

## **ABSTRAK**

*Motivated by the problem of the large amount of plastic waste in Indonesia, as well as the dangerous problems it carries. Instagram, as one of the social media that is widely used by the people of Indonesia today, is not only used to share photos and videos, which can also be a channel for the campaign to reduce waste, one of which is plastic waste, as done by the Instagram account @zerowaste.id\_official. This account began to join Instagram in 2018 and currently has more than 90,000 followers. Since then, this account has actively invited public to have a minimal trash lifestyle. Researchers took @zerowaste.id\_official's followers as the population in this study, 100 people were chosen as samples, using non probability sampling technique. This study aims to find out how much the effectiveness of the @zerowaste.id\_official as the channel for movement to reduce plastic waste and see its effect on follower participation. This research is a quantitative study with a descriptive correlation approach, which is a study that looks for relationships, interrelationships or connectivity between two or more variables. Researchers distributed questionnaires using direct message features to followers of the @zerowaste.id\_official account. The results of this study are the Effectiveness of the account @Zerowaste.id\_official as a Campaign Media for the Plastic Waste Reduction Movement, obtaining a percentage of 86.7% which is included in the very effective category, and has an effect of 31.24% on Followers Participation, while 68.76% the rest influenced by other variables that are not researched.*

**Keywords:** *Effectiveness, Instagram, Participation, Social Movement, Plastic Waste*