THE INFLUENCE OF TWITTER SOCIAL MEDIA AS A SOCIAL CAMPAIGN MEDIA FOR ENVIRONMENTAL CARE MOVEMENTS ON PLASTIC BRAND TWITTER USERS

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ABSTRACT

Keywords: Twitter; environmental campaign; plastic waste; social media.	Environmental damage caused by the use of plastic occurs because, in everyday life, people cannot be separated from the use of plastic. Humans feel the effects caused by plastic waste, and other living things, such as animals, also feel this loss. Several initiatives have been proposed to reduce excessive plastic use, including a digital campaign by AMDK on social media and Twitter. So, this study was conducted to determine whether campaigns carried out through social media, such as Twitter, are a form of positive movement and can be known by all consumers. The research method used in this study is quantitative, with survey methods using 100 samples of active Twitter users. Data is processed using data analysis techniques. Data is processed using data analysis techniques using the Structural Equation Model (SEM). The results of this study show that the two dependent variables, namely social campaigns and social media, have a positive effect on the independent variable, namely brand image.

Introduction

Humans cannot be separated from the use of plastic in everyday life because the use of plastic can facilitate the activities of some people, ranging from shopping to consuming food and drinks with plastic packaging. With that, the problem of damage that is being experienced is a problem that is being discussed throughout the world. This problem also occurs because of the modernization era, where technological developments have developed rapidly (Ibrahim A, 2014). There are always innovations offered, causing people to be more wasteful and consumptive, especially in the use of plastics The excessive use of these synthetic plastics, coupled with the inherent resistance to the use of plastics, is a severe environmental problem (Rauschnabel, Sheldon, & Herzfeldt, 2019).

In addition, many large companies from all kinds of industries carry out environmental care movements to reduce the destruction of nature. For example, one industry engaged in the AMDK or Bottled Drinking Water industry, where the drinking water uses plastic packaging (Ulfa & Fatchiya, 2018). However, the company is participating in the fight against plastic waste by creating digital-based social campaigns and disseminating information through social media to provide education and information on reducing excessive plastic use. These two things reap contradictions

where one of the mineral water brands that some people often consume and the packaging used from labels, bottles, gallons, to cups using plastic, they dare to be responsible for reducing plastic waste. In addition, the company also provides education to the public in the form of campaigns (Wilson, Amran, Suryati, & Jaratin, 2014). The education provided uses environmental campaigns disseminated through social media, including Twitter (Apriani, n.d.).

It is known that Twitter is one of the social media applications that are being favored by millennials because the features owned by Twitter, namely Twitter trending, are very helpful for the public in receiving information because the information obtained is faster conveyed to the public (Benedict & Ariestya, 2020). This is an essential form of differentiation from other social media platforms, focusing more on mutual relationships and exchanging personal information (Umam, 2018). Twitter is the best medium for building marketing or business communication. This study was conducted to determine the positive influence of Twitter social media on the brand image of social campaigns made to be known by the public and active Twitter users as an educational tool to minimize plastic waste worldwide (Amedie, 2015).

Everiomental Communication Theory

Everiomental Communication Theory or what can be called environmental communication theory. It is one part of communication science that focuses on human relations and the surrounding environment. Environmental communication theory arises from a concern for how people communicate with the environment (Noviyanti, Hidayat, & Hidayat, 2022). Previous researchers said that environmental communication is a strategy to support the effectiveness of environmental implementation policies and public participation (Pratiwi, Seytawati, Hidayatullah, Ismail, & Tafsir, 2021).

Corporate Reputation Theory

Corporate Reputation Theory is a consumer's experience of a product or a service obtained by consumers that can provide a reputation and feasibility to make consumers trust what has been promised by the company (Bamberg & Rees, 2015).
Previous researchers also said that aspects of forming a corporate reputation are financial capability, product and service quality, customer focus, excellence and sensitivity of human resources, reliability, innovation, environmental responsibility, social responsibility, and enforcement of good corporate governance.

