

## **ABSTRACT**

*This study aims to find out the effect of the #9roWithAvoskin campaign on social media on the environmental attitudes of Generation Z in Indonesia. The research method used in this study is quantitative method with causality type. The sample in this research is determined by using nonprobability sampling with a purposive sampling technique. The questionnaire was distributed online through Google Form and subsequently disseminated to 400 respondents within the birth range of 1997 to 2012, corresponding to individuals aged 11- 26 years. The obtained data were subsequently processed using IBM SPSS software version 27. Based on the hypothesis testing results using the T-test, it was found that there is an influence of the #9roWithAvoskin campaign on social media on the environmental attitudes of Generation Z. This is evidenced by the results of the Partial T-test hypothesis, indicating that the independent variable (campaign) has a value of  $50.137 > 1.960$  with a significance level of  $0.000 < 0.05$ . Therefore, it can be concluded that  $H_0$  is rejected, and  $H_1$  is accepted, indicating that the independent variable, the #9roWithAvoskin campaign on social media, significantly influences the environmental attitudes of Generation Z.*

*Keyword : Campaign, Environment Ettitudes. Social Media.*