

Pengaruh Pesan *Go Green, No Plastic* Pada Kampanye UPN “Veteran” Jakarta terhadap Sikap Penggunaan Kemasan Plastik di Lingkungan Kampus Pada Mahasiswa UPN “Veteran” Jakarta

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Abstrak

Jumlah penggunaan kemasan plastik tiap tahun selalu bertambah dan pemerintah Indonesia menerapkan program penghijauan, akhirnya membuat UPNVJ mencanangkan program *go green, no plastic*. Tujuan penelitian, untuk mengetahui terdapat pengaruh pesan dari Kampanye *Go Green, No Plastic* yang diterapkan oleh Universitas Pembangunan Nasional “Veteran” Jakarta dalam merubah sikap tidak menggunakan kemasan plastik di lingkungan kampus pada mahasiswa UPNVJ. Teori yang digunakan *Theory of Elaboration Likelihood*. Metode yang digunakan adalah metode kuantitatif dengan jenis penelitian eksplanatif. Lokasi penelitian ini adalah di UPN “Veteran” Jakarta. Populasi dalam penelitian sebanyak 10.011 Mahasiswa dengan menggunakan teknik *probability sampling* dan *proportional stratified sampling* sebanyak 99 responden. Untuk mengetahui adanya hubungan dan pengaruh peneliti menggunakan uji korelasi, koefisien determinasi dan uji regresi. Hasil penelitian ini menunjukkan bahwa hasil hipotesis penelitian membuktikan H_0 ditolak dan H_a diterima, Terdapat pengaruh Pesan *Go Green No, Plastic* Pada Kampanye UPN “Veteran” Jakarta terhadap sikap penggunaan kemasan plastik di lingkungan kampus pada mahasiswa UPN “Veteran” Jakarta.

Kata Kunci: Kampanye, Penghijauan, Kemasan plastik, Isi Pesan, Perilaku Penggunaan Plastik, *Theory of Elaboration Likelihood*.

***Influence Message Go Green, No Plastic Campaign On UPN "Veteran" Jakarta
against the attitude of Use Packaging Plastics in the Environment Campus On
Student UPN "Veteran" Jakarta***

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Abstract

The background of the number of uses of plastic packaging every year is always increasing and the Indonesian government implemented a greening program, eventually making UPNVJ launch a go green, no plastic program. **The purpose** of this research is to find out there is an influence of the message from the Go Green, No Plastic Campaign implemented by the Jakarta "Veteran" National Development University in changing the attitude of not using plastic packaging in the campus environment for UPNVJ students. **Theories** used Theory of Elaboration Likelihood. The method used is a quantitative method with the type of explanatory research. The location of this research is UPN "Veteran" Jakarta. The population in the study was 10,011 students using probability sampling techniques and proportional stratified sampling of 99 respondents. To find out the relationship and influence of researchers using correlation tests, coefficient of determination and regression tests. **The results** of this study indicate that the results of the research hypothesis prove that H_0 was rejected and H_a was accepted. There was an influence of the Go Green No Campaign Message, Plastic UPN "Veteran" Jakarta on the attitude of the use of plastic packaging in the campus environment at UPN "Veteran" students in Jakarta.

Keywords: Campaigns, Greening, Plastic Packaging, Message Contents, Plastic Usage Behavior, Theory of Elaboration Likelihood.