

ABSTRACT

Waste is a major environmental issue in Indonesia that continues to escalate alongside population growth. The problem is worsen by the limited capacity for proper waste management, resulting in environmental pollution. Waste4Change, as a social enterprise, initiated a public education campaign through a video titled “Refleksi Hari Peduli Sampah 2022”, aimed at raising public awareness about environmental cleanliness and serving as a reflection to commemorate “Hari Peduli Sampah Nasional 2022”. This study aims to analyze the cinematic and storytelling elements used in the video, as well as how social design approaches function as a medium of persuasive communication. The research employs a qualitative descriptive method with a case study approach, utilizing video observation, in-depth interviews, and questionnaires. The findings reveal that cinematic elements (such as point of view, lighting, and gesture) and the mise-en-scene approach successfully reinforce the emotional tone and reflective message of the video. Additionally, Robert Entman’s framing theory demonstrates that the video effectively defines the problem, identifies its causes, makes moral judgments, and suggests solutions. Interviews and questionnaires show that although the video lacks strong visual interactivity, viewers were emotionally moved and motivated to manage their waste more responsibly after hearing the message conveyed. However, compared to other more popular Waste4Change campaign videos, it was found that the visual and storytelling elements of “Refleksi Hari Peduli Sampah 2022” could still be optimized to increase audience engagement. This study offers recommendations for Waste4Change to emphasize stronger cinematic approaches and the use of familiar narrative language in future campaign videos.

Keywords: Environmental Awareness, Persuasive Communication, Framing Theory, Campaign Video, Waste4Change