

## **ABSTRACT**

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***The Influence of Tiktok Content and Pandawara Group's #Onedayonetrashbag Campaign on Followers' Environmental Care Behavior.***

*Keywords: Content Influence, Tiktok Content, Campaign, #Onedayonetrashbag, Environmental Care Behavior*

*Pages : xiii + 103 + Attachments*

*This research has a background in the Tiktok Content phenomenon created by the Pandawara Group, and aims to find out whether there is an influence from the TikTok content and the #Onedayonetrashbag Campaign created Pandawara Group on the Environmental Care Behavior of Its Followers. The theory used in this research was the S-O-R Theory (Stimulus, Organism, Response). The research method used in this research is a quantitative method, by conducting surveys and distributing questionnaires to respondents who are followers of the Tiktok Pandawara Group account. Based on the Slovin formula, a sample of 400 respondents was obtained which was then processed using SPSS version 26. The research results obtained from 400 respondents show that there is a very strong influence between TikTok content and the #Onedayonetrashbag campaign created by Pandawara Group on the environmental caring behavior of its followers, with a value of 71% which indicates that the influence of TikTok content and the #Onedayonetrashbag campaign is very strong on Followers' environmentally caring behavior.*

*Bibliography (1998-2023)*