

**PENGARUH TERPAAN PESAN SAMPAH PLASTIK AKUN
INSTAGRAM @GREENPEACEID TERHADAP *ENVIRONMENTAL*
AWARENESS GENERASI Z**

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ABSTRAK

Peningkatan jumlah sampah plastik di Indonesia yang memburuk mendorong organisasi lingkungan seperti Greenpeace Indonesia semakin vokal melakukan kampanye digital melalui media sosial, khususnya Instagram, untuk meningkatkan kesadaran lingkungan di kalangan Generasi Z yang akrab dengan platform tersebut. Penelitian ini bertujuan mengetahui pengaruh serta besaran pengaruh terpaan pesan sampah plastik akun Instagram @greenpeaceid terhadap *environmental awareness* Generasi Z, dengan menggunakan teori *media exposure* McQuail (2010) sebagai kerangka utama dan pemikiran selective exposure Klapper (1960) sebagai kerangka pelengkap yang menjelaskan mekanisme selektivitas audiens dalam memproses pesan. Metode penelitian ini adalah survei dengan pendekatan kuantitatif eksplanatif. Populasi penelitian adalah Generasi Z yang mengikuti akun Instagram @greenpeaceid minimal sejak awal 2025, dengan jumlah sampel 200 orang yang dihitung menggunakan rumus Slovin. Hasil penelitian menunjukkan bahwa terpaan pesan berpengaruh positif dan signifikan terhadap *environmental awareness* Generasi Z sebesar 22,1%, sementara sisanya dipengaruhi oleh variabel di luar penelitian ini. Temuan ini turut mengonfirmasi validitas teori *media exposure* dan selective exposure dalam menjelaskan proses pembentukan kesadaran lingkungan Generasi Z melalui media sosial.

Kata Kunci: *Environmental awareness*, Generasi Z, Greenpeace Indonesia, Terpaan Pesan,

**THE INFLUENCE OF PLASTIC WASTE MESSAGES FROM THE
@GREENPEACEID INSTAGRAM ACCOUNT ON GENERATION Z'S
ENVIRONMENTAL AWARENESS**

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ABSTRAK

The worsening increase in plastic waste in Indonesia has prompted environmental organizations such as Greenpeace Indonesia to become increasingly vocal in conducting digital campaigns through social media, particularly Instagram, to raise *environmental awareness* among Generation Z, who are familiar with the platform. This study aims to determine the influence and extent of the impact of plastic waste messages from the @greenpeaceid Instagram account on Generation Z's *environmental awareness*, using McQuail's (2010) *media exposure* theory as the primary framework and Klapper's (1960) selective exposure theory as a complementary framework to explain the mechanisms of audience selectivity in processing messages. The research method employed was a survey using an explanatory quantitative approach. The study population consisted of Generation Z individuals who had been following the @greenpeaceid Instagram account since at least early 2025, with a sample size of 200 participants calculated using the Slovin formula. The results show that *media exposure* has a positive and significant effect on Generation Z's *environmental awareness*, accounting for 22.1%, while the remainder is influenced by variables outside the scope of this study. These findings also confirm the validity of *media exposure* and selective exposure theories in explaining the process of shaping Generation Z's *environmental awareness* through social media.

Kata Kunci: *Environmental awareness*, Message Exposure, Generation Z, Greenpeace Indonesia