



NETNOGRAPHY STUDY ZERO WASTE CAMPAIGN THROUGH MEDIA SOCIAL (Instagram @zerowaste.id_official)

Susri Adeni¹, Machyudin Agung Harahap², & Puri Kusuma Dwi Putri³

¹Ilmu Komunikasi Universitas Bengkulu

²Ilmu Komunikasi UPN Veteran Jakarta

³Ilmu Komunikasi Universitas Dian Nuswantoro

Correspondence Email: susriadeni@gmail.com

ABSTRACT

Zero waste campaigns have been carried out in Indonesia through online or internet-based platforms since 2018. The aim is to educate people to switch to a zero-waste lifestyle. One of the social media used is Instagram @zerowaste, where Instagram contains many posts about zero waste education. This netnography qualitative research aims to explore Instagram @zerowaste through the posts and opinions of Instagram followers. Data was obtained from Instagram @zerowaste and analyzed qualitatively. The results of the study show that Instagram followers @zerowaste take an active role in commenting on educational posts about certain things.

Keywords: Netnography; media communication; social media

1. INTRODUCTION

The awareness to live with zero waste has become a trend in Indonesia. This waste problem has always been a scourge for everyone. The waste problem is a topic that is often discussed in big cities and is a source of pollution to the environment. This is due to the large amount of waste generated per day by the community. Andriyanto in his writing said "Reporting from the indonesia.go.id page, the agency responsible for "waste generation" of the Ministry of Environment and Forestry or KLHK graciously admits that in 2020 the total national waste will reach 67.8 million tons. That means that

270 million Indonesians produce around 185,753 tons of waste per day, or 0.68 kilograms per individual” (Andriyanto, 2021).

This reality shows that the Indonesian people are not fully aware of the waste problem. So this requires continuous education so that people start getting used to living with minimal waste, especially inorganic (plastic) waste which continues to accumulate every day. To overcome the plastic waste crisis, the concept of zero waste was adopted, the aim of which is to minimize the use of plastic goods and focus on a wise lifestyle in using and consuming resources carefully, so that products that have been used can be reused (Imron, 2019). Zero waste is carried out with the basic concept that is applied starting from refuse, reduce and reuse. The implementation of zero waste requires supportive participation from the people in Indonesia (Kunhadi & Atmajawati, 2018).

Along with this, so that people continue to get information and education about zero waste, internet media is utilized by using social media. This is because social media is very popular in Indonesian society; where the use of social media is very easy and there are many types of applications with different characteristics. (Satyanandani et al., 2022). In addition, social media also allows individuals to consume, produce and share information online (Ariel & Avidar, 2015).

One of the activists for minimizing waste in cyberspace by using social media is the Instagram account (hereinafter abbreviated as lg) @zerowaste.id_official. Social media is considered effective for informing the public about something because of the large number of social media users at this time from various walks of life. Communication made via Instagram allows users to carry out activities such as liking a post, commenting on a post, sharing the post, saving it, chatting privately with an account, or viewing the hashtags (Karim & Yulianita, 2021).

The lg account @zerowast.id_official has been around since 2018 and continues to provide useful information for its followers and the general public. There are 173 thousand followers of this account. This account always posts information whose purpose is for campaigns and education on how to live with minimal waste. Some of the contents of posts from the account are:



Figure 1. Less waste at bathroom (source: lg @zerowaste.id_official)

Figure 1 gives a message and seeks to invite followers or other members of the public to minimize the use of inorganic materials in the bathroom. One suggestion is to use eco-enzymes as a bathroom cleaner, for watering plants, even for brushing teeth. Ezo-enzymes are processed products from vegetable and fruit waste which are processed into liquids that can be used for household needs such as mopping floors, washing dishes, brushing bathrooms and others. The post was liked by many of their followers and they actively commented or even asked questions. The post was made in May 2023.

Next is information on how to organize a wedding by minimizing waste or items that will be wasted, as shown in Figure 2 below:



Figure 2. Less waste wedding (source: [lg@zerowaste.id_official](#))

Figure 2 shows how the wedding ceremony is for minimal waste. In this post there are some information such as using glass cups for guests to drink, not plastic cups, using real flowers, not synthetic flowers, minimizing the use of tissue, guests are expected to take food as needed so that no leftover food is wasted and so on. It is interesting to note that the concept of marriage like this might be difficult for some people who are not aware of zero waste. However, @zerowaste.id_official continues to activate on this education and information.

