

The Influence of The #*Pilahsampah* Campaign on Instagram on The Intention of Sorting Plastic Waste in Youth

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ABSTRACT

Research looks at the effect of the #pilahsampah campaign on Instagram on the intention to sort plastic waste in adolescents. The #pilahsampah campaign includes information on Instagram media about waste sorting. Experimental design study with 74 adolescent participants from DKI Jakarta with an age range of 19-23 years. Intention to sort waste was measured using a questionnaire developed by researchers based on the ATCT intention criteria theory (Action, target, context, and time) by Fishbein and Ajzen (2005). The results based on the analysis of the Independent T-test showed that in the post-test of the experimental group there were differences from the pre-test that was done previously compared to the control group (Sig.=0.00, p-value <0.05). It was concluded that the #pilahsampah campaign on Instagram had a significant influence on the intention to sort plastic waste among teenagers.

Keywords: Campaign; Intention, Theory of Planned Behavior; #pilahsampah; Adolescent

INTRODUCTION

Plastic waste is a problem for the whole world with every year countries around the world produce 350 million tons of plastic waste, the majority of this waste ends up polluting the sea, land and air (World Economic Forum, 2023). DKI Jakarta is one of the largest provinces producing plastic waste in Indonesia, by 2022 producing 3.1 million tons of plastic waste (Annur, 2023). The majority of this waste has not been managed properly and has accumulated a lot of waste (Bina Bhakti Environmental Foundation, 2022). The accumulation of waste in landfills has a negative impact on the environment because it pollutes the environment if waste is not managed properly (Permana, 2021).

Greenpeace Indonesia (2021), states that one of the implementations plans to reduce the accumulation of waste is waste recycling. Based on a report by the Indonesian Sustainable Waste agency, only 7% of plastic waste in Indonesia is recycled (Liputan 6, 2023). According to Wijayanta (2023), it is not enough to have a conscious movement to dispose of waste in its place but rather the need for knowledge of waste management, more precisely waste segregation (Kemantren Pakualaman, 2023). According to Purwanta (2022) 80% of Indonesian people have not sorted their waste which is one of the reasons for the difficulty in waste management (National Research and Innovation Agency, 2022).

The biggest contributor to plastic use is late youth aged 17-25 years, reaching 89.3 million people (Sucihadi and Sayatman, 2020). Based on a news article by Lubabah (2022), in the Sudirman area, specifically the area called Sudirman Citayam Bojonggede Depok (SCBD), there is a lot of trash that is not put in its place by visitors who are predominantly teenagers (Merdeka, 2022). This is supported by teenagers consuming more fast food, reaching 4-7 times a month (Ministry of Health, Directorate General of Health Services, 2023). Besides ordering from fast food places that are not good for health, it can also increase the use of plastic waste. It is important to focus national movements on these young people who are approaching adulthood, because they are the nation's superior seeds (Yunita, 2021).

Based on the theory of planned behavior by Ajzen (1991), intention is a factor that influences behavior. According to Ajzen (2006), intention or what can be called intention includes a person's readiness to perform a behavior. Intention is used as a measure of behavior, where the stronger a person's desire to behave, the higher the likelihood that the behavior will be realized. (Zainuddin, 2013). It can be said that a person's behavior will depend on his intention, where intention is a person's motivation to manifest behavior.

A study by Hu et al. (2021), regarding the application of the theory of planned behavior as a factor influencing changes in waste sorting behavior. It was found that the variables of attitudes toward sorting waste, subjective norms, and perceived behavioral control significantly influence the intention to sort waste. This finding is supported by research by Ciao et al. (2022), regarding the role of social capital in predicting waste sorting intentions in rural locations and expanding the theory of planned behavior. It was found that the intention to sort waste is directly influenced by attitudes towards sorting waste, subjective norms, and perceived behavioral control.

Knowledge of a topic influences attitudes toward the topic, subjective norms, and perceived behavioral control. This statement is supported by Salimi's research (2019), regarding the influence of concerns about the environment and knowledge of environmentally friendly products on consumption of environmentally friendly products with the mediating role of perceived behavior control, values, attitudes, and subjective norms, it was found that knowledge of environmentally friendly products significantly influence attitudes towards environmentally friendly products, subjective norms, and perceived behavioral control. This is because an increase in consumer knowledge leads to an increase in positive attitudes towards buying environmentally friendly products, the subjective norm is positive because of the trust of people who buy environmentally friendly products and an increase in perceived behavioral control with increased ability and adequate allocation of resources to buy products. environment.