Research Methods
Research Model and Hypothesis

This research model is an overview of the stages carried out by researchers in conducting research based on the research purpose, namely to see and explain the data analyzed.
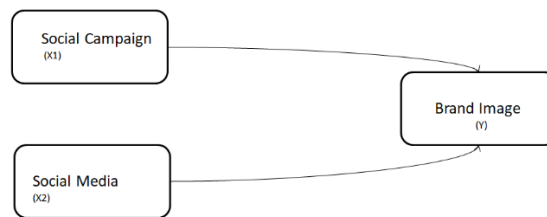
Figure 1 Research Model

Based on the research framework and research model, alternative hypotheses are proposed as follows:

H1: Social campaigns have a positive influence on brand image.

H2: There is a Positive influence of social media on brand Image

Data Collection and Research Model

In this study, researchers used a data collection method using surveys, with a questionnaire containing several questions provided and disseminated through the Google Form platform. The questionnaire can be filled out by requiring respondents to choose one of the predetermined criteria. This study measured the Likert scale by scoring 1 to 4. The population criteria used in determining the sample in this study were AMDK consumers who were atif and using Twitter, women, and men. The number of respondents that can be used for this study's source is 100 samples. The number of samples is calculated using the Slovin formula with a tolerance level of 10%.

Data processing using a data analysis software called SMART PLS software using the Structural Equation Model (SEM) method. Using SEM, researchers can show the influence of the independent variable on the dependent variable and allow the dependent variable to act as an independent variable in other relationships.

Results and Discussion

Descriptive Information

Descriptive information in this questionnaire was disseminated using Google Forms and carried out to 107 in 4 generations, namely Generation X, Generation Y, generation Z, and Generation Alpha in Indonesia who use social media Twitter; active Twitter users are people aged 11-26 years by 80.4% and 18.7% aged 27-42 years. In the chart, 62.6% were women, while 37.4% were men. Regarding active work using Twitter, 43.9% are employees, followed by students or students as much as 38.3%, 9.3% are homemakers, and 8.4% are entrepreneurs. The frequency of weekly use every day is superior at 62.6%, followed by several times a week as much as 23.4%, and the rest of Twitter users only use as much as once a week to once a month. The results also showed that 100% of people consumed AQUA and Twitter social media users, while 83.2% said they had followed Twitter accounts @SehatAQUA, and 16.8% chose not to

follow these accounts. The result is that an 11-26-year-old employee is still actively using Twitter and consuming AQUA.

Evaluation of measurement model

According to (Hair, Risher, Sarstedt, & Ringle, 2019), there are three outer model assessment criteria: Convergent Validity has an outer loading value ≥ 0.7, which indicates that the statement item is said to be valid and can be used for further tests; Discriminant Validity, the square root value of each AVE construct must be greater than the correlation value with other constructs, and Composite Reliability The composite reliability and Cronbach alpha values are said to be reliable if > 0.7.

Convergent Validity

An outer loading value exceeding 0.7 indicates the construct can explain each indicator's variation. In simple terms, the indicator owned is rated valid if the outer loading value exceeds 0.7. It can be seen from the attached table that the entire outer loading value is above 0.7.
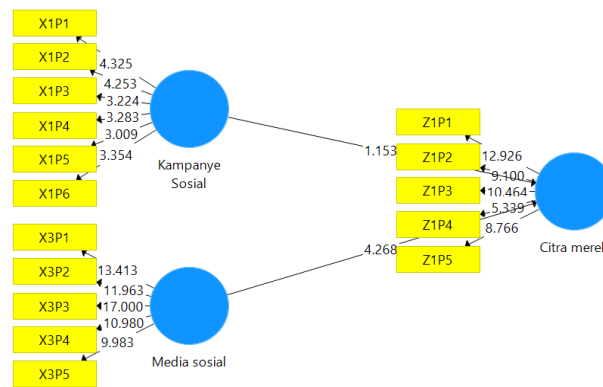
Figure 2 SmartPLS Model

Convergent validity can be assessed through the outer model test output in convergent validity, and validity can be determined by looking at the Average Variance Extracted (AVE) value. The AVE value is said to be valid if the resulting result > 0.5. From the following table, all variables have a value of > 0.5, such as Social Campaign, Social Media, and Brand Image, which means all variables can be valid.

Table 3
The Results of the Average Variance Extracted

Variables	Average Variance Extracted (AVE)
Brand Image (Y)	0,612
Social Campaign (X1)	0,688
Social Media (X2)	0,708

Discriminant Validity

The value of Discriminant Validity shows the extent of the relationship between one variable and another variable in a model. If the Fornell-Larcker value exceeds the

square root value of the Average Variance Extracted (AVE), this indicates that the research data model meets the discriminant validity requirements.