From the several posts above, it can be seen that the account is aggressively campaigning for a minimal waste life. Various tips and ways on how to reduce the use of items that have the potential to become waste are provided by the account so that people can get good and clear information. Even the posts that are displayed can also be asked if something is unclear or you don't understand. Two-way communication is open so that the public also has the opportunity to obtain accurate information. So this is interesting to study, how is the netnography study on the Instagram social media account @zerowaste.id_official in providing information and zero waste campaigns.

2. METHODS

This research is descriptive qualitative with netnography method. The netnographic method is aimed at gaining an in-depth understanding of virtual community life from a researcher's point of view (Sulianta, 2021). In accordance with what Kozinets said, researchers will focus on cyber space and observe the interactions of the people involved in it (Kozinets, 2020).

This research uses Instagram as the research area and the @zerowaste.id_official account as the community. The focus of this research is posts made by @zerowaste.id_official and the interactions that occur with their followers. What education, information and campaigns does @zerowaste.id_official keep their followers informed? Note that @zerowaste.id_official posts can also be read by the general public and can participate in providing comments or asking questions.

The primary data source in this research is posts on the @zerowaste.id_official account for the last three months (March, April and May 2023). Meanwhile, secondary data sources come from previous research, books, journals, articles and others related to the theme of this research. In this study, researchers did not conduct interviews, but only observed the activities of posts and comments given by their followers. Data analysis techniques are the same as other qualitative research, including data reduction, data presentation and drawing conclusions. Presentation of data is done by analyzing documents and the results of observations in a narrative manner.

3. RESULTS AND DISCUSSION

The Instagram account @zerowaste.id_official has existed since 2018. This account aims to provide education on minimal waste to the public. Anyone can follow this account. @zerowaste.id_official always tries to campaign for a healthy life with minimal waste. Posts from the @zerowaste.id_official account also invite followers to discuss and share information and their experiences about a minimal-waste lifestyle. The @zerowaste.id_official account is as shown below:



Figure 3. The Ig Account of Zero Waste Indonesia (source: Ig @zerowaste.id_official)

Figure 3 above shows the official ig account @zerowaste.id_official with the number of followers and the purpose of the account. There is a lot of information that can be obtained from this Ig account.

Table 1. Number of posts on Ig @zerowast.id_official

No	Month (Year 2023)	Total Posts	Number of Educational Posts and Minimal Garbage Information
1.	Maret	7 posts	2 posts
2.	April	11 posts	8 posts
3.	Mei	4 posts	3 posts
	Total	22 posts	13 posts

From Table 1 above, it can be seen that during the month of April a lot was posted by @zerowaste.id_official starting from education on minimal waste and several advertisements which were then linked to minimizing waste. While in May there were only 4 posts. Every month, the number of posts is not the same because sometimes they follow trends or holidays that are in that month. From each of these posts, followers of the @zerowaste.id_official account always provide comments, both positive and rejection or questions and statements. This research does not discuss all posts in March, April and May 2023 that are related to advertisements even though the purpose of these advertisements is to minimize waste; like the post in May about the Coldplay Ticket Discount which was going to a concert in Indonesia at that time. So researchers only focus on posts that really contain education and minimal waste campaigns.

From the data obtained, the researchers focused on posts that were more specific on education and information on minimal waste. There are 13 posts that are the focus of netnographic research by observing the contents of the comments given and describing the information provided. The 13 posts are as follows:

1. In March 2023 there were 2 posts out of a total of 7 existing posts whose contents were educating the public to minimize waste; the rest of the post contains ads. The 2 posts are discussed as follows:

a. Edition: Try Ifthor with Less Garbage, Come on!



Figure 4. Try breaking fast with minimal waste, Come on! March 23, 2023 (Source: Instagram @zerowaste.id_official)

One of the Ramadhan editions from @zerowaste.id_official is to invite the public to keep minimal waste during Ramadan. Some tips are given in this post with the hope that the community will continue to be enthusiastic about minimizing waste during Ramadan. This post received a lot of likes (number not disclosed), but no comments were given.

b. Edition: Zero Waste Picnic



Figure 5. Zero Waste Picnic, 4 March 2023 (Source: Instagram @zerowaste.id_official)

This post invites the public to minimize waste during picnics. There are many tips and options that people can do to minimize waste during picnics. 306 likes and there are 8 comments on this post that agree. The simple tips given however make followers and the public agree to minimize waste.

2. In April 2023 there were 8 posts out of a total of 11 existing posts whose contents were educating the public to minimize waste; the rest of the posts contain advertisements, among others, about Earth Hour and information on seminars and advertisements. The 8 posts are discussed as follows:

a. Edition: Love to see your Eid Minimizing Your Garbage Moments, Come on!