This finding is in line with the findings of Indriani et al (2019), that knowledge of the environment significantly influences attitudes towards environmentally friendly products. Then according to the findings of Mendoza et al (2022) that knowledge of the environment has a significant effect on perceived behavioral control.

The reason researchers conducted this research, because there is an importance to examine whether campaigns regarding community and state issues on social media as a means of information have an influence on society. Is there any influence of the *#pilahsampah* campaign on Instagram media on the intention to sort plastic waste in adolescents? The purpose of this study was to examine the effect of the *#pilahsampah* campaign on Instagram media on the intention to recycle plastic waste in adolescents. To answer the main research hypothesis, the hypothesis that was tested was that after the experiment was carried out, was there a difference in the intention of sorting waste among adolescents between the experimental group that was given the *#pilahsampah* campaign on Instagram media and the control group that was not given the *#pilahsampah* campaign on Instagram media?.

METHODS

Research Participants

There were 74 participants in this study, the total participants were randomly divided into two groups with each group having 37 participants whose data were collected and analyzed. These participants include ages in the range of 17-25, domiciled in DKI Jakarta, and have never actively opened and sought information from campaigns on social media Instagram, regarding waste sorting, and topics around it. All participants had the same level of education, namely currently pursuing undergraduate studies, with the majority of participants being male students as much as 51.4% and 48.6% female.

The participants were obtained by researchers using a convenience sampling method, in which participants were recruited based on their availability and willingness to participate in the study (Gravetter and Forzano,

2016). Where the recruitment of participants is carried out by researchers distributing research advertisements to social media groups, where researchers are members and researchers asking for the help of research friends to distribute research advertisements to their friends. Researchers received 76 potential participants who registered for the study, researchers screened the 76 potential participants first and discarded 2 potential participants. So that the remaining 74 participants were used for the experiment.

After the researcher obtained the participants, the researcher grouped the participants randomly into two groups, namely the experimental group and the control group using the Random Lists site <https://www.randomlists.com/team-generator>, a site that provides services for grouping a group of names into 2 or more groups. As a reward for participants who are willing to participate in the research, 10 lucky participants get a prize of IDR 50,000 which is sent after participating in the research via OVO electronic payments.

Measuring Instrument

In this study, data collection will use a pre-test and post-test. The pre-test and post-test contained the same content, containing a scale of intention to sort plastic waste developed by researchers based on the ATCT intention criteria (Action, target, context, and time). According to Fishbein and Ajzen (2005) in Ardiansyah, Marwan, and Ubaidullah (2020), namely: Target, is the goal of an individual to be achieved from carrying out behavior, so for the emergence of behavioral intentions it is important to have clear targets. In this study, for the emergence of an intention to sort plastic waste, a clear target must be obtained first. Action / action, is a specific behavior that will be implemented to achieve the target. In line with the target, sorting plastic waste will be carried out. In context, the intention to sort plastic waste can arise based on the situation experienced by an individual, so that they carry out this behavior. These circumstances include the situation, and the individual's internal factors. Time, is the time that allows behavior to be carried out. Time in the context of certain days, hours and dates, time also means the moments experienced by individuals. The intention to sort plastic waste can arise based on time and moment, where these two things become a driving force for recycling.

The intention scale for sorting plastic waste has 14 items which are closed questions. The type of scale used to measure the intention variable for sorting plastic waste is the Likert scale. The intention scale for sorting plastic waste was tested first. The trial involved 31 participants who were included in the study population criteria, the data from the trial were tested for validity and reliability using the SPSS (Software Statistical Package for Social Science) application version 27. With $Df = 29$, the value of r table is 0.356, with a significance of 0.05 items in the intention scale for sorting plastic waste is declared valid with r count $\geq r$ table. Using Cronbach Alpha (α), where the scale is declared reliable if Cronbach Alpha (α) > 0.60 . Reliable test results have a value of 0.743, thus the scale is declared reliable.

In this study, participants in the experimental group were given treatment in the form of content in the #sortwaste campaign, the content shown was in the form of photos and videos. Content in the campaign is selected based on each content that includes one of the 5W1H (What, Who, When, Where, Why and How). 5W + 1H is used to find solutions to problems with the aim of solving existing problems (Nasution et al, 2020). In this study the problem is the lack of people sorting plastic waste and the solution is to increase public knowledge through the #pilahsampah digital campaign, thereby increasing community intentions sorting plastic waste, the content of which was shown to the experimental group.

