 million followers. The purpose of this study is to find out the process of campaign strategies on how youth efforts in campaigning about caring for the environment that have enormous benefits for life that lasts. From this background, an idea emerged to discuss more deeply related to Pandawara Group's success strategy in delivering environmental hygiene campaigns through Instagram media to increase public awareness of the importance of maintaining environmental cleanliness, especially marine and river ecosystems. The difference between this paper and previous journals lies in how the author describes Pandawara Group's campaign strategy that has succeeded in inviting people to clean up the environment through the Instagram digital platform.

2. Method

This research uses a qualitative approach where the findings are presented in the form of descriptive narratives to explain the Pandawa Group's strategy in environmental hygiene campaigns through Instagram media. The qualitative method used in this study involves an in-depth analysis of the content presented on the Instagram account. This approach allowed researchers to comprehensively understand how Pandawara uses Instagram social media to promote environmental awareness. In this analysis, the authors examine the visual content, such as photos and videos, uploaded by these accounts, identify the important messages conveyed, and identify their role in encouraging positive actions to protect the environment. Researchers also analyzed interactions in the form of comments, likes, and content sharing to measure the level of engagement of Pandawara community followers with the garbage clean-up movement promoted through Instagram. This qualitative method helps uncover the complexity and depth of the environmental messages conveyed by Pandawara and how Instagram can be used as an effective tool to mobilize support and raise environmental awareness.

In addition, the author also uses research methods in the form of literature studies or literature studies. Literature research can be translated as a series of activities related to library data collection methods, such as recording, processing, and analyzing materials that are then used to compile research results. Literature study can also be understood as the study of various references and previous similar research results, which help to obtain a theoretical foundation to the problem under study. Literature study is a theoretical study, reference, or other literary scientific studies, including values, norms, and culture developed in the social context studied.

In this study, the authors used data in the form of literature and previous journals about campaigns, environmental hygiene, and the Instagram platform as campaign media. Then the data is collected, processed, and analyzed to provide a theoretical basis for the topic or problem under study. In addition, the author also looked at the social media accounts of the Pandawara group to obtain valuable data sources for qualitative research methods to assess their contribution to the environmental movement. Social media account monitoring is a technique that actively monitors the activity uploaded by a particular social media account. In this case, the Pandawara group was subjected to surveillance focused on the environmental movement. This technology allows researchers to collect data in the form of posts and various interactions that occur on social media accounts.

3. Result and Discussion

3.1 Campaign

A campaign is a systematic effort to promote a goal, idea, product, or service to a specific general or target audience. This can be done in a variety of contexts, including political, social, commercial, or charitable. In this case, the campaign is used to invite the community to contribute to the movement to clean the environment to create a healthy environment. Campaigns in communication also have some other characteristics or goals. Here are some campaign characteristics:

1. Clear Goals: Each campaign has a specific goal to achieve, such as influencing public opinion, increasing product sales, or raising funds for charitable causes.
2. Strategy and Action Plan: Campaigns are usually supported by detailed strategies and action plans. This includes identifying the target audience, selecting the right communication channels, and developing an effective message.
3. Consistent Messaging: A campaign is successful when the message conveyed is consistent and easy to understand by the target audience. These messages are often supported by strong visual, narrative, or symbolic elements.
4. Diverse Media Usage: Campaigns can use a variety of media channels, including print, electronic media, social media, and live events. Media selection is usually based on the target audience profile and available budget.
5. Participation and Engagement: Campaigns often encourage participation and engagement from the target audience. This could be concrete action, such as buying a product or donating funds, or online support through petition signatures or the use of special hashtags.
6. Performance Evaluation and Measurement: It is important to measure the success of a campaign by monitoring relevant metrics, such as brand awareness level, audience engagement rate, or sales increase. This evaluation helps in assessing the effectiveness of the strategies used and making adjustments if necessary.

Campaigns can be a very effective tool in influencing behavior, building awareness, and achieving specific goals in a variety of contexts. With careful planning, consistent execution, and careful evaluation, campaigns can be a powerful means for positive change.

3.2 Social Media

Social media is a social interaction media that utilizes accessible and scalable publishing technology, as well as online applications, facilities and media to facilitate interaction, collaboration, and exchange of material. Modern developments also make it easier for communication institutions to provide opportunities and opportunities for individuals to access and utilize information. The simplest means of communication is the use of technological media. More and more people are using certain media as a place to make a profit, buy, sell, find information, and achieve various other goals. When everyone involved trusts each other, information will always be successfully communicated. Online social media is a type of media that aims to enable interactive and internet-based social interaction. Internet technology is changing the way information is disseminated from monologue (one person to many) to dialogue (many people to many people).

