PENGARUH KAMPANYE #BYOT *BRING YOUR OWN TUMBLER* TERHADAP PERILAKU PEDULI LINGKUNGAN

(Survei Pada *Followers* Instagram @starbucksindonesia)

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Abstrak

Penelitian ini bertujuan untuk mengetahui besaran pengaruh kampanye #BYOT *Bring Your Own Tumbler* terhadap perilaku peduli lingkungan pada *followers* Instagram @starbucksindonesia. Model yang relevan pada penelitian ini adalah model kampanye Ostergaard. Penelitian ini dilakukan dengan menggunakan pendekatan kuantitatif. Metode penelitian yang digunakan dalam penelitian ini adalah metode survei. Populasi penelitian ini adalah pengikut atau *followers* Instagram @starbucksindonesia dengan jumlah sampel 100 responden. Teknik analisis pengaruh variabel X terhadap variabel Y menggunakan uji koefisien determinasi. Teknik pengujian data diproses menggunakan program SPSS (*Statistical Product and Service Solution*) versi 23. Hasil penelitian ini menunjukkan bahwa korelasi variabel X dengan variabel Y memiliki hubungan yang kuat. Berdasarkan hasil perhitungan koefisien determinasi diperoleh hasil adanya pengaruh variabel X terhadap variabel Y sebesar 45,5%. Hasil tersebut ditunjang dengan hail uji signifikansi hipotesis yaitu Ho ditolak dan Ha diterima yang berarti kampanye #BYOT *Bring Your Own Tumbler* berpengaruh terhadap perilaku peduli lingkungan *followers* Instagram @starbucksindonesia.

Kata Kunci: Kampanye Hubungan Masyarakat, Perilaku Peduli Lingkungan, Gelas minum, Starbucks, Instagram.

THE EFFECT OF #BYOT BRING YOUR OWN TUMBLER CAMPAIGN ON ENVIRONMENTAL CARE BEHAVIOR

(*A SURVEY TO INSTAGRAM FOLLOWERS OF @starbucksindonesia*)

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Abstract

This research aims to know the magnitude of influence from #BYOT Bring Your Own Tumbler campaign on Instagram followers of @starbucksindonesia's environmental care behavior. The model used in this research is the Ostergaard campaign model. The research was conducted using a quantitative research approach. The research method used is the survey method. The population is Instagram followers of @starbucksindonesia with a sample of 100 respondents. The analysis technique for the effect of X variable on the Y variable using the coefficient of determination test. Data testing techniques were processed using the SPSS (Statistical Product and Service Solution) version 23. The results of this research indicate that the correlation of X variable with Y variable is strong. Based on the results of the calculation on the coefficient of determination, the results of the influence of X variable on variable Y is 45,5%. Thus result supported by the hipotesis signification test which Ho is rejected and Ha is accepted means that #BYOT Bring Your Own Tumbler campaign took effect on the greater the influence of information exchange about agriculture on Instagram followers of @starbucksindonesia's environmental care behavior.

Keywords : *Public Relations Campaign, Environmental care Behavior, Tumbler, Starbucks, Instagram.*