

## THE SOCIAL CAMPAIGN DESIGN TO SUPPORT A SUSTAINABLE LIFESTYLE USING SOCIAL MEDIA

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Enter : 10-04-2023, revision: 11-05-2023, accepted for publication : 15-08-2023

### ABSTRACT

*Due to severe climate change, the environment in Indonesia is getting worse and worse. This is the effect of a variety of factors, — especially human-caused environmental devastation. For example, the deforestation into industrial areas that increases carbon dioxide emissions, but there's no more forest to absorb them. Therefore, it is vitally necessary to develop social campaign for increasing awareness and educating teenagers in urban and suburban regions, aged 15 to 21 about the need to repair the earth and how this may be done by living a sustainable lifestyle, in order for future generations to be able to enjoy the earth. The research method adopted is a qualitative method that includes interviewing and literature review, also using quantitative method that includes questionnaire. According to the findings of this survey, majority of teenagers are aware of extreme climate change but are unaware that the little things they do on a daily basis can contribute to a more sustainable earth. The strategy will using the media platforms specifically Instagram and also using the Instagram ads feature, microsites, and applications, this strategy is carried out through fortune teller ball visual of the beautiful earth to describe a beautiful earth will be made if we start within to save the future.*

**Keywords:** Climate change, sustainable life style, social media

### 1. PREFACE

In Indonesia, environmental conditions are getting worse due to extreme climate change caused by many factors. Due to the exploitation and destruction of forests, besides shrinking forests that function as absorbers of carbon dioxide emissions, some forest areas are being exploited to become industrial areas.

Before the environmental damage in Indonesia gets worse, the solution that can be conducted is to implement a sustainable lifestyle in everyday life (United Nations Environment Programme, 2016). A sustainable lifestyle or environmentally friendly lifestyle is a way of human life that does not destroy or exploit nature by utilizing natural resources. A sustainable lifestyle is a lifestyle that seeks to reduce the carbon footprint it produces, by changing the way it consumes energy, food, and modes of transportation (Klikhijau.com, 2022).

Sustainable lifestyles are difficult to implement in Indonesia due to the lack of public understanding of sustainable lifestyles and the lack of education about the environment. Many people also think that sustainable lifestyles are difficult, expensive, and too exclusive to live. Indonesian people also tend to have a consumptive culture which makes people sometimes too impulsive to buy something they don't really need and end up as waste (saraccil, 2020).

The Laudato Si' Movement, formerly known as the Global Catholic Climate Movement 2015, then changed its name to Laudato Si' Movement in 2020 to have a bigger impact. Laudato Si' Movement is a Catholic community that stands in response to the Pope's call to action in the

encyclical *Laudato Si'* which works together to respond to and raise awareness about climate change. This community has just entered Indonesia in 2021. Thus, *Laudato Si'* Movement Indonesia is still figuring out the right way to reach an audience in this regard.

Therefore, by making this social campaign, it is expected that adolescents in Indonesia can understand and be more aware of environmental issues that are happening in Indonesia and want to implement a sustainable lifestyle together to make the earth a better place for the next generation by using social media as a campaign medium.

## **2. RESEARCH METHOD**

The first step in the process of creating this social campaign is to gather data using the library technique, which entails looking through scholarly books, literature, journals, research papers, articles, and other written materials in print and digital media that are relevant to the topic at hand. The author also using the interview method, the interview approach is another technique for gathering data; it is qualitative in nature and uses a series of questions to elicit information from the client model and the expert. And also the observation method, The target audience is observed and recorded using the observation method at a set location and time.

The idea method was carried out with the assistance of mind maps and brainstorming. The main problems of extreme climate change occur due to various factors such as carbon dioxide emissions caused by industry due to consumptive nature, forest exploitation, the use of plastics, and even the excessive use of electricity. The impact that will occur will be very dangerous for our earth. Thus, the solution to this problem is a sustainable lifestyle.

## **3. RESULT AND DISCUSSION**

To support this sustainable lifestyle, the authors designed a social campaign with *Laudato Si'* Movement. In order for the targets to practice safeguarding and maintaining the world by practicing a sustainable lifestyle and encouraging others to do the same, it is important for young to be informed of the problem of extreme climate change.

The target audience itself will be male and female adolescents living in Indonesia, particularly in DKI Jakarta, with an age range of 15 to 24 for this social campaign promoting living sustainably. The target demographic for this social campaign's design includes those who are worried about extreme climate change, want to change the matter, and care about the sustainability of the environment.