3.2.1 Instagram

Instagram is one of the second most popular social media platforms in Indonesia after Whatsapp today. The photo-sharing app started with 1 million monthly users, who uploaded 100 million photos in 2011, and reached 10 million in September of the same year. In April 2012, the company announced that it had 30 million users. That same month, Facebook took notice of Instagram's growth and acquired the app for \$1 billion, its third-largest acquisition to date. Since its inception, the number of Instagram users has skyrocketed. After the acquisition, the company reached 80 million monthly users and nearly doubled to 150 million by the end of 2013. Before Facebook, Twitter also expressed interest in acquiring Instagram in 2011.

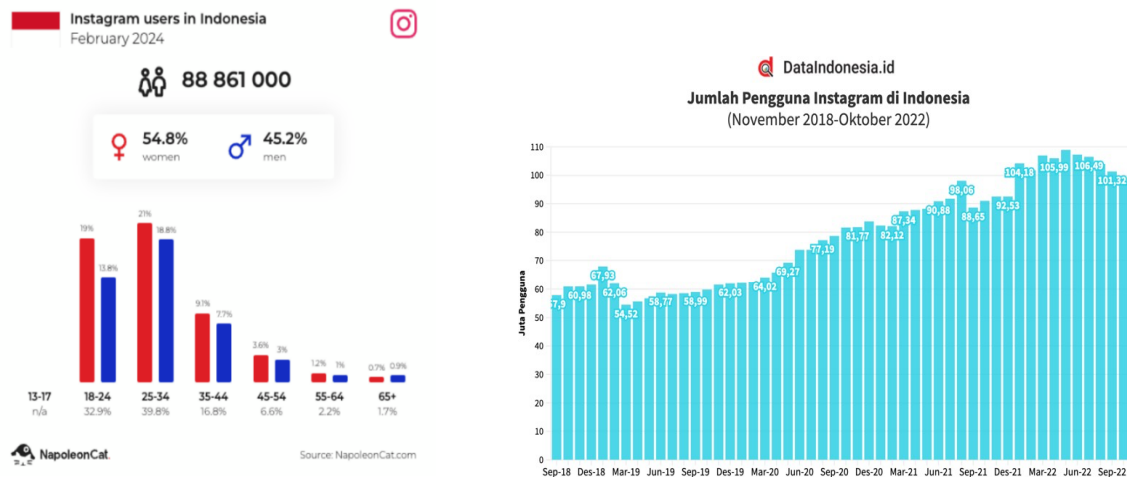


Figure 1. Number of Instagram Users in Indonesia

Based on Napoleon Cat data, there are 97.38 million Instagram users in Indonesia as of October 2022. This number increased by 7% compared to a year earlier which was 91.01 million users. However, Instagram users in Indonesia decreased by 3.89% from the previous month which was 101.3 million accounts. Unlike Napoleon Cat, We Are Social recorded that the number of Instagram users in Indonesia reached 93.6 million people in October 2022. That number is the fourth largest in the world. India tops the list with 248.65 million Instagram users. After that, there are the United States and Brazil with 147.45 million Instagram users and Brazil 117.3 million accounts respectively (Indonesia Has 97.38 Million Instagram Users as of October, 2022). The latest report from Napoleon cat states that the number of Instagram users in February 2024 is 88,861,000 users, which is equivalent to 31.6% of the total population of Indonesia. The majority of Instagram users in Indonesia are women with a proportion of 54.8% with the largest age demographic of Instagram users in Indonesia, namely aged 25 to 34 of 35,400,000 people. In addition, the number of differences based on male and female gender is in the age range of 18 to 24, where women are more than 12,300,000 people. Then it can be concluded from the data, Instagram has become one of the popular social media in Indonesia. The reason is, this platform emphasizes the visual aspect rather than text. Instagram is also quite easy to use compared to other social media. In addition, the platform has various features that are fun for its users. Along with this, Instagram has many users in the country.

3.3 Pandawara

Pandawara Group is one of the groups engaged in environmental hygiene that is famous through social media. They are called the Pandava group, which comes from the word wayang, or Pandava Lima. Because, its five members, "wara" means who brings good news. Pandawara Group has five friends consisting of Rafli Pasha (22), Agung Permana (22), Gilang Rahma (22), Muchamad Iksan (21), and Rifki Sa'dullah (22). They are friends from the same high school, they have been carrying out garbage cleaning activities since August 2022 (Pandawara Group: Youth Action to Clean Up Trash That Went Viral on TikTok | TV Narration, 2023). They use platforms such as Instagram, Tiktok, and Youtube to spread environmental messages, rally support, and organize activities related to environmental conservation.