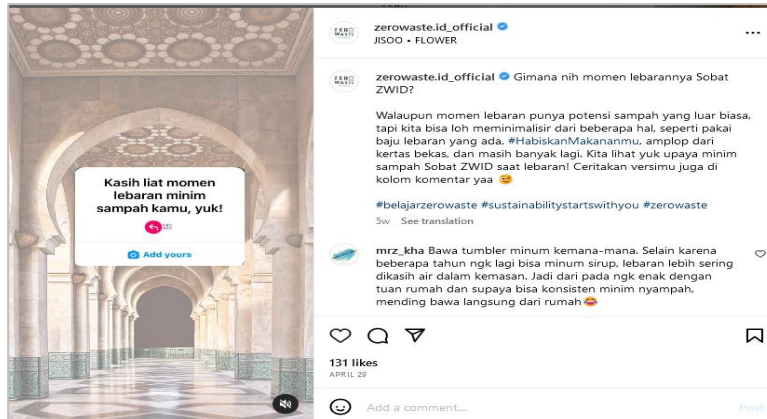


Figure 6. Love to See Your Mini Garbage Eid Moments, Come on! 29 April 2023 (Source: Ig @zerowaste.id_official)

The picture above shows that during Eid, the account @zerowaste.id_official invites people to always be aware of minimal waste. This is because usually a lot of waste is generated during Eid, starting from plastic cups, plastic cutlery, tissues and others. This post got 131 likes and only 2 comments. Researchers assume because this was posted some time after Eid, people don't use or see their Instagram because it's a moment to gather with relatives and friends.

b. Edition: Eid Outfit Ideas



Figure 7. Eid Outfit Ideas, 21 April 2023 (Source: Ig @zerowaste.id_official)

This image shows an idea for Eid clothes. There were 141 likes, and no one commented. This can be seen from the date of the post, which is April 21, 2023, where the following day is recorded as Eid al-Fitr; so it's possible that people are busy preparing for the Eid moment so they don't comment at all and just click the likes button.

c. Edition: Islamic values in #sustainablefashion



Figure 8. Islamic Values in #sustainablefashion, 19 April 2023 (Source: Ig @zerowaste.id_official)

From the picture above, 219 likes and 2 comments were given. The account @zerowaste.id_official invites the public to be aware that Islam invites and dresses to pay attention to the environment. There are not many comments because the moment will be Eid, so many people are busy preparing for Eid.

d. Edition: Eid No Need to Buy New Clothes, Just Rent!



Figure 9 . Eid No Need to Buy New Clothes, Just Rent!, 13 April 2023 (Source: Ig @zerowaste.id_official)

For some people, Eid is synonymous with new clothes. In the picture above, @zerowaste.id_official invites the public to try renting Eid clothes by providing several accounts that provide clothes rental services. Interesting idea to minimize excessive use of clothes. This post received 13 likes and 7 comments thanking you for the information provided with links to clothing rental service sites that you can choose from.

e. Edition: Hampers Waste Potential



Figure 10. Hampers Waste Potential, 13 April 2023 (Source: Ig @zerowaste.id_official)

There were 1,060 likes and 13 comments on the edition of the Picture above which was posted on April 13, 2023. Indeed, many have sent Eid hampers to colleagues, relatives and closest friends with a high potential for waste. It can be seen that @zerowaste.id_official invites the community as senders and recipients to be aware of the waste they produce and to act wisely in processing the waste from the hampers. The comments were positive and some suggested eco-friendly hampers ideas.

f. Edition: Is the Government's Policy Correct regarding the Prohibition of Import Thrifting?



Figure 11. Is the Government's Policy Correct regarding the Prohibition of Import Thrifting?, 9 April 2023 (Source: Ig @zerowaste.id_official)

Thriftling of imported clothes is an interesting issue this time. A total of 2,258 likes and 74 comments show that this issue is currently hot in society and many disagree because they do not use local clothes. Many of the comments that came in didn't agree with thriftling import because it didn't support local brands. Some commentators even shared local production or friends who thrifted their own goods and some offered to thrift.

g. Edition: Reasons Why You Should Try FEFO



Figure 12. 3 Reasons Why You Should Try FEFO, 8 April 2023 (Source: Ig @zerowaste.id_official)

First Expired First Out or FEFO is a method that can be used to minimize food waste. The video in the post shows what should be done to minimize waste. There were many likes given (not written how many) and unfortunately no one commented on the video.

h. Edition: Reducing Transport Emissions? Here's How



Figure 13. Reducing Transportation Emissions? Here's how, 4 April 2023 (Source: Ig @zerowaste.id_official)

Education to reduce transportation emissions is shown in the video posted by @zerowaste.id_official to the public. Posts that get lots of likes, but there are only 2 comments that don't reduce the spirit of the @zerowaste.id_official account to invite people to care about the environment.