Research Design

In this study, data collection used a quantitative approach where the measurement of variables for participants aims to obtain numerical values that will be statistically analyzed for interpretation (Gravetter and Forzano, 2016). To see whether the #pilahsampah campaign on Instagram media (independent variable) an effect on adolescents' intention has to sort plastic waste (dependent variable), researchers used experimental research.

Experimental research is research that tries to show changes in a variable caused by other variables studied (Gravetter and Forzano, 2016). The study used a pre-test post-test control group design with a between-subject design, where the researcher would compare the two groups. This design is included in the simple experimental design, including two groups, namely the control group and the experimental group. The control group was not given the treatment or treatment being studied and the experimental group, on the other hand, was given the treatment or treatment being studied, the participants were grouped into the two groups. In addition, the simple experimental design requires the researcher to have the ability to control the experiments being carried out, and the data obtained will be analyzed (Hiebert, 2007).

In the study there were two groups which included the experimental group and the control group, where the grouping of participants was done randomly. Both groups will be given a pre-test and post-test. The experimental

group will be given the treatment of *#pilahsampah* content and group discussions, before filling out the post-test. The control group will not be given any treatment before completing the post-test.

The technique used by researchers to control Extraneous variables is constancy, by holding a variable constant to minimize the opportunity for variables to interfere with the experiment. Constancy was carried out by researchers taking data and conducting experiments in one of the X University laboratories.

Participants were recruited using social media tools, the researcher distributed posters advertising the research to all groups of which the researcher was a member. In addition, the researcher distributes research advertisement posters to research friends to ask for their help to distribute to their friends. To increase participants' desire to register themselves, researchers provide cash rewards to some lucky participants. The recruitment process has a duration of one week, for researchers to distribute research advertisement posters and potential participants to register. After the potential participants have been collected, the researcher screens the potential participants so that potential participants who do not meet the criteria for research participants will not continue conducting experimental research. After obtaining the participants, the researcher divided the participants into two groups into the control group and the experimental group. Participants before continuing to carry out the research procedure, had explained what the research was without explaining the complete information on the research objectives and each participant did not know which group to be placed in.

The research procedure began with both groups being sent an email in which they were instructed to fill out a pre-test questionnaire. Completion of the pre-test and post-test was carried out by both groups at the same duration of filling time, namely on June 5-6, 2023. After completing the pre-test, the experimental group was asked to fill out confirmation of availability and attendance to come to the laboratory to conduct experiments. After completing the pre-test, the experimental group received information regarding the location and time of the experiment in a confirmation message that appeared after the participants pressed "submit" in the questionnaire. The control group also received messages, but instead of information regarding the implementation of the experiment, they received information about the time to complete the post-test.

The experimental group was sent a reminder via email 1 day before the experiment was carried out, while the control group was sent a reminder to fill out the post-test. The experiment started at 9:20 a.m., with 10-15 minutes to wait for the participants to arrive. At 9:35-9:45 a.m., the researcher started the experiment with a self-introduction and ice-breaking first. After that, the researcher started asking the participants to pay attention to the screen that showed a QR code containing content from the *#pilahsampah* campaign. Participants were asked to open their respective smartphones and scan the code. Participants have 5 minutes to watch content presented by researchers regarding waste sorting. After the 5 minutes were over, participants were instructed to discuss what was contained in the content presented based on follow-up questions given by the researcher for 5-10 minutes. These instructions are repeated until every aspect of 5W1H has been fulfilled. After the experiment was carried out, the participants filled out the post-test. Where the control and experimental groups fill in on June 8, 2023.

The data obtained will be analyzed using the Independent T-Test, to see the average difference between the experimental group and the control group. Prior to the Independent T-Test, the data of the two groups will be tested for normality and homogeneity prerequisite tests. If both data have been proven to be normally distributed and homogeneous, the Independent T-Test can be carried out. If the test results show a p-value <0.05, it can be interpreted that there is a difference between the experimental group and the control group after the experiment is carried out.

Research Procedure

The research procedure began with the preparatory stage, where the researcher compiled a scale of intention to sort plastic waste used in this study for the pre-test and post-test questionnaires. In addition to making pre-tests and post-tests, the researcher prepared a presentation in the form of a Power Point aimed at presenting the content of the *#pilahsampah* campaign from Instagram to the experimental group. Power Point contains content in campaigns selected based on each content that includes one of the 5W1H (What, Who, When, Where, Why and How).