On September 1, 2021, Mr. Ave and Mr. Lilik from the *Laudato Si'* Movement Indonesia participated in online interviews. In response to the Pope's call to action in the encyclical *Laudato Si'*, Indonesian nongovernmental organizations (NGOs) that identify as Catholic communities band together to respond to and spread awareness about the climate change that recently arrived in Indonesia in 2021. Up to now, Indonesian NGOs have run training programs for *Laudato Si'*, *Laudato Si'* Action Platform webinars, and community meetings. According to the NGO's vision and objective, every initiative aims to improve the planet. No special social campaigns have ever been launched by Indonesian NGOs; instead, environmental issues are typically brought up through worldwide programs like *Laudato Si'* Week and Season Creation, which are implemented in every chapter. Mr. Ave asserts that sustainability has existed throughout human history, but that since the Renaissance and Industrial Revolution, everything is quantified. Sustainability has started to fade as a result of our competitive and greedy thoughts becoming paramount. The universe as a whole, including the planet where we dwell, is likewise connected to sustainability.

When the planet is ill, it has a natural rehabilitation process that, in human terms, is a catastrophe. How to return sustainability to humans so they can safeguard and maintain environment.

The authors have also made a questionnaire. Based on the results of the questionnaire, it was determined that 100 of the 102 respondents, who were mostly residents of Jakarta, were aware of the problems caused by extreme climate change in Indonesia, and that all respondents were aware that extreme climate change would have a very dangerous effect on the planet in the future. According to respondents, excessive use of plastic, deforestation, carbon dioxide emissions, excessive electricity use, as well as human consumption habits, are all contributing factors to extreme climate change. Out of 102 respondents, 97 wish to live a sustainable lifestyle, and 50% of respondents are aware of it. However, 58 respondents still don't know how to incorporate a sustainable living into their daily lives.

The insight of this social campaign is extreme climate change will have a significant negative influence on the planet in the future; if action is not taken now, it is highly likely that the planet will no longer be fit for our children's and grandchildren's generations to live in. Implementing a sustainable lifestyle into daily life is one approach to safeguard the environment, and young people are the driving force behind the change agenda that will make the planet a better place.

The idea approach is used in conjunction with brainstorming and mindmaps. The main causes of extreme climate change are industrial consumption that results in carbon dioxide emissions, forest exploitation, the usage of plastics, and even excessive power use. Our planet will be in grave peril from the upcoming disaster. Consequently, leading a sustainable lifestyle is the answer to this issue.

The authors using the AISAS adoption process for the media used and seen by the target audience in everyday life to attract attention to do what the campaign says. It will start from the stage of awareness, and interest, then search, action, and finally share. This AISAS model will be very effective for social campaigns, especially on Instagram, because with an audience that participates in this social campaign, a new audience will be created when the audience is on the sharing stage.

The creative strategy employs both the whole brain strategy communication approach and the AISAS adoption process approach. The communication campaign takes a 35% emotive tack by emphasizing how adopting a sustainable lifestyle can help to save the planet for the benefit of our children and grandkids. By outlining the benefits of adopting a sustainable lifestyle and how it affects the environment, the communication strategy takes a reasonable approach in 65% of the cases. In order to convince people to follow the campaign's instructions, the AISAS adoption process makes use of media that the target population utilizes and is exposed to on a daily basis. The key visual using a crystall ball to showed that after which there will be changes and a promising future, as predicted. This campaign title will be "Start Within" and " Save Earth, Save The Future" as its tagline.

**Table 1**  
*Campaign Content Pillar*

Educative	Emotional	Interactive	Motivational	Promotional
Content that educates the audience about the earth that is currently damaged and how to improve the earth so that it remains viable in the future	Content that triggers the audience to want to protect the earth by giving the message that if the earth is not taken care of now, the impact will be felt by future generations	Interactive content such as games or invitations to the audience to make comments or share certain posts	Content that contains quotes or expressions of enthusiasm so that the audience continues to carry out a sustainable lifestyle in their daily life	Content that aims to invite the audience to take part in the webinars that are held and open campaign landing page links and also download campaign applications

The authors have created the content plan for the campaign using the aforementioned content pillar, starting with the awareness stage and ending with the sharing stage. Here is the content plan for this campaign.

**Figure 1**  
*Campaign Content Plan*

**Figure 2**  
*Instagram Post Design in Awareness Stage*



**Figure 3**

*Instagram Post Design in Interest Stage*



**Figure 4**

*Instagram Post Design in Search Stage*



**Figure 5**

*Instagram Post Design in Action Stage*



**Figure 6**

*Instagram Post Design in Action Stage*



#### 4. CONCLUSIONS AND RECOMMENDATIONS

The design of a social campaign entitled "Start Within" is especially needed for adolescents. Thus, they start protecting the earth, starting with small things such as reducing the use of plastic, using public transportation, reducing food waste, and many more. The use of Instagram social media as the main media of this social campaign is expected to have an effective impact on target audiences who are very familiar with social media.

#### Acknowledgement

Arranging this journal could not run smoothly without the assistance of various parties. Therefore, the authors would like to thank the supervisors and examiners as well as all parties who helped, supported, and provided constructive suggestions to the authors.

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