

ABSTRACT

The globalization era like today is encouraging the rapid and dynamic development of the world. Globalization brings changes in various fields of life such as the social, economic, and cultural fields. This research will focus on the use of Instagram social media on social action campaigns to overcome plastic waste. One of the organizations that plays an active role in the prevention of plastic waste is the Greeneration Foundation. In its Instagram account, the Greeneration Foundation has posted a variety of content that contains information and invitations to deal with plastic waste in the surrounding environment. Starting from posting photos to videos, what is unique in that post is the way the content is presented that collaborates with several other elements that are not dominated by text or images. In this phenomenon the researcher will raise a case about how the owner of the @greenerationid account disseminates the content that has been posted to the community of active users of Instagram so that the messages contained in the posted content can be conveyed properly by other Instagram account users. From this study the researchers hope the result is to find out in detail the way the Greeneration Foundation disseminates campaign messages about tackling plastic waste on Instagram social media.

Keywords: Instagram Social Media, Content for Plastic Waste Management Campaign, Greeneration Foundation, @greenerationid