After preparing the instruments and tools used in the experiment, the researchers recruited participants. Researchers recruited participants who met the criteria and were willing to take part in experimental research, interested participants registered via the Google Form listed on the research advertisement poster. After getting the potential participants, the registered potential participants were filtered, so that the remaining participants met the criteria for research participants. Participants were randomly assigned to two groups, with each group having a minimum of 30 participants. Prior to the experiment, the researcher borrowed a room in one of the laboratories located at X University to conduct the experiment for the experimental group on June 8, 2023, at 9:20 a.m.

Both groups were given a pre-test to fill out using Google Form, the date of filling in for both groups was on June 5-6, 2023. After completing the pre-test, the control group will be given a reminder to fill out the post-test on June 8, 2023, and the control group will experiment will be given information about the location and time of the experiment. Debriefing is explained after filling out the post-test on the Google Form, explaining the purpose of the experiment. After data collection, the data obtained was analyzed.

RESULTS AND DISCUSSIONS

The participants in this study ranged in age from 19 to 23 years who were currently undergoing undergraduate education, with the majority of male participants at 51.4%. The majority of participants live in West Jakarta (20.3%) and Central Jakarta (20.3%). Below is a table 1 of pre-test and post-test data assumptions for the control and experimental groups, where the prerequisites for normality and homogeneity are tested for the data obtained in the experiment. Testing the prerequisites for normality and homogeneity is carried out because the majority of parametric tests require conditions where the data to be analyzed is normally distributed and homogeneous (Kim and Park, 2019).

Table 1. Participant's Demographics

Participants	Category	Frequency	Percentage
Age	19 Years old	16	21,6%
	20 Years old	14	18,9%
	21 Years old	16	21,6%
	22 Years old	15	20,3%
	23 Years old	13	17,6%
Sex	Male	38	51,4%
	Female	36	48,6%
Current Domicile	West Jakarta	15	20,3%
	South Jakarta	12	16,2%
	North Jakarta	13	17,6%
	East Jakarta	19	25,7%
	Central Jakarta	15	20,3%
Level of Education	Bachelor	74	100%
	Master	0	0%
	High school	0	0%

Of the 37 participants in the experimental group, the difference in mean pre-test and post-test scores was 10. This difference could be interpreted that the experimental group that was given the #pilahsampah campaign on Instagram, had a more significant change than the control group towards the intention to sort waste in the time of the experiment.

The normality test in this study used the Shapiro-Wilk test because the small number of samples in each group was below 50 data (Mishra, 2019). Data that is declared to have a normal distribution is data that has a p-value > 0.05 and data that is not normally distributed has a p-value < 0.05.

Based on the normality test, it was found that the pre-test of the control group (Sig.= 0.066, p-value> 0.05) and the experimental group (Sig.= 0.061, p-value> 0.05) were normally distributed. In addition, the post-test control group (Sig. = 0.124, p-value> 0.05) and the experimental group (Sig. = 0.131, p-value> 0.05) were normally distributed. The homogeneity test in this study uses the Lavene test, data that is assumed to fulfill homogeneity is data that has a p-value > 0.05 and data that is assumed not to fulfill homogeneity has a p-value < 0.05.

Based on the homogeneity test, it was found that the pre-test of the control group and the experimental group (Sig=0.625, p-value>0.05) had homogeneous data variants. In addition, the post-test control group and the experimental group (Sig = 0.235, p-value> 0.05) have homogeneous data variants.

After the prerequisite tests for normality and homogeneity are met, a hypothesis test can be carried out. The hypothesis test used by researchers is the Independent T-test, where in the between-subjects design

the Independent T-test hypothesis test is used to evaluate the difference in mean between two different groups (Gravetter and Forzano, 2016). The Independent T-test is used to test hypotheses in research, which is done by testing two different group data after being given treatment. The sound of the hypothesis being tested is as follows.

H0 : There is no difference in the intention of sorting waste among adolescents between the experimental group that was given the *#pilahsampah* campaign on Instagram media and the control group that was not given the *#pilahgarbage* campaign on Instagram media.

H1: There is a difference in the intention of sorting waste among adolescents between the experimental group that was given the *#pilahsampah* campaign on Instagram media and the control group that was not given the *#pilahgarbage* campaign on Instagram media.

If the p-value > 0.05, then H0 is accepted, and if the p-value < 0.05, then H1 is accepted. Based on the results of the t-test data in the Table 2, it is known that the p-value is 0.000, which is smaller than 0.05. This means that H0 is rejected or there is a difference in the intention of sorting waste among adolescents between the experimental group that was given the *#pilahsampah* campaign on Instagram media and the control group that was not given the *#pilahsampah* campaign on Instagram media.