From the information in the following Table, it can be stated that the data model tested in this study meets the discriminant validity requirements because the Fornell-Larcker value exceeds the square root value of the AVE.

Table 4
The Results of Formell-Lacker Criterion Analysis

Variable	Brand Image	Social Campaign	Social Media
Brand Image	0,782		
Social Campaign	0,296	0,830	
Social Media	0,50	0,305	0,841

Construct Reliability

Table 5
The Results of Cronbach's Alpha

Variables	Cronbach's Alpha
Brand Image (Y)	0,843
Social Campaign (X1)	0,910
Social Media (X2)	0,897

If the reality value is less than 0.6, then the variable of the study is declared not good. At the same time, according to the table, Cronbach's Alpha in this study has a number above 0.6 and exceeds 0.7 in each variable. So, the reality of this research has good value and is acceptable.

Table 6 Composite Reliability

Variables	Composite Reliabilty
Brand Image (Y)	0,887
Social Campaign (X1)	0,930
Social Media (X2)	0,923

Composite Reliability for each variable ranges from 0.887 to 0.923, as shown in the table. Therefore, the results show that each variable has a high level of reliability.

Table 7
The Results of R2

Variables	R-Square	R- Square Adjusted
Brand Image	0,277	0,263

The range of R values for Brand Image (Y) is 0.263 to 0.277. The conclusion that can be drawn is that the result of this variable Y shows a high level of validity and reliability

Figure 8
The Results of T Statistics

Variables	T Statics
Social Campaign (X1)	1,153
Social Media (X2)	4,268

The Path Coefficient has T Statistics with values of 1.153 for the social campaign and brand image variability. In contrast, for social media and brand image variability, it has a value of 4.263.

This study was conducted to determine the positive influence of Twitter social media on the brand image of social campaigns that are made to be known by the public and active Twitter users as an educational tool to minimize plastic waste in the world by using two dependent variables, namely social campaigns, Social media and independent variables, namely Brand image. Based on the results of hypothesis testing, it can be concluded that the variable with the most significant influence on brand image (Y) is social media (X2), with a T value of 4.268. Social media has the most significant influence because it is a powerful tool for communicating environmental issues to a broader audience, overcoming geographical barriers and traditional boundaries, and launching environmental campaigns on plastic waste. Social media is a vital tool in spreading a message and creating a brand image in a company. This can be proven in previous research because concrete and unexpected information can attract attention and interest because the more noisy the message, the more encouraging the message in the social environment to spread a campaign widely known by most people (Eriksen et al., 2014). Rauschnabel supports the statement that there are several innovative ways in which social media can have a significant influence, one of which is the use of hashtags on the social platform Twitter, with functional aspects that include the ability to entertain, organize, design trends, connect, inspire, describe the core of the discussion, and provide support in various discussions (Rauschnabel et al., 2019).

In addition, the social campaign variable (X1) also significantly influences brand image (Y), but the value is lower than that of X2. The influence of social campaigns on brand image has a significant effect on a T Statistic of 1,153. This is because spreading social campaigns to create a good brand image requires a container as a dissemination tool, namely social media. This can be proven from previous research that to make an impact on Twitter campaigns over time must implement communication strategies that engage citizens more and encourage more significant interaction (Xu & Zhou, 2020), and previous research shows that social campaign capabilities are critical when companies incorporate social media into their marketing strategies to improve customer engagement and performance (Wang & Kim, 2017).

Conclusion

The results showed that the variables of social campaigns carried out on Twitter significantly affected brand image. This influence is due to the spread of campaigns

Dwi Laras Karimah, Aulia Ilma Kusumaningtyas, Jonathan Alexander Citra, Ricardo Indra

carried out through social media, such as Twitter, which has been dominant for 11-26 years. Using innovations such as hashtags and social media significantly influences social media, Twitter, and campaigns as a place to disseminate information and environmental care campaigns. There are suggestions for future research to examine how social campaigns can affect the brand image of the campaign itself through other social media, such as Instagram, Facebook, and others. This research has a scope that only focuses on one social media platform; this limitation allows further researchers to reach the most comprehensive sample to improve the results.

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