

# Content Analysis of Environmental Care Messages in TikTok Bumijo Content

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## ABSTRACT

### Keywords

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Conservation of the environment impacts the survival of the human species. Pleasant environmental circumstances might produce positive consequences that can be managed. However, a substantial amount of the population remains unconcerned about the need to protect the environment. Environment-related problems might develop from the consequences of global warming, air pollution, and garbage management. Indonesia is heavily impacted by environmental issues, with an annual waste production of 13 million tons and 4 million tons of unmanaged waste each year (SIPSN, 2023). This quantity of waste comes in large part from the consumption of plastic products and non-eco-friendly items that make them harder to dispose of. Bumijo.id is a TikTok account that supports and stands for eco-friendly projects. Bumijo.id uses social media platforms to motivate consumers to engage in ecological preservation efforts, such as enrolling in activities that focus on protecting the environment and embracing ecologically sustainable products to minimize trash generation. This study examines the substance of environmental care messages on the Bumijo.id TikTok account. This study uses a qualitative research approach, specifically adopting content analysis methodologies, to examine the messages within the contents published by Bumijo.id. The research specifically focuses on content that promotes environmental sustainability. This research uses message study theory as analysis material. Therefore, this study offers a valuable understanding of the application of social media, which can effectively contribute to the promotion of environmental conservation.

## 1. Introduction

Environmental preservation has a direct impact on human survival. Good environmental conditions can provide positive impacts that can be utilized. As humans living on earth, we must have environmental awareness. Environmental awareness is a condition where a person's soul is awakened to something consciously, which can be seen from various actions. In this case, what is meant is an act of awareness of the environment, and this situation can be seen from various actions and behaviours caused by a person (Wahyuni et al., 2023).

The rapid development of technology influences the closeness of technology to our daily lives; this is side by side with the increasing use of social media. Social media is included in new media, which has a flexible and interactive character that makes it easier to use. Social media is an online medium where social media users can easily participate and create content for social networks. People worldwide often use social media in the form of blogs, social networks, and wikis (A.Rafiq, 2020). Social networks have various applications, such as Instagram, YouTube and TikTok.

The current trending application is the TikTok application. TikTok is an application that users use to create videos with a duration of 1 to 10 minutes accompanied by music and several provided features. TikTok is an application that offers unique and exciting effects that users can easily use to create cool short videos that attract the attention of many people who see them (Asfuri et al., 2023).

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With TikTok's unique content that draws people's attention, TikTok can be used as a medium for delivering education that will provide valuable messages to people who use it.

One of them has been done by Bumijo.Id. Bumijo.Id is an online shop that sells various kinds of environmentally friendly products. These environmentally friendly products are sold through social media, one of which is through a TikTok account. The bumijo.Id TikTok's account currently has 26.8 thousand followers, with the highest number of viewers for one content being 520.7 thousand. The content in TikTok Bumijo.id not only contains the products they market but also contains support environmentally friendly actions. Bumijo.Id uses TikTok to show its existence in the field of environmental conservation.

Indonesia is the country that ranks fourth in terms of population in the world, with a population of in April 2024 of 279 thousand people; this number has increased by around 2 million people compared to 2023, with a population of 277 thousand people (World Population Review, 2024). An increase in population will cause an increase in consumption, increasing the amount of waste. The waste produced by Indonesia in one year is 13 million tons, and the annual amount of unmanaged waste is 4 million tons (SIPSN, 2023). If left unmanaged, the trash will pile up and pollute the environment.

Through the TikTok account owned by Bumijo.id, they utilize social media and existing technological advances to create educational TikTok content with a breakthrough to preserve the environment. The information they include in their account, namely, "Learn to live with minimal waste," they try to convey environmental awareness with the videos they make.

The educational messages conveyed by Bumijo.id will benefit the audience's environmental awareness. Environmental awareness that starts from within a human being can also change natural conditions for the better in the future. The reason for choosing the Bumijo.Id TikTok account as the object of research because of the content created by the Bumijo.ID accounts can be easily applied in everyday life without involving many people. You can start by using the messages contained in the content.

The focus of this research is Bumijo.Id content was produced from March to April with the aim of analyzing the messages conveyed. Coinciding with April is the month of Earth Day. Find out what messages there are about caring for the environment on Earth Day.

This research aims to analyze the messages conveyed by Bumijo.Id via their TikTok account. As a social media material, it can have a positive impact on environmental care.