Table 2.T-test

p-value	Significance $\alpha = 0.05$
0.000	H1 Accepted
	H0 Rejected

Based on the results of the descriptive analysis, the mean value was obtained in the control group of 2.81 and 10.38 in the experimental group. This value can be interpreted that the added value of the intention to sort waste in the experimental group that was given the *#pilahsampah* campaign on Instagram media was higher than the control group that was given the treatment, shown in Tabel 3.

Table 3.Descriptive Analysis

Group	Average Gain Score	Significance
Control	2.81	Not Significant
Experimental	10.38	Significant

Discussions

Based on the data obtained from the experiment, it was found that the pre-test of the control and experimental groups had the same highest and lowest values. In addition, the mean pre-test values for the control and experimental groups had a difference of 1. This finding could mean that the two groups had participants who had the same initial intention in terms of their intention to sort plastic waste. The pre-test and post-test scores for the experimental group had a mean difference of 10, which indicates that the treatment of *#pilahsampah* content on Instagram can affect the intention to sort plastic waste. While the pre-test and post-test values for the control group had a mean difference of 3, this means that there was no significant increase because they were not given the treatment of giving *#pilahsampah* content on Instagram which could affect the intention to sort plastic waste.

The results of the study show that the research hypothesis H0 is rejected and H1 is accepted, with a p-value of 0.000 obtained after the Independent T-test. These results can be interpreted that there are differences in the intention of sorting waste in adolescents between the experimental group that was given the *#pilahsampah* campaign on Instagram media and the control group that was not given the *#pilahsampah* campaign on Instagram media. Thus, it can be concluded that the *#pilahsampah* campaign on Instagram influences the intention to sort out teenage plastic waste. In addition, the results of the descriptive analysis showed that there was a significant difference in the gain score between the control group (2.81) and the experimental group (10.38). The results of the study can be concluded that the *#pilahsampah* campaign on Instagram has a significant effect on the intention to sort out teenage plastic waste.

Hernomo (2021) concluded that knowledge of the environment significantly influences the intention to buy environmentally friendly products. Experimentally, the knowledge presented and sourced from the *#pilahsampah* campaign on Instagram can significantly influence the intention of sorting out teenage plastic waste. Based on the knowledge gained by participants by presenting information digitally and discussing questions posed by researchers regarding the information presented, it can be concluded that the *#pilahsampah* campaign on Instagram can increase the intention of sorting teenage plastic waste. Alhally (2020) also conducted research

saying that knowledge of the environment significantly influences the intention to buy environmentally friendly products. For example, someone's knowledge of unfavorable environmental conditions and the importance and use of environmentally friendly products can increase a person's intention to buy environmentally friendly products.

The findings of Xu and Han (2019) concluded that the use of social media has a correlation with pro-environmental behavior. With the results of the research found, the effectiveness of the *#pilahsampah* campaign helps prove that the use of social media can influence people's pro-environmental behavior. It is proven that social media is a useful means of information for use in campaigning, showing that the use of social media for campaigning can have an influence. Based on previous studies, although it shows that knowledge affects the intention to behave pro-environmentally, there are several alternative explanations that can result in an increase or affect the intention to sort plastic waste in research. Based on research by Hernomo (2021) and Alhally (2020), it shows that a person's concern can influence a person's intention to engage in pro-environmental behavior.

The number of participants is sufficient to meet the criteria for the number of experimental research samples, but still does not meet expectations given the large number of social media users in Indonesia. The limited number of researchers cannot persuade more participants to come to the laboratory who have a more varied age and educational background because the borrowing of the laboratory has a limit on borrowing days which has an impact on research that must be carried out on working days. There are other limitations regarding the research method, where the administration of treatment is only once which can enable the maximum sharing of knowledge, and the scales used for the post-test and pre-test are the same so that it allows for an added threat to internal validity.

CONCLUSIONS

Based on the research findings, the relevance of the research findings is to see whether campaigns carried out on social media really have an impact on society. Can campaigns on social media help with efforts to increase the intention to sort out plastic waste in adolescents? Based on alternative research explanations, further research can examine the effect of concern for the environment on the desire to receive knowledge about the environment or the level of influence of concern and knowledge on the intention to sort waste.

Based on the weaknesses of the research, there are suggestions that the researcher wants to convey. It is recommended for further research to provide treatment in the experiment more than once to ensure that there is a maximum effect and to use a scale that has different variations but measures the same thing, so that the questions in the pre-test and post-test are different allowing participants to answer the post-test. test honestly not because you feel there should be an increase from the previous answer in the pre-test.

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