3. In May 2023, 3 posts out of a total of 4 posts contain education on minimizing waste, while 1 other contains advertisements and only asks for the opinion of followers or the general public about events or activities that are being celebrated or taking place, namely the Coldplay concert. The three posts are discussed as follows:

a. Edition: Don't Throw It Away. Let's Process the Leftover Eid Cakes



Figure 14. Don't Throw It Away. Let's Process Leftover Eid Cakes, 7 May 2023 (Source: Ig @zerowaste.id_official)

The picture above shows how @zerowaste.id_official provides information, recipes and tips on reprocessing existing Eid cakes. From this post, 188 followers liked and only 4 comments were given to @zerowaste.id_official and there was criticism from those who commented as seen. But basically, the tips given can be useful.

a. Edition: Less Waste Bathroom Essentials

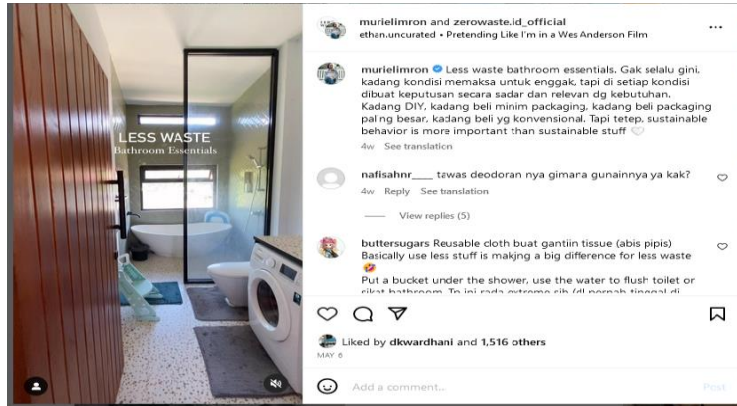


Figure 15. Less Waste Bathroom Essentials, 6 May 2023 (Source: Ig @zerowaste.id_official)

The picture above provides education to the public on how to minimize the use of useless items in the bathroom. In addition, @zerowaste.id_official invites the public to use eco-enzymes as organic products that are environmentally friendly and made from fruit and vegetable waste. From this post, there were 1,517 likes and 29 comments given to @zerowaste.id_official. The average comments given are positive and even provide questions for things that the commentator wants to know.

b. Edition: Less Waste Wedding



Figure 15. Less Waste Edding, 1 May 2023 (Source: Ig @zerowaste.id_official)

Figure 16 shows one of the weddings that seeks to minimize waste, which usually occurs during a wedding ceremony. This post suggests, among other things, using real flowers instead of plastic flowers, using glass cups instead of plastic cups, asking guests

to be able to take enough portions of food so that no leftover food is thrown away, then not making a photobooth, but using an existing background.

From this post, it can be seen that there are 5,170 likes and 59 comments. Some of the comments provided opinions on how difficult it was to minimize waste during weddings, guests who were ignorant and didn't care about the portion of food taken, the use of lots of inefficient lights, not using plastic or streofoam plates and so on. Many suggestions are obtained by the community from this post. The commentators also basically agreed to minimize waste during the marriage event.

All posts from the @zerowast.id_official account which have been described one by one show how education is given to the community to minimize waste. It can be seen that the packaging of the message content and the theme raised is very interesting so that many people like the posts on the @zerowaste.id_official account. The language used is as attractive as possible and easily digested by readers so that the comments given are very diverse and do not drop each other or are negative. It can be concluded that the account @zerowast.id_official looks consistent and continuous in educating and providing information to the public.

The research was conducted from March-May 2023 by observing posts and likes regarding zerowaste messages on the @zerowaste.id_official account. The themes observed were about important tips and information in managing so that waste is minimal in everyday life. The themes that have been posted include tips for Ramadan, zero waste picnics, Eid editions (Eid outfit/new clothes culture), less waste bathrooms, less waste weddings. Zerowaste information is important for the community to practice, so that people can switch to a more prudent lifestyle in sorting and minimizing waste by refusing, reducing and reusing. Subsequent research can explore the individual experiences of the @zerowaste.id_official account community in managing waste on a daily basis using qualitative methods through in-depth interviews.

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