

ABSTRACT

Environmental communication plays a crucial role in efforts to preserve and conserve nature. In Indonesia, various forms of environmental communication have been implemented, from tangible activities to conservation campaigns. Unfortunately, environmental degradation and the decline in biodiversity remain major challenges faced by the country. WWF Indonesia is one of the environmental organizations that utilizes Instagram as a medium for nature conservation campaigns. In its campaigns, WWF Indonesia has achieved substantial insight and engagement by carefully crafting its messaging, presenting appealing content, and optimally utilizing Instagram features. Therefore, this study aims to determine the effectiveness of the Instagram account @wwf_id as a campaign medium. This research employs a quantitative research method, collecting data through questionnaires involving 400 respondents (followers) who are aware of the nature conservation campaigns conducted by the Instagram account @wwf_id. Descriptive analysis was chosen to analyze respondents' perceptions regarding the communication effectiveness of the Instagram account @wwf_id as a campaign medium. The results indicate that the communication of the Instagram account @wwf_id is effective as a nature conservation campaign medium, with a score of 3.33 (83.25%), with the highest average value obtained for the enjoyment indicator and the lowest for the understanding indicator.

Keyword: *Environmental communication, conservation campaigns, WWF Indonesia, Communication Effectiveness, Instagram*