

Social Marketing Strategy of Youthfel Indonesia in Effort to Realize the Right to a Good and Healthy Environment in Yogyakarta in 2023-2024

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ABSTRACT

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Feminism in popular culture has developed significantly, especially in the representation of women in the entertainment industry. Third-wave Feminism or post-feminism presents an image of women who are free, independent and empowered, but still attached to the values of femininity constructed by the media. As one of the world's musicians who raised the theme of women's empowerment, Katy Perry successfully brought the concept of post-feminism by presenting the image of modern women through her music. Therefore, this research aims to find out the image of women constructed by Katy Perry through the song lyrics and video clip *Woman's World*. The research was conducted using Roland Barthes' semiotic method to reveal the signs of post-feminism in the song lyrics and video clip. The results found that Katy Perry's performance is in line with the concept of post-feminism which shows women as a figure full of freedom, independent, but sexually objectified and individualist.

1. Introduction

The problem of rubbish has a crucial impact significant to the continuity of environmental life, especially in urban areas that experience growth in population and activities economy in a fast way. According to Law no. 18 of 2008, rubbish defined as remainder activity daily humans and / or shaped natural processes solid. Production continuous garbage increase along with modernization style life and growth population has caused pressure big to system management in the existing environment. Without the existence of a sustainable and integrated management strategy, the problem rubbish potential to worsen pollution, damage ecosystem, as well as threaten health public in a way wide.

Based on The Atlas of Sustainable Development Goals report in 2020, Indonesia produced around 65.2 million tons of waste, making it as a producing country rubbish the biggest fifth in Southeast Asia. The data state level crisis environment serious and worrying, Indonesia as one of the countries with population 5th largest in Southeast Asia will be potential to aggravate global environment, such as pollution sea, change climate and degradation ecosystem environment.

System Data Information Management National Waste (SIPSN) shows that of the total stockpile rubbish national of 21.1 million tons in 2022, only 65.71% was successfully managed, while 34.29% have not been handled with good. In 2023, the number of pile rubbish increased drastically to 69.9 million tonnes with the proportion the biggest originating from rubbish food (41.60%) and waste plastic (18.71%), as well as House ladder as source main (44.37%). Especially in the city of Yogyakarta, the problem is the more complex consequence of the excess capacity of the Piyungan TPA which was finally closed permanently by the DIY Regional Government in March 2024. From the DIY regional government data, it states improvement especially in the last

two years, namely in 2021 incoming garbage as much as 255,219 tons or an increase of 23 % compared to 2020. Then in 2022 the waste entered Piyungan during period time a year reaching 270,153 this shows 5.9% increase compared to the previous year Data published by the Public Works, Housing, Energy, and Mineral Resources Service in 2022 recorded the volume of waste handled counted 757.2 tons every day.

Based on these data, environmental issues—particularly those related to increasing waste management problems due to population growth and changing lifestyles—have become a serious challenge. Therefore, various parties, both governmental and non-governmental, have initiated social, educational, and concrete actions aimed at positioning the younger generation as the main driving force in environmental campaigns through social media.

Social marketing offers an approach that focuses on voluntary behavior change by addressing internal and external barriers and highlighting perceived benefits to encourage environmentally responsible actions (Rodriguez-Sanchez, 2023). Compared to regulation-based or purely informational campaigns, social marketing provides strategies that preserve individual autonomy and can foster long-term behavior change. This perspective emphasizes the importance of involving citizens not only as passive recipients of environmental messages but also as active agents in behavior change efforts. In this context, the efforts of Youthfel Indonesia align with the global movement to integrate social marketing into environmental communication, particularly in influencing youth behavior and attitudes through strategic digital engagement.

Social media in this era has the power to convey messages marketing social. Currently the numbers of social media users in Indonesia are increasing in line with birth generation. The enormous power and influence of social media makes it an indispensable medium. seldom used as a tool promotion for make it a success campaign marketing social integrated by activists' environment.

Considering ease of access and reaching all over layer public now Lots voiced out campaign environment on social media. So that an effective communication strategy is needed for an audience run by a community or organization activist campaign. Kotler & Roberto (1989), explains in his book related stages in management marketing social, namely analyzing the social marketing environment, researching and selecting the target adopter population, designing social marketing mix programs, organizing, implementing, controlling, and evaluating the social marketing effort.

Youthfel Indonesia is an organization that initiated a movement to realize the right to a good and healthy environment. As a generation driven organization young utilizing social media for convey message marketing social with building awareness, sharing documentation activities, as well as establish cooperation with cross party.

In another study conducted by Asep et al. (2023) conducted study regarding strategy in increase interest volunteers' campaign with method study qualitative with results findings lack research in determine strategy, less the details profile and target goals, objectives campaign, election location, mass media and evaluation. Hairun et al. (2023) who did study towards marketing strategy Blood for Life social in change Community behavior for donate blood. With use approach qualitative and methods studies case. Findings show at what stage marketing analyzing the social marketing environment and selecting target adopters has done However No in a way structured.

