# STUDI ANALISIS ISI PROGRAM *#PLASTICSMARTCITIES* SEBAGAI EDUKASI LINGKUNGAN PADA INSTAGRAM @WWF_ID

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## ABSTRAK

*World Wide Fund for Nature* (WWF) Indonesia menginisiasikan program yaitu *Plastic Smart Cities* guna menginformasikan dan mengedukasi masyarakat mengurangi kebocoran plastik ke alam sebesar 30% dalam waktu dekat dan menghilangkan plastik pada tahun 2030. Edukasi tersebut salah satunya disampaikan melalui media sosial Instagram @wwf_id kepada masyarakat. Penelitian ini bertujuan untuk menggambarkan isi edukasi lingkungan pada konten Instagram @wwf_id *#PlasticSmartCities* periode Juli-November 2022 berdasarkan indikator dari tiga dimensi edukasi lingkungan yaitu pengetahuan dan pengalaman, keterampilan, dan sikap dan perilaku, menggunakan pendekatan kuantitatif metode analisis isi. Unit analisis pada penelitian ini terdiri dari 12 konten gambar dengan total gambar sebanyak 64 dan 7 konten video yang dibagi berdasarkan *Scene* dengan jumlah 64 *scene*, yang terdiri atas 55 komunikasi (pesan), 37 faktor menggunggah (emosi) dan 88 teks, 64 *scene* gambar, 62 audio, dan 16 animasi. Data dianalisis secara deskriptif, disajikan dalam bentuk tabulasi frekuensi dan persentase. Koding dilakukan dua orang untuk menjaga objektivitas menggunakan reliabilitas antarkoder dengan rumus formula scott. Hasil menunjukkan konten *#PlasticSmartCities* memuat cukup banyak edukasi lingkungan pada postingan gambar dengan kategori komunikasi (pesan) sebesar 98,18%, faktor menggunggah (emosi) sebesar 88,89%. Sedangkan, pada postingan video mengandung edukasi lingkungan pada unsur teks sebesar 88,64%, gambar sebesar 95,31%, audio sebesar 54,83% dan animasi sebesar 68,75%. Hasil uji reliabilitas menghasilkan nilai reliabilitas tertinggi pada unit analisis video unsur teks, audio dan animasi, dan paling rendah pada konten gambar kategori faktor mengguggah (emosi). Dapat disimpulkan bahwa konten *#PlasticSmartCities* pada Instagram WWF Indonesia telah menggambarkan edukasi lingkungan dengan nilai dimensi paling tinggi yaitu pengetahuan dan pengalaman.

**Kata Kunci:** Edukasi Lingkungan, Konten Instagram, *Plastic Smart Cities*, WWF Indonesia

# A CONTENT ANALYSIS STUDY OF THE #PLASTICSMARTCITIES PROGRAM AS ENVIRONMENTAL EDUCATION ON INSTAGRAM @WWF_ID

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### ABSTRACT

*The World Wide Fund for Nature (WWF) Indonesia has initiated a program called Plastic Smart Cities with the aim of informing and educating the public about reducing plastic leakage into the environment by 30% in the near future and eliminating plastic by 2030. One of the platforms used to deliver this education is the social media platform Instagram, specifically the account @wwf_id. This research aims to describe the environmental education content on Instagram @wwf_id with the hashtag #PlasticSmartCities during the period of July-November 2022, based on indicators from three dimensions of environmental education: knowledge and experience, skills, and attitudes and behaviors. The research utilizes a quantitative approach and content analysis method. The units of analysis in this study consist of 12 image posts with a total of 64 images, and 7 video posts divided into 64 scenes. For image content, there are 55 communications (messages), and 37 uploader factors (emotions). For video content, there are 64 image scenes, 62 audio elements, and 16 animations. The data is analyzed descriptively and presented in the form of frequency and percentage tabulations. Two coders were involved in the coding process to maintain objectivity, and intercoder reliability was measured using Scott's formula. The results show that the #PlasticSmartCities content contains a significant amount of environmental education in image posts, with the communication (message) category accounting for 98,18% and the uploader factor (emotion) category accounting for 88,89%. In video posts, environmental education is found in the text element at 88,64%, image at 95,31%, audio at 54,83%, and animation at 68,75%. The reliability test results indicate that the highest reliability value is found in the video unit of analysis for the text, audio, and animation elements, while the lowest value is found in the image content in the uploader factor (emotion) category. In conclusion, the #PlasticSmartCities content on WWF Indonesia's Instagram account effectively portrays environmental education with the highest dimension values being knowledge and experience.*

***Keywords:*** *Environmental Education, Instagram Content, Plastic Smart Cities, WWF Indonesia*