This research uses message study theory. Message studies about the accumulation of power through communication processes in the sense that communication is a means of gaining power (politics, personal branding). Study messages in conscious communication actions. Self-awareness in communication actions is based on the existence of certain motives for each communicator in the hope of obtaining optimal communication results. The focus of message studies is to examine the optimization of achieving communication results through designing communication messages (message engineering) in a communication action. The four pillars of message studies are power studies, society studies, mentality studies and cultural studies. According to the study, communication messages are a strength. To find out strength through communication processes, message studies divide analysis into three message design methods (message engineering methods), namely message packaging, message using, and message meaning according to McLuhan, 1964 in (MASRURI, 2021). The three components of message design can be seen below:

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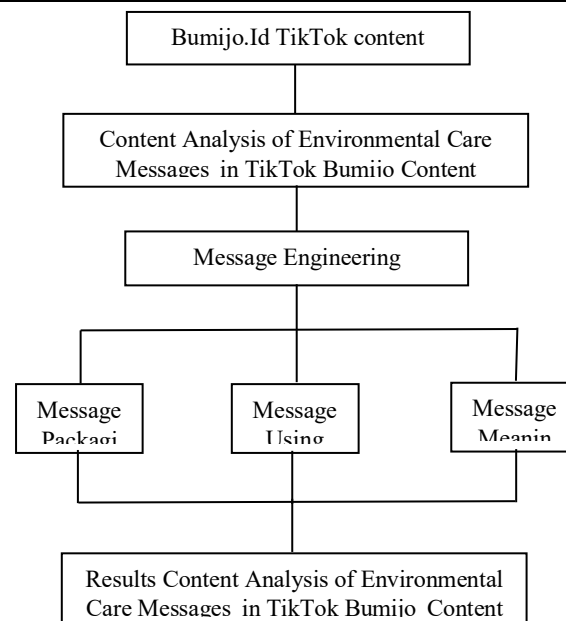


Figure 1. Framework of Thinking

## 2. Method

This research uses a qualitative approach with content analysis research methods. Qualitative research is an approach or investigation to explore and understand a central phenomenon (Dr.J.R. Raco, M.E., 2010). Meanwhile, message content analysis is a qualitative research method focusing on understanding messages in visual, written, or oral media (Wahyuni et al., 2023). Content analysis helps to understand the meaning contained in a message and how the message can contribute to a deep understanding of a social phenomenon.

This research focuses on analyzing messages regarding environmental concerns conveyed by Bumijo.Id on their TikTok account. Bumijo.Id is an account that shares information related to environmental awareness. Bumijo.Id actively creates content in an effort to change environmental awareness issues. The data collection technique and method in this research is a listening method using note-taking techniques with the following steps: selecting and selecting videos from the Bumijo.Id account; watch and listen to content created by Bumijo.Id.

From a total of 10 videos with an average duration of 1-2 minutes uploaded by the TikTok account Bumijo.Id. Bumijo.Id communicates effective message communication patterns to the audience regarding the content of messages to increase environmental awareness and preserve the environment.

## 3. Result and Discussion

Based on the results of content research created by Bumijo.Id on its TikTok account in the period of August and April shows that the message packaging contained in the content is made in simple packaging that can be applied to daily activities. The message packaging refers to ways of caring for the environment that we can start in our daily lives.

Bumijo.Id's content, totalling 10 posts in the form of videos and photo slides, communicates a campaign or invitation to the public to adopt a lifestyle that cares about the environment. Content messages also refer to social activities that can help preserve the environment and care for others, such as the content theme entitled "Bumijo X Food Bank Bandung Collaboration". Food Bank Bandung is an independent food access foundation which has a mission to increase the food

security of underprivileged communities in a sustainable manner and reduce the amount of food wasted in the food supply chain in the city of Bandung and its surroundings. The collaboration they built took the form of donations packaged with an environmentally friendly hamper sales system. The proceeds from hamper sales were partly donated to provide access to food for underprivileged communities in Bandung. Bumijo.Id shows that the individual's role in environmental awareness can help improve community welfare, especially in terms of food.

The content was created by Bumijo.Id, on its TikTok account, has patterns that represent a lifestyle with concern for the environment through zero waste. The content of the message that Bumijo.Id conveys the meaning of inspiring someone to take environmentally friendly actions so that they have the potential to reduce the amount of waste and save energy.