Study furthermore Widha Anista Suwarso (2020) who researched marketing strategies Indonesian AIDS Coalition (IAC) social campaign in the PLWHA Have the Right to be Healthy (OBS) campaign. Findings show the communication strategy implemented by IAC in the OBS campaign, both downstream strategy and upstream strategy. maximum, needed optimization and development Digital AIDS mobile application.

Based on reference research, this research has differences in Yogyakarta as the scope research this research examines organization child - initiated environment young, as well as the process of developing and implementing marketing strategies. social in context meeting right on environment good and healthy life in 2023-2024 Specifically in Yogyakarta.

2. Method

This research uses method qualitative with approach studies case study. This study uses data sourced from from interview documentation in the form of relevant journals, books, and articles. Data analysis techniques used through the process of collecting and compiling with systematic data obtained through interviews, questionnaires, observations and documentation. Fiantikan, (2022), informants in this study were determined through criteria certain that have been set. Informant in study This involving core administrators who play a role in program management and volunteers who participate in the Youthfel Indonesia program. Research This use triangulation source with analysis Miles & Hubberman guidelines (in Sugiyono 2018) with stages data reduction, data presentation, and ending with withdrawal conclusion.

3. Result and Discussion

3.1. Elements Marketing Social

a. Products

Products in social marketing mean what social products will be distributed for the benefit and needs of the community Kotler (in Pudjiastuti , 2016). In the sense that Youthfel Indonesia through its social products wants to emphasize that people have the right to a good and healthy environment, because it is part of human rights, therefore programs or activities are implemented that are designed with the aim of being beneficial and having an impact on society. In social marketing, the product offered is an idea or concept that is marketed through various campaign programs, namely: Gebyar Mangku Jagad, Wahana Alam Inklusi, Plogging, Youthfelliftar, Natural Disaster Education Unit (SPAB).

b. Price

Prices here see the use of money according to what is offered and according to its function Kotler (in Pudjiatuti , 2016). Youthfel Indonesia sets non-material prices when the general public can be involved in programs offered with the aim of realizing the right to a good and healthy environment which can then be felt by participants when changing their behavior. In addition, Youthfel Indonesia sets prices in the form of time to the community to change community behavior so that they are interested in knowing and understanding environmental issues in Indonesia.

c. Place

Place in social marketing takes into account the location and distribution channels of Kotler's social products (in Pudiastuti, 2016). Youthfel Indonesia considers the selection of issues and appropriate implementation locations by considering the distance and ease of target targets in accessing social products. Youthfel Indonesia must consider the selection of places or locations in socializing its work programs to the community. In addition, the process can be carried out through physical and electronic channels in sharing ideas or messages to the public.

d. Promotion

This promotion requires identification of who is the target and the process will be found if the target is with mass quantity, then mass communication is used Kotler (in Pudjiastuti , 2016). Youthfel Indonesia is currently focusing on online promotional activities, through social media which is intended for followers and viewers Youthfel Indonesia aims to invite public participation to get involved in understanding environmental issues in general and changing people's behavior by becoming participants starting with small steps. Promotion on social media is currently the chosen step to introduce Youthfel Indonesia in the form of persuasive communication through the implementation of activities directly in the community. Instagram was chosen considering the importance of promotional channels for social products so that they can be implemented optimally.

e. Policy

The policy is formed as a basis for agreement between parties related to the program. This policy is made with involvement of the government and is expected to provide support and motivation to target targets. To change Andreasen's behavior (2006). As a basic

implementation of the program so that it runs according to its objectives. This is also a step concerned Youthfel Indonesia will support the government in accordance with Constitution Number 32 of 2009 Concerning Protection and Management Environment. Youthfel Indonesia is guided by laws and policies government

f. Partnership

Youthfel Indonesia, builds relationships with external parties, both communities or similar organizations to support the running of its own campaign program Andreasen (2006). Through an approach that begins with participating in other community activities, many campaign programs are carried out together. Youthfel Indonesia itself has established good relationships starting from foundations, local communities such as Plan Internasional Indonesia, *Trash Hero*, Walhi Yogyakarta, *Climate The reality* of Indonesia is that even government institutions such as BPBD.

3.2. Youthfel Indonesia Social Marketing Management

Formulating ideas or concepts into social products, there are planning stages that must be carried out in formulating ideas or concepts. Social marketing strategy management can be described as follows:

1. Analyzing the social marketing environment

Kotler in his book concluded that at this stage, an analysis of the social marketing environment is needed to determine the environmental conditions in various aspects including social & cultural, economic, political, legal. Understanding the various factors that can affect the success of social marketing programs, observing the environment based on external factors to support the success of social marketing. The formulation of this social product according to Kotler & Lee (2008) is said to be adjusted to the conditions of the community itself. Youthfel Indonesia conducted an analysis of the issues brought based on relevant sources and found in Yogyakarta.

Considering the policies contained in the law, in addition Yogyakarta as one of the student cities so that in the formulation of this social product it is adjusted to facilitate the adoption of new behavior. Youthfel Indonesia utilizes the existence of Instagram social media as a message channel and communication facility with the public according to the characteristics of the target audience.

