

ABSTRACT

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The Influence of the #Bijakberplastic Campaign on Attitude Changes in Reducing Plastic Use (Study of AQUA Life Products on Instagram)

Keywords: Campaign, Attitude Change, Environmental Communication

(xiv+74+ appendices)

The use of plastic has a direct relationship with human life. However, the use of plastic has a negative impact if its use is not environmentally friendly. Through the #Plasticwise campaign, Danone AQUA emphasizes the importance of behaving wisely in using plastic in everyday life. This research aims to find out and analyze how much influence the #BijakBerplastic Campaign has on changing attitudes towards reducing plastic use. The method in this research is quantitative with a descriptive approach and a positivist paradigm. The theory used is Uses and Effect. The results of this research prove that there is a significant influence of the #BijakBerplastic Campaign variable on Attitude Change. The results of the correlation test are known to have a strong relationship, meaning that the influence contained in the #BijakBerplastic Campaign can be accepted by Instagram followers @sehataqua. The results of the hypothesis test with tcount (8.134) can be concluded that H_0 is rejected and H_a is accepted. The conclusion of this research is that the #BijakBerplastik campaign has an effect on changing attitudes towards reducing the use of plastic among Instagram followers @sehataqua.

Bibliography: 2010 - 2024