

ABSTRACT

Media is a highly developed source of information that is able to provide all available information. Social media is now a widely used means of providing information. Instagram account @Waste4Change become one of them, an account that provides information about waste management including cosmetic packaging waste. The account has the potential to provide knowledge about waste management of cosmetic packaging waste used in a day by cosmetic users in Indonesia.

The purpose of this research is to find out a discourse about the process of managing cosmetic packaging waste through information media. This research uses qualitative method with constructivist paradigmas. The data analysis in this study uses teun Van Dijk model discourse analysis using text analysis dimensions and social context.

The results of this study found that there is an invitation to add insight as well as knowledge where some audiences already have awareness of the importance of waste management including cosmetic packaging waste used in daily activities.

Key words: Instagram, Waste Management, Cosmetic Packaging, Analysis of Teun Van Dijk Discourse