

Pengaruh Kampanye Zero Waste Indonesia #TukarBaju terhadap Sikap Ramah Lingkungan

(Survei pada *Followers* Instagram @tukarbaju_)

ABSTRAK

Fenomena kerusakan lingkungan akibat dari industri *fashion* yaitu penumpukkan limbah tekstil dan sampah *fashion* didorong oleh *fast fashion*. Industri ini merupakan polutan terbesar kedua di dunia dengan menyumbang emisi perusak lingkungan global sebesar 10% dan 20% dari limbah air dunia pada bumi. Tren ini tidak hanya berdampak pada lingkungan namun juga menimbulkan sikap konsumtif di masyarakat. Berangkat dari isu tersebut *Zero Waste* Indonesia menggagas kampanye yang dianggap dapat menjadi solusi dari penumpukkan limbah tekstil dan sampah *fashion* di Indonesia yaitu kampanye #TukarBaju. Penelitian kuantitatif dengan paradigma positivisme ini menggunakan teori model kampanye Ostergaard dengan tujuan untuk mengetahui pengaruh yang dihasilkan dari kampanye #Tukarbaju terhadap sikap ramah lingkungan yang dilakukan kepada 100 *followers* Instagram @tukarbaju_. Teknik pengambilan sampel menggunakan teknik Non-probability Sampling (Purposive Sampling). Sumber data penelitian meliputi data primer dan data sekunder. Teknik analisis penelitian statistik inferensial dengan jenis penelitian eksplanatif. Hasil penelitian menunjukkan bahwa hasil uji regresi linear sederhana kampanye *Zero Waste* Indonesia #TukarBaju (X) berpengaruh positif terhadap sikap ramah lingkungan (Y). Berdasarkan hasil uji korelasi tingkat korelasi antar variabel sangat kuat sebesar 0,862. Hasil uji koefisien determinasi sebesar 74,4%. Hasil uji t memperoleh hasil adanya pengaruh dari variabel kampanye *Zero Waste* Indonesia #TukarBaju (X) terhadap sikap ramah lingkungan (Y). Hasil penelitian menunjukkan bahwa kampanye *Zero Waste* Indonesia #TukarBaju berpengaruh signifikan dan positif terhadap sikap ramah lingkungan pada *followers* Instagram @tukarbaju_.

Kata Kunci: Kampanye, Perubahan Sikap, Sikap Ramah Lingkungan, Model Ostergaard.

The effect of Zero Waste Indonesia's Campaign #TukarBaju toward Environment-friendly Attitude (Survey on Instagram followers of @tukarbaju_)

ABSTRACT

The phenomenon of environmental damage due to the fashion industry, namely the accumulation of textiles and fashion waste, is driven by the fast fashion industry. This industry is the second largest pollutant in the world, contributing a total of 10% and 20% of the world's wastewater, which is an environmentally damaging emission. This trend does not only impact the environment but also created consumptive attitudes in society. On behalf of this issue, Zero Waste Indonesia initiated a #TukarBaju campaign which is considered to be a solution for the textile and fashion waste accumulation in Indonesia. This quantitative research with positivism paradigm uses Ostergaard's campaign model theory intending to determine the impact of #Tukarbaju campaigns on environment-friendly attitudes carried out to a total of 100 Instagram followers of @tukarbaju_. Non-probability Sampling (Purposive Sampling) technique was used for the sampling. Sources for the research data include primary data and secondary data. Inferential statistic research analysis techniques with explanatory research types. Based on the results of a simple linear regression test, Zero Waste Indonesia's #TukarBaju (X) campaign has a positive impact on environment-friendly attitudes (Y). Following the former test, the results of the correlation test show a very strong level of correlation between variables at 0.862. The test result of the coefficient of determination is precisely 74.4%. The result of the T-test generates the existence of the impact of Zero Waste Indonesia's #TukarBaju campaign (X) on environment-friendly attitudes (Y). Thus, Zero Waste Indonesia's #TukarBaju campaign has a significant and positive effect on the environment-friendly attitudes of the Instagram followers of @tukarbaju_.

Keyword: Campaign, Attitude Changes, Environment-friendly Attitudes, Ostergaard Model