

ABSTRACT

Campaign is an activity carried out to invite or be persuasive and providing motivation to the public to participate in the campaign being carried out. Campaigns are formed based on phenomena that are currently occurring in the environment. One of the problems in Indonesia is the never-ending waste problem. Nowadays many campaigns are carried out through digital channels such as social media, one of which is Tiktok. Campaigns regarding the environment are also often found on social media. This research aims to examine how much influence one of the environmental conservation of campaigns, #onedayonetrashbag that carried out by a group of young people from Bandung, namely Pandawara on Tiktok regarding their followers' environmental conservation interest. The method used in this research is a quantitative approach through a survey using a questionnaire to 100 respondents who are followers of the Tiktok account @pandawaragroup. Based on the research results, it was found that the influence of campaign messages was 27,4% on interest in environmental conservation and the rest was influenced by other factors not examined in this research.

Keywords: *Interest, Pandawara, Environmental Conservation, Campaign Message, Tiktok*