One of the content that stands out on his account is "Simple But Not Everyone Can." This content was uploaded to coincide with the ongoing Eid moment, and the content contains an invitation to bring a drinking bottle when carrying out Eid activities. The invitation you are calling out is simple and can start from yourself. The contents of the photo slide on the last sheet contain a narrative that reads "In 1 day, a lot of waste has been reduced as easily as bringing your bottle." Bumijo.Id clearly shows its commitment to fostering a sense of environmental awareness and efforts to keep the environment clean.

Based on the content it has, bomijo.Id builds structured messages and is committed to carrying out activities related to environmental awareness. From the content patterns that have been analyzed, we will discuss the patterns in depth by analyzing messages from Bumijo.Id content in August and April. This pattern is concern for the environment through zero waste.

### **3.1. Concern for the Environment Through Zero Waste**

The results of this research found that Bumijo.Id's content focuses on environmental awareness, especially in the hashtag they often use, #Zerowaster. This hashtag is used repeatedly and dominates Bumijo.Id content. Zerowaster is a lifestyle that tries to minimize the generation of waste due to human activities, which ends up in final disposal sites (TPA).

First, an analysis of the resulting content messages shows that the content patterns were created by Bumijo.Id contains zerowaster supporting elements. Every content contains at least one element from zerowaster. The combination of content analyzed messages contains 5 elements: reflux, reduce, reuse, recycle, and rotting. This is in accordance with the findings of previous researchers who stated that the implementation of a zero-waster lifestyle is refuse, reduce, reuse, recycle and rotting, which is commonly known as 5R (Rustan et al., 2023).

Second, the content of the message in the content also shows concrete steps that the audience can follow by inviting them to one of the Bumijo X Food Bank Bandung content collaborations. This step is an effort to start using environmentally friendly products, and this can be a starting point for real action. Previous research found that providing concrete steps to the community can achieve behaviour change(Jones K. L., 2020).

Third, Bomijo.Id repeatedly uses the hashtag #zerowaster in the content they produce, this reflects the long-term commitment made by Bumijo.Id in the hope that people will apply the content of the environmental awareness messages they create in their daily lives. This is in line with the results of previous research regarding the importance of long-term commitment to environmental campaigns to create sustainable change (Wang C., 2018).

In the context of delivering messages on social media related to environmental campaigns, these elements are important for designing the content of campaign messages to provide concrete actions in everyday life to care about the environment and motivate them to take positive actions. The results of this research provide evidence that social media as an environmental campaign media can

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be an effective medium in achieving environmental goals. The message content of environmental awareness through zero waste can be a positive example for other individuals to play an active role in efforts to care for the environment. Thus, the content of the messages in the content has the potential to bring positive changes in efforts to care for the environment.

In the content of the #zerowaster environmental campaign message, the content of this message also highlights the importance of individual contributions in maintaining a clean environment. The content they produce emphasizes that each individual has their way of preserving the environment. The content containing #zerowaster emphasizes that caring for the environment can start with oneself by implementing zerowaster in daily activities. Continuous daily activities carried out with care for the environment, starting from ourselves, can bring long-term changes to environmental conditions.

The message packaging was produced by Bumijo.Id can be an example for other accounts or individuals who are conveying environmental awareness campaigns by combining elements of simple visual images that can be applied in everyday life, concrete steps and long-term commitments. Content like this has great potential to bring about change in environmental condition.

#### 4. Conclusion

By analyzing the content of environmental awareness messages in the Bumijo.Id TikTok content, researchers managed to get interesting results in the form of the message used, the usefulness of the message, and the content of the message, which includes message patterns, as well as how to implement zero waste in everyday life.

The main focus of the message is Bumijo.Id prioritizes messages of concern for the environment, focusing on implementing a zero-water lifestyle, which has the impact of reducing the amount of waste produced. Through #zerowaster, Bumijo.Id uses messages as campaign material to call for environmental care.

The patterns of message content formed represent a lifestyle with concern for the environment through zero waste, which they show consistently in the messages contained in every piece of content they produce. This content contains simple activities and methods that individuals can start in their daily lives that have the potential to bring positive changes to environmental conditions.

Through the form and content of their messages on social media, TikTok shows that social media can be an effective medium for conveying messages of concern for the environment, which will have a positive impact on activities.

#### 5. Acknowledgement

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