2. Research and choose the target population

At this stage, identification and research of target targets, in this case involving market segmentation. Youthfel Indonesia through an interview with Rio Ananda Adriana, Youthfel Indonesia focuses on target targets, namely young people aged 17-24 years. Youthfel said that by focusing on these young people, it is adjusted to the campaign that matches the characteristics of the target as active social media users, this can support the process of spreading social campaigns. According to Andreasen (2006), effective social marketing requires a deep understanding of the target, including their behavior, habits, and preferences. By considering Yogyakarta as a student city dominated by young people who have great potential to get involved and form positive behavior, this group is considered to be able to accept new ideas, one of which includes environmental and social issues. The environment in Yogyakarta which is dominated by students will make it easier to disseminate information massively, the communication that is established does not rule out the possibility of collaboration with external parties, both government, organizations and communities.

3. Designing social marketing objectives and strategic

Kotler emphasizes in this stage the setting of specific goals and the development of effective and relevant strategies. Youthfel Indonesia plans based on the issues presented and is implemented in the form of a program that is focused on the target audience. In addition, Youthfel Indonesia develops a strategy to utilize social media by sharing various content through visuals and narratives designed to encourage interaction with the public. Youthfel Indonesia also utilizes social media campaigns by using hashtags and messages

as goals in the form of campaigns. In addition, Youthfel Indonesia collaborates with similar organizations. This is in line with research conducted by Nissa and Ariyani (2023) which states the importance of using social media in social marketing strategies.

4. Planning Social Marketing mix

At this stage, it becomes an important role in designing and implementing social marketing programs consisting of the 4P social marketing elements according to Kotler, namely product, price, promotion, and place. In addition, Andreasen (2006) added the 2P elements, namely policy and partnership in social marketing. In this case, Youthfel Indonesia applies these elements in the management of social marketing programs, in addition to brainstorming with other related members.

5. Organizing, Implementing, Controlling, and Evaluating the Social Marketing

Efforts Youthfel Indonesia organizes by creating an organizational structure which is then followed by a division of tasks in the form of divisions including Founder & Coordinator, internal vice coordinator, external vice coordinator, executive secretary, executive Finance, project and event team, public relation team, digital and communication team, research and campaign team. Implementation of social marketing plans into each need such as communication approaches with the public. Such as among others:

a. Social media

Youthfel Indonesia utilizes social media to disseminate messages such as content and information about organizations such as program posters, has consistency in producing content on social media related to environmental issues and others, not only that, the use of live features stream to run online programs.



Figure 1 Social Media Posts Source: Instagram account @youthfel.id

b. Event

- 1) Gebyar Mangku Jagad: this program is carried out with the aim of increasing awareness of climate change , the implementation of activities is divided into several online and offline series .
- 2) Plogging : This program is implemented with the aim of inviting the public to spread awareness regarding the issue of waste, especially to the younger generation.
- 3) Youthfelflitar Gliventure : this program is designed to provide education to young people regarding the importance of knowing, utilizing, and consuming local food as a form of food sovereignty in Indonesia.
- 4) Disaster Safe Education Unit (SPAB): is an activity that is part of the Plan International Indonesia project with support from Prudence Foundation through Plan International Hongkong . This project is part of the support for the Ministry of Education and Culture's program to disseminate understanding of disaster issues in schools in Indonesia.
- 5) Wahana Alam Inklusif: is an educational project of Youthfel Indonesia to the

community about the impact of environmental problems related to waste. This activity was held on November 18-December 17, 2023 at TPA Piyungan , DIY.

Furthermore, controlling or monitoring the performance of the program related to this, each program implementation, each member of Youthfel Indonesia shares activity posters through social media and WhatsApp groups and collaborates with other communities to disseminate. Youthfel Indonesia still maximizes qualitative monitoring to measure campaign performance online .

While during the implementation of the Youthfel Indonesia activity, attendance was used to measure the level of participants. And after the activity, a feedback survey was distributed to measure the effectiveness of the program. The survey contains suggestions, criticisms and recommendations that can be given by participants as evaluation material.

Large-scale evaluations are conducted through meetings held in the middle of the period and at the end of the period to evaluate the successes and obstacles that arise during one period, and to assess the performance of each member in dividing tasks. Meanwhile, evaluations per event are conducted after the event, but there has been no fundamental evaluation, limited to evaluating deficiencies that must be fixed in other programs.

Next, the evaluation findings are based on interviews with Alvin as a volunteer. Youthfel Indonesia stated that Youthfel Indonesia as an organization that also criticizes government policies but also collaborates with other parties to contribute at least education about environmental issues so that this has a direct impact seen in the activities carried out in the form of campaigns and audiences with related parties. However, development is needed in the type of content produced.

4. Conclusion

Based on the data that has been researcher find and analyze from marketing strategy social Youthfel Indonesia, can be withdrawn conclusion that in implementing marketing strategies social carry out steps strategic and structured in determining marketing programs social but need attention to several aspects points to note be noticed related promotions that have not been maximize promotion in a way direct use aiming for a wider target wide so that no stuck social media users only. In addition, in the evaluation Youthfel Indonesia needs to develop fundamental indicators of success especially in each program, so that evaluation conducted post activities can be measured in a way term long.

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