Figure 2. Pandawara in Setting the No.4 Dirtiest Beach in Indonesia, Sukabumi Plant Beach

Communication technology plays an important role in increasing environmental awareness and encouraging community participation in waste management programs carried out by Pandawara Group. Here are some ways how communication technology can be used to share information about waste disposal programs and environmental awareness campaigns. The public can participate in the campaign by sharing information, photos, and videos regarding environmental cleanup activities. Social media can also be used to organize online clean-ups, gather volunteers, and coordinate activities. The use of Instagram as a social media platform has great potential to increase environmental awareness and community participation in waste treatment programs (Kurmia, 2005).

Below are some special ways Pandawara Group uses Instagram social media. First, Pandawara Group creates engaging visual content. Instagram is an image and video-based platform. Therefore, it is important to create attractive visual content. So as to attract viewers from followers and non-followers. Because interesting content will successfully appear on the homepage or commonly called for your page. Post photos and videos about cleaning up trash, the natural beauty that must be protected, and the negative impact of waste. In addition to the Instagram feed feature, Pandawara Group also uses Instagram Stories to share moments in the garbage cleaning program. Even Pandawara Group managed to create two programs that many people participated in in the activity, which they immortalized in the highlights of @Pandawaragroup account. In addition, Pandawara Group also interacts with its followers by directly replying to their comments and messages. With the right campaign strategy and creativity when using Instagram, we can leverage this communication technology to raise environmental awareness and encourage active community participation in garbage disposal programs.

In a research analysis of campaign strategies through Instagram social media by the Pandawara account to increase environmental awareness, researchers got some interesting findings. Strong visual utilization, One of the main findings is the large use of images on Pandawara's Instagram account. They regularly upload photos of beautiful landscapes contaminated with garbage, showing the real impact of irresponsible behavior on the environment.

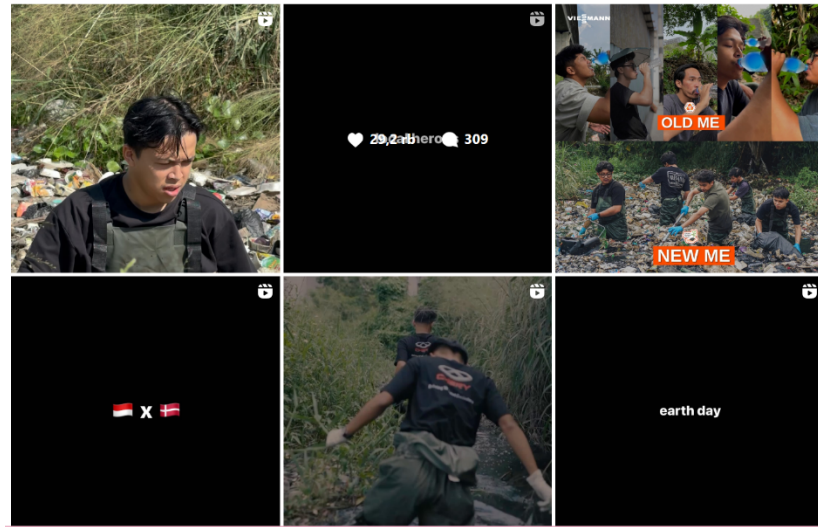


Figure 3. Documentation of Pandawara

The image evokes emotion and gives followers an emotional connection to environmental issues. Using such images is a very effective way to grab the attention of followers and convey a message without words. This shows that image-based social media such as Instagram has great potential in increasing environmental awareness. Pandawara Group actively organizes local waste cleanup events and involves the community in these efforts. They shared inspiring stories of how community involvement has brought about real change in keeping the environment clean. This is a vivid example of how social media can be used as a tool to drive real action in the real world. Pandawara Group not only speaks but also acts, and this inspires its followers to participate more actively. Active follower engagement is an indicator of campaign success. The more people who participate in discussions and actions, the greater the impact on environmental protection.

4. Conclusion

From the results and discussions presented, it can be concluded that increasing public awareness is the key to behavior change and the creation of environmentally friendly habits. Education programs and awareness campaigns in schools, communities, and social media can increase understanding of the consequences of poor waste management. Education must be practiced and requires consistent cooperation between society, government and other bodies. The emergence of Pandawara Group as a form of environmental protection efforts has motivated the Indonesian nation to better protect the environment. Pandawara's youth representatives play an important role as agents of change. Through creative and proactive social actions, including inviting and running campaigns through the Instagram platform, Pandawara Group has made a significant impact in mobilizing and forming collaborations with the younger generation, government, and other communities. The results of the analysis show that Pandawara's Instagram account has utilized this platform very effectively in driving environmental awareness and mobilizing positive actions. They use powerful visuals, educational messages, collaboration, and active follower engagement to achieve their goal of keeping the environment clean. This is a vivid example of how social media, particularly Instagram, can be used as a powerful tool in driving positive change in global environmental issues. The next step is to continue to strengthen these efforts and expand the positive influence they have generated.

5. Acknowledgement

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